

ECONOMIC AND INTERNATIONAL BUSINESS IN AFRICA

COURSE: FOURTH

SEMESTER: FIRST

TYPE: OPTIONAL

CREDITS: 6

LANGUAGE: ENGLISH

SENIOR LECTURER: [NOELIA PÉREZ](#)

OBJETIVES:

The objectives of the subject are to know with detail the politics, economics, social and laws of the African Continent, as well as the roll of the main regulators. The students, will be able to understand the surroundings and limitations to manage a project in the area, as well as they will acquire the abilities and competences to analyze and create the strategies to develop actions aimed to the organization objectives.

COMPETENCES:

general

G1 – To observe with global vision, plan, organize and manage activities in the business scope.

G3 – Develop the ability of empathize, adapt, work and lead international groups and multicultural, interdisciplinary, competitive, changing and complex. Understand and apply the concept of network.

G5 - Develop a strong oral and written communication skill in English.

G6 – Find and exploit new information resources and apply quantitative criteria and qualitative aspects in decision making.

BASIC

CB2 – Students will know how to apply the knowledge learned to their Jobs or vocation in a professional way and possess the skills that are usually demonstrated through elaboration and defense of arguments and problem solving within their area of study

CB3 – Students will have the ability to gather and interpret relevant data (usually within their area of study) to make judgments that include a reflection on relevant social, scientific or ethical issues

CB4 – Students will be able to transmit information, ideas, problems and solutions to a both specialized and non-specialized public

TRANSVERSAL

T1 – To act with a critical spirit and reflection in front all knowledge's dimensions, showing intellectual, cultural and scientific restlessness and commitment to the rigor and quality in the professional requirement.

T3 – Interacting in global and international contexts to identify needs and new realities that allow transferring knowledge to a current or emerging professional area of development, with adaptability and self-direction in professional processes and in research.

T7 – Be able to be the main actor of training process itself going on a personal and professional improvement and acquire an integral training that allows learning and living in a linguistic diversity context, with diverse social, cultural and economic realities.

SPECIFIC

E3 – Understand the main legal implications of business activity, especially in relation to the internationalization business processes, understand and use the main legal schemes that regulate worldwide trade relations.

E5 – To know the cultural, social, geopolitical and legislative context of the different world economies as an international business development base.

E6 – To appreciate the changes that occur in the different international agreements context that affect the economic relations on the different countries and the activity of the international business companies.

E7 – Know the role of the different international economic and financial agents and institutions and value their influence and impact on the economic growth, international trade, financial relations and business activity.

E8 – Identify the economic, cultural, political, legal, demographic and technological environments that might represent opportunities and threats for the development on the international businesses activity.

LEARNING OUTCOMES:

R1. It analyzes the existing cultural differences between different parties involved in an international negotiation process.

R2. Efficiently solves the processes of multicultural negotiations within the international business environment.

R3. It has complete critical capacity to tackle problems and debates of a current world economic situation, correctly identifying its main problems and future trends.

R4. Adequately analyzes the economic reality on the geographic different world areas, the challenges that faces each one of them and adopts a reasoned positioning before them.

R5. Adequately manages the strengths, weaknesses, opportunities and challenges that international businesses faces in a different functional company areas.

R6. Communicate to all types of audiences (specialized or not) in a clear and precise way knowledge, methodology, ideas, problems and solutions within their field of study.

R7. Acting in the habitual situations and those that are proper of the profession with commitment and responsibility.

CONTENT:

1. Social, geopolitical and cultural African market

- African History
- The independence of African countries...
- Islam and Christianity in Africa

2. Economical and business organization in Africa

- Economic governance in Africa
- The economic spaces of the African Civilization
- The African strategic sectors
- The strengths and weaknesses of African countries
- The African Common Market
- The Regional Economic Communities
- African Private Sector Development
- The Emergence of African Women and Businessmen
- The emerging African middle class
- Reducing conflicts and their impact on business
- The growth of African cities
- The African demographic dividend

3. International relations and Business

- The economic effects of colonization
- Information and trade technologies
- Foreign Direct Investment (FDI) in Africa
- The African Continental Free Trade Area (CFTA)
- African customs
- Logistics and transport in Africa
- African International Relations
- Africa at the global market
- The impact of African commodity prices on a global scale
- African border markets
- Africa's relations with Asia (China, India, BRICS, Arab Countries)

- Contract and negotiation

EVALUATION SYSTEM:

Task	(%)	Details
4 Activities	20	5% each
Final Project (groups of 2 people)	30	20% the report, 10% the presentation.
Partial exam A	25	Exam organised in 2 parts: 1) Multiple choice (10 questions *2%= 20% total) 2) Case study analysis: 5%
Partial exam B	25	Exam organised in 2 parts: 1) Multiple choice (10 questions *2%= 20% total) 2) Case study analysis: 5%

- Parcial Exam I: 25% - Minimal grade to pass 5/10 (five over 10).
Susceptible of recovery by means of a complementary exam, as long as the student has correctly developed the rest of the continuous evaluation. To be able to recover the fail exam, it is mandatory, have **delivered** the final project and the 4 activity reports.
- Parcial Exam II: 25% - Minimal grade to pass 5/10 (five over 10).
Susceptible of recovery by means of a complementary exam, as long as the student has correctly developed the rest of the continuous evaluation. To be able to recover the fail exam, it is mandatory, have **delivered** the final project and the 4 activity reports.
- Activities (Mandatory to be able to recover exams and make average): 20%.
4 different activity reports (2 different small problems in each) will be given during the classes to work at home. The student must deliver their problem resolutions on the stipulated date uploaded to MOODLE, in order to be able to prove the correct development of the continuous evaluation. The resolution

of the 4 activity reports will determine the availability of the student to solve common daily problems in a business environment focus on Africa continent. The 4 activity report solutions must be delivered to make average.

- Final Project: 30%. Mandatory to deliver it to be able to recover exams and also to make average.

The student will be a part of a team (max 2 people), developing the project together. The project must have a complete business plan to import or export any product from Africa to Spain or Spain to Africa from a fictitious company. In the exporting case, must have in consideration all different cultural and social areas that are included in Africa. To be able to work in a team, and expanding to Africa the fictitious products correctly having in mind the development strategy, the social, cultural, legal limitations of the continent or country chosen, the resources and human resources needed to achieve the objectives of the company will be evaluated.

For the continuous correct evaluation of the final project an index must be deliver to the teacher (direct at class, on paper) FHASE 1

FHASE 2 (20%) Mandatory:

Final project report must be delivered on the given date and upload to MOODLE.

FHASE 3 (10%) Mandatory:

PPT Presentation must be uploaded to MOODLE on the correct delivery date. Also it is mandatory to attend and take part in the public presentation.

The student must pass with 5 or more the two partial exams so that both are average, also present and deliver the final project (the 3 phases), and deliver the 4 activity reports in the correct delivery dates, uploading them at MOODLE.

The teacher takes into account the evolution, progress, proactivity, effort and development of the continuous evaluation of each student; In addition to take into account Assistance and Active Participation on the debates, games, etc.

METHODOLOGY:

The subject combines theoretical knowledge with its implementation. Throughout the class sessions, the teacher will expose contents of the program through the use of different learning methodologies, besides carrying out group training activities to complement and put into practice the acquired knowledge. In addition, students should carry out individual activities during their personal work hours.

On the other hand, during the hours of personal work, the students will carry out a final work of the subject that they must present at the end of the academic period of the same. For this, the students will have hours of tutoring (during class) with the teacher in order to supervise and guide the development of the project.

REFERENCE BOOKS:

- Africa in the international system. Francisco Javier Peñas 2000
- China's Second Continent: How a Million Migrants are Building a New Empire in Africa. Howard French 2014.
- Africa rising? : BRICS - diversifying dependency. Ian Taylor 2014.

WEB REFERENCE:

- <http://www.casafrica.es/>
- <http://africanbusinessmagazine.com>
- http://exporthelp.co.za/modules/17_documentation/export_goods/intro.html

MOVIES, SHORT FILMS AND DOCUMENTALS:

- *Love the One You Love*, Jenna Bass (Sudáfrica)
- *Half of a Yellow Sun*, Biyi Bandele (Nigeria)
- *Beti and Amare*, Andy Siege (Etiopía)

- *Run*, Philippe Lacôte (Costa de Marfil)
- *Timbuktú*, Abderrahmane Sissako (Mali)
- *Miners Shot Down*, Rehad Desai (Sudáfrica) Documentary
- *Stories of Our Lives*, Jim Chuchu (Kenia)
- *Shield and Spear*, Petter Ringbom (Sudáfrica) Documentary
- *Veve*, Simon Mukali (Kenia)

COMPLEMENTARY INFORMATION

- INVESTOUR (Africa Sustainable Development Forum in FITUR, IFEMA)
January 18th 2018