

ECONOMIC AND INTERNATIONAL BUSINESS IN AMERICA**YEAR:** FOURTH**TERM:** FIRST**TYPE:**OPTIONAL**CREDITS:** 6**LANGUAGE:** ENGLISH**PROFESSOR:** [NOELIA PEREZ](#)**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:**GENERAL**

G1 - Observar con visión global, planificar, organizar y gestionar actividades en el ámbito empresarial y de los negocios.

G3 - Desarrollar la capacidad de empatizar, adaptarse, trabajar y liderar grupos internacionales y multiculturales, interdisciplinarios, competitivos, cambiantes y complejos y entender y aplicar el concepto de network.

G5 - Desarrollar una notable capacidad comunicativa tanto oral como escrita en lengua inglesa.

G6 - Buscar y explotar nuevos recursos de información y aplicar criterios cuantitativos y aspectos cualitativos en la toma de decisiones.

BASIC

CB2 - Que los estudiantes sepan aplicar sus conocimientos a su trabajo o vocación de una forma profesional y posean las competencias que suelen demostrarse por medio de la elaboración y defensa de argumentos y la resolución de problemas dentro de su área de estudio

CB3 - Que los estudiantes tengan la capacidad de reunir e interpretar datos relevantes (normalmente dentro de su área de estudio) para emitir juicios que incluyan una reflexión sobre temas relevantes de índole social, científica o ética

CB4 - Que los estudiantes puedan transmitir información, ideas, problemas y soluciones a un público tanto especializado como no especializado

TRANSVERSAL

T1 - Actuar con espíritu y reflexión críticos ante el conocimiento en todas sus dimensiones, mostrando inquietud intelectual, cultural y científica y compromiso hacia el rigor y la calidad en la exigencia profesional.

T3 - Interactuar en contextos globales e internacionales para identificar necesidades y nuevas realidades que permitan transferir el conocimiento hacia ámbitos de desarrollo profesional actuales o emergentes, con capacidad de adaptación y de autodirección en los procesos profesionales y de investigación.

T7 - Llegar a ser el actor principal del propio proceso formativo en vistas a una mejora personal y profesional y a la adquisición de una formación integral que permita aprender y convivir en un contexto de diversidad lingüística, con realidades sociales, culturales y económicas diversas.

SPECIFICS

E3 - Comprender las principales implicaciones jurídicas de la actividad empresarial, especialmente en relación a los procesos de internacionalización de los negocios y entender y utilizar los principales esquemas jurídicos que regulan las relaciones comerciales a nivel mundial.

E5 - Conocer el contexto cultural, social, geopolítico y legislativo de las distintas economías mundiales como base para el desarrollo de los negocios internacionales.

E6 - Valorar los cambios que se producen en el contexto de los diferentes acuerdos internacionales y que afecten a las relaciones económicas de los distintos países y la actividad de las empresas en negocios internacionales.

E7 - Conocer el papel de los diferentes agentes e instituciones económicas y financieras internacionales y valorar su influencia e impacto en el crecimiento económico, el comercio internacional, las relaciones financieras y la actividad empresarial.

E8 - Identificar los entornos económico, cultural, político, legal, demográfico y tecnológico que pueden representar oportunidades y amenazas para el desarrollo de la actividad en negocios internacionales.

LEARNING OUTCOMES:

R1. Analiza las diferencias culturales existentes entre las distintas partes implicadas en un proceso negociador internacional.

R2. Resuelve de forma eficiente los procesos de negociaciones multiculturales dentro del entorno empresarial internacional.

R3. Dispone de capacidad crítica completa para abordar problemas y debates de la actualidad económica mundial, identificando correctamente sus principales problemas y tendencias de futuro.

R4. Analiza adecuadamente la realidad económica de las diferentes áreas geográficas del mundo, los retos que afronta cada una de ellas y adopta un posicionamiento razonado ante los mismos.

R5. Gestiona adecuadamente las fortalezas, debilidades, oportunidades y retos que afrontan los negocios internacionales en las diferentes áreas funcionales de la empresa.

R6. Comunica a todo tipo de audiencias (especializadas o no) de manera clara y precisa conocimientos, metodología, ideas, problemas y soluciones en el ámbito de su campo de estudio.

R7. Actúa en las situaciones habituales y las que son propias de la profesión con compromiso y responsabilidad.

SYLLABUS:

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 one exam that will have a value of 40% of the final grade the remaining 20% will be obtained from 2 activities and final project 30%, attendance and active participation in class will be 10%, in addition to the activities oral presentations:

| Task | (%) | Details |
|--|-----|--------------------------------------|
| 2 Activities (2 different activities) | 20 | 10% each activity |
| Final Project (groups of up to 4 people) | 30 | 20%the report, 10% the presentation. |
| Class Participation | 10 | |
| Final exam | 40 | Practical Exam |

- **Exam:** 40% - Minimum grade to pass 4/10 (five out of 10).

EVALUATED COMPETENCES:

G5+G6+CB2+CB3+CB4+T1+T3+E5+E6+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.

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.

EVALUATED COMPETENCES:

G1+G5+G6+CB2+CB3+CB4+T1+T3+T7+E5+E8

EVALUATED LEARNING OUTCOMES:

R1+R3+R6

- **Final Project:** 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 delivery of the written project. The oral 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. This part will be 10% of the total grade.

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.

| EVALUATION SYSTEM | CONDITIONS | % EVALUATION | DETAILS | DEDICATION (H) | Competences |
|---|--|--------------|--|----------------|---|
| Activity I | Compulsory to deliver Individual | 10 | | 15 | EVALUATED COMPETENCES: G5+G6+CB2+CB3+CB4+T3+T7+E5+E6+E7 EVALUATED LEARNING OUTCOMES: R1+R3+R4+R6 |
| Activity II | Compulsory to deliver Individual | 10 | | 15 | EVALUATED COMPETENCES: G1+G5+G6+CB2+CB3+CB4+T1+T3+T7+E5+E8 EVALUATED LEARNING OUTCOMES: R1+R3+R6 |
| Final Project | Group activity from 4-5 people Compulsory to deliver on time evaluated (NOT RECOVERABLE) Mandatory | 30 | 20% for the plan report, 10% for the presentation. | 50 | 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 |
| Evaluation, final examination of concepts | Susceptible of recovery if the rest of the evaluation is average Mandatory | 40 | | 40 | |
| Class Participation | | 10 | | | |
| Horas fuera aula | | | | 120 | |
| Horas de clase | | | 29 sessions | 58 | |
| Total horas de dedicación | | | | 178 | |

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.

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

Hill, C.W.L. International Business: Competing in the Global Marketplace. 10th ed. New York: McGraw-Hill, 2014.