## Academic Guide

**Economic Environment**

4th year

*Degree in Marketing and Sales Management (TSMK)*

### Academic Year 2014 /2015

<table>
<thead>
<tr>
<th>Campus:</th>
<th>Pozuelo (Madrid)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Professors:</td>
<td>Alicia Coronil</td>
</tr>
<tr>
<td>Academic Period:</td>
<td>1st Semestre</td>
</tr>
<tr>
<td>Year:</td>
<td>4th year</td>
</tr>
<tr>
<td>Type:</td>
<td>OB Obligatory</td>
</tr>
<tr>
<td>Language</td>
<td>English</td>
</tr>
<tr>
<td>Credits ECTS:</td>
<td>3</td>
</tr>
<tr>
<td>Classes per week:</td>
<td>2</td>
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</tbody>
</table>

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**Department of**

**ECONOMICS**

*Ultima actualización: junio 2014*
Bachelor’s Degree in Marketing and Sales Management

4th Year/ 1rst Semestre

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1. Faculty/Professor’s Contact information

Alicia Coronil Jónsson   Alicia.coronil@esic.edu

2. General Description of the Subject & Course Content

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. Statement of Course Goals & List of Student Learning Outcomes

Students will acquire theoretical - practical knowledge about: Tools of analysis and quantification of economic activity. Historical evolution and current status of growth. Growth factors. Sectoral analysis. Institutional aspects. Relations with the outside. At the end of the academic year, students will be able to perform an analysis budget of any national economy. You can make comparisons between different national economies. You will learn the characteristics of the sectors national economic. Know the institutions of the European Union, of which Spain is member and the influence of various economic policies developed within the Union. It made a better knowledge of the functions and operation of the various international economic institutions.

4. Competences

Basic skills

CT01 Capacity for analysis and synthesis.
CT02 Oral and written language.
CT06 Ability to analyze, search and discriminate information from different sources.

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CT07 capacity flowcharting and extrapolation
CT08 Ability to solve problems.
CT09 capacity to make decisions.

Personal Skills

CT11 Motivation for quality and rigor at work.
CT12 Creativity, initiative and entrepreneurship.
CT13 Ability to work in teams and communication fluency.
Work CT14 interdisciplinary team.
CT15 Working in an international context.
CT16 Skill in personal relationships.
CT17 Ability to work in diverse and multicultural environments: recognition and respect for diversity.
CT18 Critical Thinking Ability.
CT19 Ethical commitment at work.
CT20 Working under pressure.

Systemic Skills

CT22 Adapting to new situations.
CT 23 Creativity
CT 24 Leadership
CT 25 Initiative and entrepreneurship
CT 26 Motivation for quality.
CT27 Sensitivity to environmental and social issues.

Practical Skills

CT22 Apply knowledge in practice.
CT23 research capability.
CT24 Design and project management.
CT25Capacidad for the dissemination of economic and business issues.

Specific skills - personal

CE03 Ability to solve legal problems, political and conceptual arising around the business.
CE06 Ability to analyze economic policy instruments
CE07 Knowledge and analysis of the behavior of economic agents.
CE08 Knowledge and analysis of the functioning of markets.
EC15 Ability to analyze business strategy, objectives and trade policies.
5. Training

<table>
<thead>
<tr>
<th>Class hours</th>
<th>Outside class hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>30 hrs</td>
<td>60 hrs</td>
</tr>
</tbody>
</table>

5.1 Study Plan

**AF1. Preparation of the theoretical.** Lectures on various topics that make up the course. The students will have the contents of the subjects in the Virtual Campus ESIC.

<table>
<thead>
<tr>
<th>TOTAL</th>
<th>HOURS</th>
<th>Presentiaity</th>
</tr>
</thead>
<tbody>
<tr>
<td>45hs</td>
<td>Hs Teaching: 22</td>
<td>100</td>
</tr>
<tr>
<td></td>
<td>Hs Non teaching 25</td>
<td></td>
</tr>
</tbody>
</table>

**AF2. Individual work:** This activity consists in developing a proposed report on the teacher issue, covering aspects related knowledge skills addressed by the treated subject. This activity can be supplemented by oral presentation by students of labor developed: deepening market rates, differentiation between shareholders or bondholders. Analysis of population pyramids. Analysis of population distribution by sector. Analysis of distribution of GDP by production sector. Calculation and Analysis of macro-evolution of different economies.

<table>
<thead>
<tr>
<th>TOTAL</th>
<th>HORAS</th>
<th>Presentiaity</th>
</tr>
</thead>
<tbody>
<tr>
<td>9</td>
<td>Hs teaching: 3</td>
<td>50</td>
</tr>
<tr>
<td></td>
<td>Hs non teaching 6</td>
<td></td>
</tr>
</tbody>
</table>

**AF3. Workgroups.** Study, analysis and implementation of a country's record on the economy of a country. Students help of a guide that will be provided in the first days of class. We will have to display it in the classroom. Being mandatory attendance at exhibitions of all groups in the classroom.

**ASIGNATURA**
AF4. Academic tutoring. Students may meet, individually and/or in groups, with the teacher regularly to report on progress of work and for the teacher to guide them and resolve doubts.

5.2 Teaching 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. Grading Procedures

The grading procedure for the degrees is based on a Continuous Evaluation system in which class attendance is obligatory. In order to pass the course you must attend a minimum of 70% of the classes.
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Grading Procedure

Total Score Maximum Attendance and Participation: 1 point.
- SEE1 Individual work: 5%
- SEE2 Workgroup: 30%
- SEE3 Theoretical assessment: 55%
- SEE4 Textual practices: 10%

CONTINUOUS EVALUATION CRITERIA

<table>
<thead>
<tr>
<th>Evaluation Part</th>
<th>Total Weight</th>
<th>Breakdown</th>
<th>Naturaleza</th>
<th>Grading Procedures</th>
<th>Observations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inclass tests</td>
<td>60%</td>
<td>55%</td>
<td>Individual test 1 and 2</td>
<td>SEE1</td>
<td>Subject is released with a minimum score of 6 points or more in each test. A second test will be accessed whenever it is passed the first.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>5%</td>
<td>Practice test</td>
<td>SEE3</td>
<td></td>
</tr>
<tr>
<td>Course work</td>
<td>30%</td>
<td>30%</td>
<td>Group</td>
<td>SEE2</td>
<td>Mandatory delivery and exposure</td>
</tr>
<tr>
<td>Course Participation</td>
<td>10%</td>
<td>5%</td>
<td>Textual practices</td>
<td>SEE1</td>
<td>Delivery periodic exercises / questions</td>
</tr>
<tr>
<td></td>
<td></td>
<td>5%</td>
<td>Workshops</td>
<td>SEE4</td>
<td>Workshop</td>
</tr>
<tr>
<td>Final Exam</td>
<td>60%</td>
<td>60%</td>
<td>Test alternative for those who do not release per course</td>
<td>SEE3</td>
<td>Applies Ordinary Period and Extraordinary</td>
</tr>
</tbody>
</table>

- The student can pass the subject, and shall not take the final exam, if it meets the average less than 6 points in each of voluntary testing.

- A student who does not release the subject of continuous assessment must take the final exam, which call both the ordinary and the extraordinary will have a rating of 60% of the final grade, plus 40% applied to the total score for the rest of continuous assessment (compulsory work and active participation).

- Students who have an attendance of less than 70% are not entitled to ASIGNATURA
continuous assessment, are valued over 60% of the final exam, both in the call ordinary and the extraordinary.

- All those students repeating the course and are exempt from compulsory attendance, assessment will be by the Final Exam which involve weighting if 100% of the final grade.

- To overcome the Subject is a must have submitted and approved Obligatory Work, and obtained in an assessment Voluntary Written Tests least 5 out of 10 points for both the ordinary call to the extraordinary.

6.1 **Inclass Tests**

Two tests will develop during the semester with the following format:

- Develop during the class hours for the subject.
- They will consist of 3 o 4 questions for 1 hour to develop.
- It will ensure that each of the tests occupy about half of the program.

Each test will value about 10 points and the student must demonstrate in that dominates the subject in each part to be examined. In these tests must be scored in at least 80% of the questions.

The review of these assessment tests will be performed in class by correcting the same, with no individual review.

6.2 **Compulsory Course Work**

The students, in groups, will develop during the course a compulsory work consisting of the analysis of economic developments of a country, to be determined by the teacher, according to the agenda that will be published at ERIETE . Work to be done as a team, for no more than three students, previously reported by the teacher of the subject of the composition of the group.

It will assess the content and the presentation of the work.
6.3 Course Participation

A proposal by the teacher, will consider undertaking volunteer work in the way it is determined on topics related to the subject. This work will be requested during the semester.

Also, the teacher will assess the student's active participation in the development of the subject both in his attitude in the class (participation, attitude, etc.)

6.4 Final Exam

Continuous assessment applies to both official calls for final exam: ordinary and extraordinary, so that the weighting of the final grade of the student will be in both cases 60%. The exception applies only to those students repeating the course and exempt from attendance, in which case the final assessment of the examination will be 100%.

Final Exam Structure

It will consist of 5 questions to develop for 2 hours. The test was assessed on 10 points and the student must demonstrate mastery of the subject and have the basic knowledge on the same.

In this test must be scored by at least 80% of the questions.

As stated in the University Academic Guide, your final grade shall be automatically modified based on your attendance. This ranges from +1 to -1 depending on the number of absences.

7. Course Programme

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
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GROWTH FACTORS

↓

PRODUCTIVE ACTIVITIES

↓

INSTITUTIONAL BEHAVIOR

↓

RELATIONS WITH THE EXTERIOR

7.1 Course Outline

Chapter 1: The Exchange: market
Chapter 2: Economic indicators.
Chapter 3: The Financial System
Chapter 4: Economic cycles.
Chapter 5: Applied Economics.
Chapter 6: International trade.
Chapter 7: Economic Integration

7.2 Course Content


Chapter 7: Economic integration: Concept of Economic Integration. modes economic integration. Advantages and disadvantages. Static and dynamic effects of integration economical. The European Union. History of European
8. Relación entre Competencias; Temario de la asignatura y Sistema de evaluación

<table>
<thead>
<tr>
<th>Competences</th>
<th>Course Schedule</th>
<th>Subjects</th>
<th>Evaluation</th>
<th>Weight</th>
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<tbody>
<tr>
<td><strong>Skills</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Basic and General</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>CT01-CT02-CT03</td>
<td></td>
<td>T1</td>
<td>SEE1</td>
<td></td>
</tr>
<tr>
<td>CT05-CT06-CT07</td>
<td></td>
<td>T2</td>
<td></td>
<td></td>
</tr>
<tr>
<td>CT08-CT09-CT10</td>
<td>AF1</td>
<td>T1</td>
<td>SEE1</td>
<td>55%</td>
</tr>
<tr>
<td>CT11-CT12-CT13</td>
<td>AF2</td>
<td>T2</td>
<td>SEE3</td>
<td></td>
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<td>CT17-CT18-CT19</td>
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<td>CT20-CT21-CT22</td>
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<td>T5</td>
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<td>CT23-CT24-CT25</td>
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<td>T6</td>
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<tr>
<td>CT27</td>
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<td>T7</td>
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<td><strong>Specific Skills</strong></td>
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<td>CT28-CT29-CT30</td>
<td>AF3</td>
<td>T1</td>
<td>SEE2</td>
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<td>CT31-CE03-CE04</td>
<td>AF4</td>
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<td>SEE3</td>
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<td>CE06-CE09-CE11</td>
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<td>SEE4</td>
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<td>CE19</td>
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<td>T4</td>
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<td>T5</td>
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<td>T6</td>
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<td>T7</td>
<td></td>
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<tr>
<td><strong>Overall Weight</strong></td>
<td></td>
<td></td>
<td></td>
<td>100%</td>
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</tbody>
</table>
9. Recommend Reading List

9.1 Support Material: Basic Bibliography


- **Teresa Freire Rubio:** Análisis del Entorno Económico. Editorial ESIC. Isbn: 9788473566315


9.2 Supplementary Bibliography


*Note: As stated in our Documentation Policy, books or other documents in the basic Bibliography, which are necessary for the class, shall be available to students through the library or bookshop, this is subject to each Campus. We acknowledge that the purchase of course material by students is voluntary and by no means obligatory. Each book or document shall be described in the following way: Title, Auteur, year of Publication and Editorial, and where possible the ISBN number.*
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9.3 Biblioweb

- EUROSTAT. epp.eurostat.ec.europa.eu

- Unión Europea. www.europa.eu.int
- Organización para la Cooperación y el Desarrollo Económico. www.oecd.org
- Fondo Monetario Internacional. www.imf.org
- Banco Mundial. www.bancomundial.org
- Banco Central Europeo. www.ecb.int
- Organización Mundial de Comercio. www.wto.org
- Instituto Nacional de Estadística (INE). www.ine.es
- Ministerio de Economía y Hacienda. www.meh.es
- Banco de España. www.bde.es
- Fundación de las Cajas de Ahorro. www.funcas.es
- Instituto de Comercio Exterior (ICEX). www.comercio.es
- Servicio de Estudios de “la Caixa”. www.estudis.lacaixa.es
- Index-monde
- Iberglobal.es
- Iberchina.

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