### Syllabus

**Subject: Economic Environment**

**Courses: All**

**Degree:** TÍTULO SUPERIOR EN DIRECCIÓN DE MARKETING Y GESTIÓN COMERCIAL

**Academic year:** 2012 / 2013

| Teachers:          | Alicia Coronil Jónsson  
|                   | Teresa Freire Rubio     |
|                   |                         |
| **Period of classes and year:** | Semester 1, Fourth Year |
| **Type of course:** | PP Properties            |
| **Language in which the course will be taught:** | English                |
| **No. Of credits:** | 3                        |
| **Hours per week:** | 2 hours per week         |

**Department of Economics**
INDEX

Content page

1. TEACHERS´ CONTACT DETAILS ............................................... 2
2. DESCRIPTION OF THE SUBJECT ........................................ 2
3. SUBJECT AIMS ....................................................................... 2
4. SKILLS .................................................................................. 2
5. METHODOLOGY ..................................................................... 3
6. RESOURCE MATERIA ............................................................. 3
7. PRACTICAL COURSEWORK ................................................... 4
8. EVALUATION PROCESS .......................................................... 4
   A. ATTENDANCE ....................................................................... 4
   B. IN CLASS TESTS ................................................................... 4
   C. MANDATORY COURSEWORK ........................................... 4
   D. OTHER COURSEWORK .................................................... ERROR! MARCADOR NO DEFINIDO.
   E. FINAL EXAM .................................................................... 5
9. SUBJECT PROGRAM ................................................................. 7
   A. COURSE DETAIL ................................................................... 7
   B. COURSE DEVELOPMENT .................................................. 8
10. RECOMMENDED READING ................................................... 10
    A. MANDATORY READING ................................................... 10
    B. FURTHER READING ........................................................ 10
    C. ONLINE SUPPORT MATERIAL ......................................... 10
1. Teachers´ Contact details

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2. Description of the subject

The contents focus on the study of economic growth and its determinants, which provides the perspective necessary to address both the analysis of the production structure and the institutions that shape economic organization in Spain and in its external relations. This is part of a theoretical framework that underlies any explanation of economic reality and allows the student reasoning based on the instruments available.

3. Subject Aims

The purpose of this course is to equip students with basic knowledge of the functioning of the economic, national and international, in which the company operates, and to initiate the student in handling analytical instruments.

4. Skills

Instrumental Skills:

• Capacity for analysis and synthesis: analyze, synthesize, evaluate and make decisions from the relevant records of information on the situation and probable development of a business.
• Oral and written communication in native language: to understand and be able to communicate properly and in different settings, in English. Be prepared to be understood by managers and subordinates in a clear and concise and be able to draw up advice and business management projects (global or functional areas).
• Ability to analyze, search and discriminate information from various sources: ability to identify sources of economic information, collect and select relevant information unrecognizable for non-professionals.

Ability to flowcharting and extrapolation: the student should be able to understand the economic institutions as a result and application of theoretical or formal representations about the economy works.
• Ability to solve problems.
• Ability to make decisions.
Specific Skills:

**Academic skill and disciplinary**
- Economy

**Profesional skill**
- Ability to solve the legal, political and conceptual arise around the business.
- Ability to analyze economic policy instruments
- Knowledge and analysis of the behavior of economic agents.
- Knowledge and analysis of the functioning of markets.
- Analysis and interpretation of data that companies have
- Ability to analyze business strategy, objectives and trade policy.
- Ability to apply techniques and make decisions on human resource management.
- Skill in finding information and research.
- Capacity to the dissemination of economic issues.
- Communicate in professional meetings economics orally and in writing.
- Understand and evaluate the situation analysis of an economy.
- Understand the operation of the public sector of an economy.
- Understand the objectives and instruments of economic policy.

**Generic skills:**

- Independent learning.
- Capacity for analysis and synthesis.
- Critical Thinking.

5. Methodology
The preparation of the course will be by:

- Exposure of the teacher of various cases and exercises that illustrate the various themes and concepts in the syllabus of the subject. This is to equip students with some theoretical content to be applied later in drill and practice new proposals.

- Proposal for reading news articles in newspapers and magazines related to the subject and illustrate the themes given in the matter.

- Exercises performed by students in the classroom.

6. Resource Materia
7. Practical Coursework
At the end of each presentation and explanation of the theoretical, will be used at least one or two hours to solve teaching practices related to the subject. Also be developed for discussion and debate classes, from the delivery of items of economic news to students, who work at home and this practice will be discussed in the classroom. As a complement, as described below in the Evaluation Standards of the subject throughout the semester, students individually and as mandatory, must develop a practice of monitoring and analysis of a country from the perspective of the analysis of national and international economic environment.

8. Evaluation Process

a. Attendance
As outlined in the Academic Course Guide, the score will be automatically applied to each student takes the number of absences. The rates range between +1 and -1.
Total Maximum Points Attendance and Participation: 1 point

b. In Class Tests
FINAL:
• It's two official announcements: December (Call Meeting) and June (Special Notice).
• If review of final exams
• There will be no examination on another date other than the dates designated by the school official

EXAM CLASS (Continuous Assessment):
• At the end of each topic will test multiple choice / essay questions, basic knowledge about the subject matter on that topic.

c. Mandatory Coursework
The student, in group of 3 or 4 persons and as mandatory, must develop a practice of monitoring and analysis of a particular economy from the perspective of the concepts of the economic analysis: Economic Environment Practice

Economic Environment
Department of Economics

(Country)
During the second / third school week of the course, each student is assigned a country to go looking at specific aspects: macroeconomic data (GDP, inflation, unemployment, balance of payments etc.). Qualities of his model economic growth (historical evolution and growth factors) sector analysis (development of productive activities in the country), institutional (labor market, public sector and financial sector) and external sector (balance of payments).
At the end of the semester, last school week (10-14 December), must be hand delivered to the teacher, the practice already completed that contains all the information requested for that purpose.

While group practice is awarded to each student, will be posted on ERIETE the performance standards of the practice and standards that must be met to deliver written notice of such practice (maximum length, font, etc.)
The assessment of that practice means 20% of the final grade student.

**d. Final Exam**

1. ATTENDANCE (Standard Academic Guide): The scale will range between +1 and -1.
   Attendance and participation Maximum Points: 1 point

2. - TESTING / WORK: CONTINUOUS ASSESSMENT:
   (Total: 40% Final Note)
   Continuous assessment is extended to two calls of course: December (Call Meeting) and June (Call Special)

2.1. - EXAM CLASS (Continuous Assessment): At the end of each topic will be an exam, multiple choice / essay questions.
   The mean of the continuous assessment tests carried out is multiplied by 0.2 thus representing 20% of the final grade of the subject.
   Continuous Assessment Tests Top Score: 2 points

2.2. - JOB REQUIREMENT (Continuous Assessment): Practice of Economic Environment (Country)
   Work / Practice made individually and binding, will be evaluated on the criteria to it.
   The score of this work is 0 to 10 points, and that score is multiplied by 0.2 thus representing 20% of the final grade for the course.
   Compulsory Labour → Top Score: 2 points

3. - FINAL EXAM: The final exam (December / January and June) will have the following structure: Short or Questions: 5 questions / short exercises. Score each question: 1 point. Total: 5 points Questions or Long: 2 Questions to develop / case studies, which relate different aspects of the program. Each question rating: 2.5 points. Total: 5 points
The score of this review is multiplied by 0.6 thus representing 60% of the final grade of the subject.

Final Exam Top Score: 6 points

Final Score of the Course:

- Overall Continuous Assessment Score (40%): 4 points
- Total Score Final Exam (60%): 6 points
- Attendance
Subject Program

e. Course Detail

**ANALYTICAL TOOLS AND QUANTIFICATION OF ECONOMIC ACTIVITY:** National Accounts and Balance of Payments

**HISTORICAL DEVELOPMENT AND PRESENT STATUS OF GROWTH:** Economic growth and global economic development trends and Spanish

**GROWTH FACTORS**

**PRODUCTIVE ACTIVITIES**

**INSTITUTIONAL BEHAVIOR**

**RELATIONS WITH THE EXTERIOR**
f. Course Development

Chapter 1. NATIONAL ACCOUNTS AND BALANCE OF PAYMENTS
- Main macro national accounts.
- Structure of the balance of payments
- Comparison of the macro in time and space: Indexes and Fees

Chapter 2. ECONOMIC GROWTH AND DEVELOPMENT OF THE GLOBAL ECONOMIC AND SPANISH.
- Introduction to economic growth and its determinants.
- Phases and characteristics of business cycles.
- Analysis of the main stages of the world economy with specific reference to the situation of the Spanish economy at different stages.
- Structural change in the Spanish economy.

Chapter 3. RAY PRESENT OF THE WORLD ECONOMY
- Analysis of development indicators, inequality and poverty.
- Spain in the global context.

Chapter 4. ECONOMIC GROWTH FACTORS
- Natural resources
- Human capital
- Physical capital
- Technology
- Economic and social institutions.

Chapter 5. SECTOR ANALYSIS AND ECONOMIC DEVELOPMENT
- Agriculture
- Industry
- Services
- Economic Development Strategies

Chapter 6. THE LABOR MARKET.
- Agents of the labor market.
- Characterization of the labor market.
- Evolution of unemployment in Spain.
- The labor reforms.

Chapter 7. THE PUBLIC SECTOR
- The role of State
- Characteristics of the Spanish public sector.
- Evolution of expenditure and revenue
- Public policies.

Chapter 8. FINANCIAL SYSTEM
- Basic characteristics of the Spanish financial system. - International organizations.
- Analysis of the crisis.
- Central Bank: Monetary Policy

Chapter 9. EXTERNAL SECTOR
- Evolution of Spanish commerce.
- Guidance and Spanish trade specialization
- International organizations.

Chapter 10. ECONOMIC INTEGRATION
- Types of Integration Processes.
- European Union: Institutions
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9. Recommended Reading

   a. Mandatory Reading

BOYES, W. and MELVIN, M. (2011): Economics, Mason (OH), South-Western

Hill. ISBN: 978-007-126383-2

   b. Further Reading

Alonso, José Antonio (2009). Lecciones sobre Economía Mundial. 4ª edición.
Ed. Cívitas. Navarra


   c. Online Support Material

Instituto Nacional de Estadística (INE): www.ine.es

Boletín Mensual del Banco Central Europeo (Banco de España): www.bde.es

Ministerio de Economía y Hacienda: www.meh.es

Banco Mundial: http://www.bancomundial.org

Fondo Monetario Internacional: http://www.imf.es

Unión Europea: http://www.europa.eu.int/

ICEX (Instituto Español de Comercio Exterior):  http://www.icex.es

Note: The books and other documents that appear under Mandatory Reading, which are necessary to follow the course adequately in the classroom, will follow the Documentation Policy of the school. This states that the student can have access to these books through the library and or in the bookshop when these services are available on campus. Remember buying course books or other material for the courses will always be a voluntary action on the part of the students and at no point can we make it obligatory.

Use the following criteria for each book or other materials: Title, Authors, year of Publication and Editorial, and if possible the ISBN No.

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Servicio de Estudios BBVA: http://www.bbva.es
El economista: http://www.eleconomista.es
Expansión: http://www.expansion.com
Cinco Días: http://www.cincodias.com
The Economist: http://www.economistm.com
Financial Times: http://www.ft.com/home/europe
Datos Económicos y Estadísticos: http://www.ucm.es/BUCM/cee/cee30.htm

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