



PERSONA CIENCIA EMPRESA

UNIVERSITAT RAMON LLULL

Code: 80500**Name of the subject:** Global Environment and Business Trends**GENERAL CHARACTERISTICS**

Number of credits ECTS:	3.5
Language/s	Catalan Spanish English
Type	Normal
Professor/s	Malet Falcó, Carles

DESCRIPTION**BRIEF DESCRIPTION AND JUSTIFICATION**

In the face of accelerating turbulence and change, business leaders and policy makers need new ways of creating sustained performance and economic growth. Over the last two decades the world has changed substantially. The economic, political, social, corporate, governmental and personal rules that currently apply are indeed different from those in existence only two decades ago. The global economy now ignores barriers; however, if they are not removed they will cause significant distortions. The roles of both national governments and international organizations have changed as well. The traditional nation-state has lost some part of the power since regions have become more relevant to explain prosperity. Also we notice that problems have become more global and therefore the answers should be equally globally oriented. Global warming, labor rights, trade, capital flows and financial crisis, are just some examples of sources of wide-scale global issues.

This course examines changes in the international economy and their effects on society and on the behavior of companies in this new environment. The main purpose of this course is to analyze the effects of this new wave of globalization on business trends and firms' behavior.

COMPETENCIES

As a consequence of the assimilation of the subject's learning contents, the student will be able to:

- Analyze the relationships within a global economic environment, the economic factors that affect those relationships, and their impact on the performance of a given company (CE1).
- Understand the financial resources available for the creation of a company in a global environment (CE3).
- Develop a Global and International vision: the student will be able to demonstrate and apply knowledge from a global perspective (CT4).

PREREQUISITES

- Requirements legally established to access postgraduate programs.
- English proficiency (TOEFL 7.0 or equivalent).

CONTENTS

1. Introduction
2. The waves of globalization
 - The first wave of globalization
 - The second wave of globalization
3. The present wave of globalization: main drivers and consequences
4. Globalization and inequality
5. The GATT and the WTO
6. Regional economic integration processes: the economic blocs
7. The European Union
8. Going global. Foreign entry strategies
9. International trade tools
10. Global capital flows. Foreign direct investment
11. Labor and environmental practices
12. The financial crises

METHODOLOGY

TRAINING ACTIVITIES:

Training activities	ECTS Credits	Competencies
Lectures presenting concepts and procedures	1,00	CE1, CE3, CT4
Practical sessions (exercises, case resolution)	1,00	CE1, CE3, CT4
Assignments by Students	0,50	CE1, CE3, CT4
Seminars or tutorials	0,25	CE1, CE3, CT4
Personal study activities	0,50	CE1, CE3, CT4
Assessment sessions	0,25	CE1, CE3, CT4
Internship in Company	-	
TOTAL	3,50	

EXPLANATION OF TEACHING METHODOLOGY

The methodology applied to this course is based on:

- High participation to discuss each topic covered in the syllabus.
- Preparation of readings and cases.
- International teams (5-6 students) working on pre-assigned projects

EVALUATION

METHODS OF EVALUATION

Evaluation Methods	Weighto,5	Competencies
Final exam	10%	CE1, CE3, CT4
Partial exams	30%	CE1, CE3, CT4
Following up activities	15%	CE1, CE3, CT4
Homework and presentations	15%	CE1, CE3, CT4
Experimental work or fieldwork	-	
Projects	30%	CE1, CE3, CT4
Evaluation of the company or institution	-	
Participation	-	

LEARNING OUTCOMES

At the end of the course, students should be able to demonstrate and apply business knowledge from a global perspective.

EVALUATION

1. Four mid-term quizzes to evaluate progress.
2. One final team project on Foreign Trade, in which students should apply the learnings of the course.
3. Two assignments (Country Analysis and Business Case Study) to be developed by teams and presented to the class.
4. One final exam.
5. Attendance is compulsory, and a maximum of two (2) class misses is allowed.

EVALUATION OF COMPETENCIES

Develop a Global and International Vision: the competence will be assessed from the presentation of the team project that students present at the end of the course. Students will have to demonstrate how they apply the learnings of the course (global perspective) in a real Foreign Trade case.

BIBLIOGRAPHY

Bibliography

The learning methodology is based on Cases and Readings that are updated on a yearly basis. Cases are provided at the beginning of the course to the students.

DOCUMENT RECORD

PREVIOUS CHANGES

Tancar