

## **ECONOMIC AND INTERNATIONAL BUSINESS IN AMERICA**

**COURSE:** FOURTH

**SEMESTER:** FIRST

**TYPE:** OPTIONAL

**CREDITS:** 6

**LANGUAGE:** ENGLISH

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### **OBJECTIVES:**

The subject target is to know in detail the political, economic, social and normative organization of America, as well as the role of the main regulators in order to train the student to know the environment and limitations to lead a project. As well as acquiring the skills in analysis and creation of strategies to develop actions achieve the organization objectives.

### **COMPETENCES:**

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:**

The subject will cover the following topics:

- Social, geopolitical and cultural market approach in America.
- Specific and distinctive elements of economic and business organization for each American Region.
- Introduction and overview of the market environment in America
- Challenges to start and manage business and evolution of the relationship between the business environments for each American Region.

**1. Global Environment in America.**

- a. Social Environment
- b. Geopolitical Environment
- c. Cultural Environment
- d. Legal Environment
- e. Economical Environment

**2. Regional Business Characteristics in America**

- a. Difference North, South and Center
- b. Differences by Region
- c. Differences by Countries

**3. Market Environment in America**

- a. Global Characteristics
- b. Regional Characteristics

**4. Entrepreneurship in America**

- a. Business Opportunities

- b. Business Difficulties
- c. Differences by Regions
- d. Other Considerations

#### **5. Internationalization in America**

- a. Business Opportunities
- b. Business Difficulties
- c. Differences by Regions
- d. Other Considerations

#### **6. Practical Issues**

- a. Business Project

### **EVALUATION SYSTEM:**

There will be two partial exams that will have a value of 50% of the final grade the remaining 50% will be obtained from three activities, attendance and active participation in class, in addition to the activities oral presentations:

• **Partial Exam I:** 20% - Minimum grade to pass 5/10 (five out of 10). Susceptible of recovery by means of a complementary examination, as long as the student has correctly developed the complete continuous evaluation.

- EVALUATED COMPETENCES: G5+G6+CB2+CB3+CB4+T1+T3+E5+E6+E8
- EVALUATED LEARNING OUTCOMES: R1+R3+R4+R6

• **Partial Exam II:** 30% - Minimum grade to pass 5/10 (five out of 10). Susceptible of recovery by means of a complementary examination, as long as the student has correctly developed the rest of the continuous evaluation.

- EVALUATED COMPETENCES:  
G1+G5+G6+CB2+CB3+CB4+T1+T3+E5+E7+E8
- EVALUATED LEARNING OUTCOMES:  
R1+R2+R3+R5+R6+R7

• **Activity I:** 10%. Mandatory. Individual work. The student must do it and deliver it on the stipulated date in order to be able to prove the correct development of the continuous evaluation. This work will consist of a written delivery as well as an oral presentation in class. Each student will perform a different activity so that each of the presentations will have associated a debate to delve into the topic discussed.

- EVALUATED COMPETENCES:  
G5+G6+CB2+CB3+CB4+T3+T7+E5+E6+E7
- EVALUATED LEARNING OUTCOMES:  
R1+R3+R4+R6

• **Activity II:** 10%. Mandatory. Individual work. The student must do it and deliver it on the stipulated date in order to be able to prove the correct development of the continuous evaluation. This work will consist of a written delivery as well as an oral presentation in class. Each student will perform a different activity so that each of the presentations will have associated a debate to delve into the topic discussed.

- EVALUATED COMPETENCES:  
G1+G5+G6+CB2+CB3+CB4+T1+T3+T7+E5+E8
- EVALUATED LEARNING OUTCOMES:  
R1+R3+R6

• **Activity III:** 30%. Mandatory. GROUP work. The student must do it and make the different deliveries on the stipulated dates for the correct monitoring by the teacher and for the correct monitoring of the subject itself and its continuous evaluation by the students. This part will have a value of 20%. The students can make the oral presentation, as long as they have made the partial deliveries of the activity. This part will have a value of 10%. Both parts (written work and oral presentation) are mandatory. Each group will perform a different activity so that each of the presentations will have associated a debate to delve into the topic discussed.

- EVALUATED COMPETENCES:  
G1+G3+G5+G6+CB2+CB3+CB4+T1+T3+T7+E3+E5+E6+E8
- EVALUATED LEARNING OUTCOMES:  
R1+R2+R3+R5+R6+R7

In addition, the teacher will take into consideration the evolution, progress, proactivity, effort and development of the continuous evaluation; besides taking into account the assistance and active participation. An outstanding consideration will be given to the contributions made by the students.

In the event that a student, having correctly developed the practical part of the continuous evaluation, doesn't pass one or both partial exams may have the chance to retake the exam in the complementary period, in order to guarantee the option of improvement.

### **METHODOLOGY:**

This is a classroom subject that 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, in addition to performing group training activities to complement and put into practice the knowledge acquired. In addition, students should carry out individual activities during their personal work hours (activities I and II; other classroom activities).

On the other hand, during the hours of personal work, the students will make a final work of the subject (activity III) that they will have to exhibit at the end of the academic period. For this, the students will have tutoring hours with the teacher in order to supervise and guide the development of the project.

Finally, it is recommended that the student dedicate each week a few hours of personal work to this subject in order to consolidate the knowledge acquired. This personal work will consist of a review of the theoretical aspects treated in class and to complement them with the basic bibliography.

### **RECOMMENDED BIBLIOGRAPHY & TEXTS**

- **Internationalization**, Firm Strategies and Management. Colin Wheeler, Frank McDonald, Irene Greaves, published in 2003 by Palgrave Macmillan.

- **From Local Champions To Global Masters, A Strategic Perspective on Managing Internationalization.** Paul Verdin, Mr Nick Van Heck, published in 2001 by Palgrave Macmillan.