INTRODUCTION

Every business operates in a social and economic environment where success is determined by the quality of their interaction with consumers, other organisations and government institutions in the context of a rapidly changing world scenario.

To understand and assess this socio-economic environment we must be able to analyse and understand the behaviour of the different economic, social and political actors. We must comprehend the global environment, the evolution of macro and microeconomic variables and their impact on the international and national economy.

In addition, we will consider the relationship between nations, regions and the world as a whole, as well as analyse the changes in the natural (such as the availability of natural resources) and social environment (such as demographics).

AIMS

To develop participants' ability to acquire and absorb knowledge of the economic and financial situation of the global market and present it for decision-making in a business context.

Overall Goals:

R 1. To acquire a broad knowledge of the different macroeconomic models and their main concepts, along with an overview of the global economic situation. To be able to use these models and underlying concepts in your daily work.

R 2. To become familiar with the main economic indicators and determinants of economic policy, and develop a capacity for rigorous, consistent analysis.

R 3. To identify and understand the main forces and dynamics of the world's economy.

R 4. To be able to develop and implement, through the evaluation and selection of the appropriate conceptual framework and methodology, a complete understanding of the strategic issues that companies face when operating at an international scale, in different points along a company's life cycle.
R 5. To be able to analyze emerging environmental, demographic and social trends arising from or within globalisation, with an ability to apply them to business objectives.

R 6. To apply these abilities to complex and unfamiliar situations, demonstrating a detailed and informed understanding of the theoretical and practical aspects of economic methods in an international, multicultural and highly complex professional context.

METHODOLOGY

General Work Methodology

Individual and Independent Work

1. Watch the Introductory video of the main challenges of the session.
2. Study the basic concepts associated with each session using different sources
3. Supplement the recommended concepts through the suggested Bibliography
4. Reading and interpretation of the required CASE, ECONOMIC REPORT or DOCUMENT
5. Identify and publish for discussion in the blog, economic news or other issues related to the subject of analysis
6. Participate in an on-line tutoring session with the teacher if necessary
7. Complete the preparatory online exam session

Computers in Classroom Work Session with Professor

1 Working with Team Face exposure group
2 Evaluation Team
3 Conclusions by Professor

EVALUATION

The grade for the course will be the result of individual assessment and work in teams, together with a final exam.

- Individual Assessment (40%),
- 20% Exams online
- 20% Analysis and dissemination of news (through blog)
- 60% Class participation

- Team Project (20%),
- 50% Preparation and Reporting
- 50% Presentation and defense of conclusions.

- Final Exam (40%).