1. BASIC INFORMATION

Course	Environments: Cultural, Political and Legal
Degree program	BSC Degree in International Business
School	Social Sciences and Communication
Year	First
ECTS	6 ECTS
Credit type	Mandatory
Language(s)	English
Delivery mode	On-Campus
Semester	S2
Academic year	2024/2025
Coordinating professor	Hutan Hejazi
Professor	

2. PRESENTATION

This course provides and introductory coverage of cultural, political and legal elements of social and economic environment that are essential for the development and performance of international business. Cultural issues include language, values, attitudes, beliefs, history, national identity, religion, cultural diversity and collision, etc. Political issues cover governmental institutions, electoral systems, international and diplomatic relations, ideologies, democratization process, political risk, etc. And, last, legal issues comprise law systems, enforcement procedures, intellectual property, etc.

3. COMPETENCIES AND LEARNING OUTCOMES

Core competencies:

- BS3: Students must be able to gather data, usually within their field of study, interpret it and make judgments and considerations on relevant social, scientific or ethical issues.

- BS5: Students must have developed the necessary learning skills so as to undertake subsequent studies with autonomy.BS5: Students must have developed the necessary learning skills so as to undertake subsequent studies with autonomy.

Cross-curricular competencies:

- CC3: Capacity to adapt to new situations: Being able to assess and understand different situations, adapting our approach to a situation insofar as is necessary or appropriate.

- CC5: Capacity to apply knowledge: Being able to use knowledge acquired in academic contexts in situations that resemble as closely as possible the reality of the chosen future profession.

- CC17: Teamwork: The ability to actively participate and cooperate with other people, areas and/or organizations to achieve common goals

Specific competencies:
- SC4: Ability to identify and analyze the economic aspects of globalization linked to the internationalization of companies, foreign trade, and the global economy.

- SC6: Ability to assimilate and take into account in decision-making the socio-economic reality of the different geopolitical, geo-economic and socio-cultural issues, as well as their particularities.

- SC11: Ability to analyze and evaluate macroeconomic information in new competitive environments when making strategic business decisions.

- SC12: Ability to understand and evaluate the legal framework when making strategic business decisions in new competitive environments

- SC13: Ability to analyze and evaluate, in international social environments, the new competitive markets when making strategic business decisions.

- SC23: Ethical behavior in business respecting human rights and the impact of productive activities on the environment both in the country of origin and in the different markets in which it operates.

Learning outcomes:

- LO1: Students will understand the concepts related to cultural, political and legal environments that influence international business.

- LO2: Students will analyze cultural, political and legal environments and their implications in international business.

The following table shows the relationship between the competencies developed during the course and the learning outcomes pursued:

Competencies	Learning outcomes
BS3, BS5, CC3, CC5, CC17, SC4, SC6, SC11	LO1
SC12, SC13, SC23	LO2

4. CONTENT

- Current trends in the creation and development of international businesses.

- Identification of current geopolitical contexts.

- Differences between different cultural environments. Analysis of their influence on international business.

- Identificación de diferentes ámbitos políticos y legales. The identification of different political and legal environments. Analysis of their influence on the economic framework.

- Assessment of risks and investment opportunities in different environments.

5. TEACHING-LEARNING METHODOLOGIES

The types of teaching-learning methodologies used are indicated below:
- Master class
- Case study analysis
- Problem-based Learning
- Cooperative Learning

6. LEARNING ACTIVITIES

Listed below are the types of learning activities and the number of hours the student will spend on each one:

Campus-based mode:

Learning activity	Number of hours
Master classes	23 h

Asynchronous Masterclasses	12 h
Formative assessment	10 h
Problem solving	25 h
Case studies	30 h
Autonomous work	20 h
Group work	20 h
Tutoring	10 h
TOTAL	**150h**

7. ASSESSMENT

Listed below are the assessment systems used and the weight each one carries towards the final course grade:

Campus-based mode:

Assessment system	Weight
Comprehensive knowledge exams	50%
Written reports	30%
Oral presentations	20%

When you access the course on the *Campus Virtual*, you'll find a description of the assessment activities you have to complete, as well as the delivery deadline and assessment procedure for each one.

7.1. First exam period

To pass the course in the first exam period, you must obtain a final course grade of at least 5 out of 10 (weighted average).

In any case, you will need to obtain a grade of at 5 in the final exam in order for it to count towards the final grade along with all the grades corresponding to the other activities.

7.2. Second exam period

To pass the course in the second exam period, you must obtain a final grade of at least 5 out of 10 (weighted average).

In any case, you will need to obtain a grade of at 5 in the final exam in order for it to count towards the final grade along with all the grades corresponding to the other activities.

The student must deliver the activities not successfully completed in the first exam period after having received the corresponding corrections from the professor, or those that were not delivered in the first place.

8. SCHEDULE

This table shows the delivery deadline for each assessable activity in the course:

Assessable activities	Deadline
Activity 1	Weeks 1-7
Activity 2	Week 8-13
Activity 3	Weeks 14-17
Exams	Week 16

This schedule may be subject to changes for logistical or related reasons. The student will be notified of any change as and when appropriate.

9. BIBLIOGRAFÍA

The main reference works for this subject is:

- Blumenberg, Hans. The Legitimacy of the Modern Age. The MIT Press, 1995

- Dahl, Robert A. Polyarchy: Participation and Opposition. New Haven: Yale University Press, 1971.

- Foucault, Michel. Power: The Essential Works of Michel Foucault 1954-1984: Essential Works of Michel Foucault 1954-1984 v. 3. Administrative Science Quarterly. Vol. 3, 2002.

- Foucault, Michel. The Birth of Biopolitics: Lectures at the Collège de France, 1978-1979. Palgrave

Macmillan, 2010.

- Geertz, Clifford. The Interpretation of Cultures : Selected Essays. New York: Basic Books, 1973.

- Habermas, Jürgen. The Philosophical Discourse of Modernity: Twelve Lectures. Translated by Lawrence, Frederick G. Cambridge, MA: MIT Press, 1987.

- Zuboff, The Age of Surveillance Capitalism: The Fight for a Human Future at the New Frontier of Power.

10. EDUCATIONAL GUIDANCE AND DIVERSITY UNIT

From the Educational Guidance and Diversity Unit we offer support to our students throughout their university life to help them reach their academic achievements. Other main actions are the students inclusions with specific educational needs, universal accessibility on the different campuses of the university and equal opportunities.

 From this unit we offer to our students:

1. Accompaniment and follow-up by means of counselling and personalized plans for students who need to improve their academic performance.
2. In terms of attention to diversity, non-significant curricular adjustments are made in terms of methodology and assessment for those students with specific educational needs, pursuing an equal opportunities for all students.
3. We offer students different extracurricular resources to develop different competences that will encourage their personal and professional development.
4. Vocational guidance through the provision of tools and counselling to students with vocational doubts or who believe they have made a mistake in their choice of degree.

Students in need of educational support can write to us at:

orientacioneducativa@universidadeuropea.es

11.   ONLINE SURVEYS

Your opinion matters!

The Universidad Europea encourages you to participate in several surveys which help identify the strengths and areas we need to improve regarding professors, degree programs and the teaching-learning process.

The surveys will be made available in the "surveys" section in virtual campus or via e-mail.

Your assessment is necessary for us to improve.

Thank you very much for your participation.