

1. BASIC INFORMATION

Course	How to do Business in America
Degree program	Global Bachelor's Degree in International Business
School	Social Sciences and Communication
Year	4th
ECTS	6
Credit type	Elective
Language(s)	English
Delivery mode	On Campus
Semester	S2
Academic year	2024-2025
Coordinating professor	Dr. Hongsong Wang

2. PRESENTATION

This course covers trade-related topics and their application to the American continent from a global perspective. It aims to give students an overview of current trade issues and provide them with the tools necessary to analyze the international economic relations between the EU and the countries in North, Central, and South America.

3. COMPETENCIES AND LEARNING OUTCOMES

Core competencies:

- CB1: Students have demonstrated the ability to possess and understand knowledge in an area of study based on general secondary education. It is usually found at a level that, while supported by advanced textbooks, also includes some aspects that involve knowledge from the forefront of the study field.
- CB2: Let students know how to professionally apply their knowledge to their work or vocation and possess the skills usually demonstrated through the elaboration and defense of arguments and the resolution of problems within their study area.
- 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.
- CB5: Que los estudiantes hayan desarrollado aquellas habilidades de aprendizaje necesarias para emprender estudios posteriores con un alto grado de autonomía.

Cross-curricular competencies:

- CT1: Aprendizaje Autónomo: Habilidad para elegir las estrategias, las herramientas y los momentos que considere más efectivos para aprender y poner en práctica de manera independiente lo que ha aprendido.
- CT2: Autoconfianza: Capacidad para valorar nuestros propios resultados, rendimiento y capacidades con la convicción interna de que somos capaces de hacer las cosas y los retos que se nos plantean.
- CT3: Capacidad para adaptarse a nuevas situaciones: ser capaz de valorar y entender posiciones distintas, adaptando el enfoque propio a medida que la situación lo requiera.
- CT4: Capacidad de análisis y síntesis: ser capaz de descomponer situaciones complejas en sus partes constituyentes; también evaluar otras alternativas y perspectivas para encontrar soluciones óptimas. La síntesis busca reducir la complejidad con el fin de entenderla mejor y/o resolver problemas.
- CT6: Comunicación oral/ comunicación escrita: capacidad para transmitir y recibir datos, ideas, opiniones y actitudes para lograr comprensión y acción, siendo oral la que se realiza mediante palabras y gestos y, escrita, mediante la escritura y/o los apoyos gráficos.
- CT7: Conciencia de los valores éticos: Capacidad para pensar y actuar según principios universales basados en el valor de la persona que se dirigen a su pleno desarrollo y que conlleva el compromiso con determinados valores sociales.
- CT8: Gestión de la información: Capacidad para buscar, seleccionar, analizar e integrar información proveniente de fuentes diversas.
- CT9: Habilidades en las relaciones interpersonales: Capacidad de relacionarse positivamente con otras personas por medios verbales y no verbales, a través de la comunicación asertiva, entendiéndose por ésta, la capacidad para expresar o transmitir lo que se quiere, lo que se piensa o se siente sin incomodar, agredir o herir los sentimientos de la otra persona.
- CT11: Planificación y gestión del tiempo: Capacidad para establecer unos objetivos y elegir los medios para alcanzar dichos objetivos usando el tiempo y los recursos de una forma efectiva.
- CT12: Razonamiento crítico: Capacidad para analizar una idea, fenómeno o situación desde diferentes perspectivas y asumir ante él/ella un enfoque propio y personal, construido desde el rigor y la objetividad argumentada, y no desde la intuición.
- CT17: Trabajo en equipo: Capacidad para integrarse y colaborar de forma activa con otras personas, áreas y/u organizaciones para la consecución de objetivos comunes.
- CT18: Utilización de las tecnologías de la información y las comunicaciones (TIC): Capacidad para utilizar eficazmente las tecnologías de la información y las comunicaciones como herramienta para la búsqueda, procesamiento y almacenamiento de la información, así como para el desarrollo de habilidades comunicativas.

Specific competencies:

- CE1. Capacidad de evaluación y de análisis crítico de fenómenos y agentes que afectan al entorno social y político en los distintos escenarios internacionales.
- CE2: Capacidad para definir, diseñar, explicar y aplicar el proceso empresarial internacional y las distintas fases que lo componen: planificación, organización, gestión y control.
- CE.3.- Capacidad para analizar el papel de los organismos internacionales en la actualidad así como la función y alcance de la influencia de agencias y organizaciones de cooperación internacional.
- CE.4.- Habilidad para identificar y analizar los aspectos económicos de la globalización vinculados a: internacionalización de empresas, comercio exterior, y economía global.
- CE. 15.- Capacidad para realizar análisis de mercado previos a decisiones de expansión internacional y crecimiento de negocios.
- CE.18.- Capacidad para seleccionar la mejor alternativa de planificación de recursos humanos y de gestión de personas a aplicar en cada mercado y compañía en un entorno de creciente interconexión y dependencia entre países.
- CE. 22.- Capacidad de integrarse en los diferentes entornos internacionales, adaptándose y adecuando el modelo de negocio a otros contextos geopolíticos y culturales.

Learning outcomes:

- Understanding concepts relating to the main characteristics of economies in AMERICA, the structure of GDP, and European foreign trade by country of destination and origin and by product.
- Legislation on foreign trade and direct foreign investment.
- Commercialization and negotiating strategies, and main entrepreneurial characteristics. Entry barriers and competitive advantage creation.
- Trade agreements and participation in international organizations.
- Human resources policies for American competitive and social environments.

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

Competencies	Learning outcomes
Competencies	Learning outcomes
CB1	Students have demonstrated the ability to possess and understand knowledge in an area of study based on general secondary education. It is usually found at a level that, while supported by advanced textbooks, also includes some aspects that involve knowledge from the forefront of the study field
CB2	Let students know how to professionally apply their knowledge to their work or vocation and possess the skills usually demonstrated through the elaboration and defense of arguments and the resolution of problems within their study area.
CB4	Students can transmit information, ideas, problems, and solutions to a specialized and non-specialized audience.
CT4	Ability to analyze, synthesize, and break down complex situations into their constituent parts; evaluate other alternatives and perspectives to find optimal solutions. Synthesis seeks to reduce complexity to understand it better and/or solve problems.
CT8	Information management: Ability to search, select, analyze, and integrate information from diverse sources.
CT13	Troubleshooting: The ability to find a solution to a confusing issue or a complicated situation without a predefined resolution makes it challenging to achieve an end.
CT14	Innovation-Creativity: Ability to propose and develop new and original solutions that add value to problems raised, even from areas other than the problem.
CT16	Decision Making: Choosing between alternatives or ways to effectively solve different situations or problems.
CE23	Ability to recognize technological and innovation strategies, as well as technical analysis tools and technological capabilities of the company as a means of growth development and improvement of its competitiveness.
CT4	Ability to analyze, synthesize, and break down complex situations into their constituent parts; evaluate other alternatives and perspectives to find optimal solutions. Synthesis seeks to reduce complexity to understand it better and/or solve problems.

CT8	Information management: Ability to search, select, analyze, and integrate information from diverse sources.
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4. CONTENT

- Economy of each country, basic structure.
- Significant products and services in European foreign trade.
- International economics: Assessment of foreign investment projects, environment and business climate,
- Main concepts in negotiation, business culture and market access tools.

5. TEACHING-LEARNING METHODOLOGIES

The types of teaching-learning methodologies used are indicated below:

- Masterclass
- Case study method
- Cooperative learning
- Problem-based learning
- Oral presentations

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
Masterclass	31
Individual work	20
Formative assessment	10
Problem-solving	10
Tutoring	20
Group activities	20
Case studies	10
Research	10
Exposiciones orales	10
Asynchronous Masterclasses	9
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
Knowledge Tests	40%
Case studies and Problem solving	25%
Written assignments	15%
Participation	10%
Oral Presentations	10%

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 4.0 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 4.0 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	Week 2-3
Activity 2	Week 4-5
Activity 3	Week 7-9
Activity 4	Week 10-12
Activity 5	Week 13-15
Activity 6	Week 16-17
Tests	Week 18

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

9. BIBLIOGRAPHY

The main reference work for this subject is:

- Hill, C. W., & Hult, G. (2022). *Global Business Today* (12th ed.). New York: Mc-Graw Hill Education.

The recommended Bibliography is:

- Foss, N., & Klein, P. G. (2022). *Why Managers Matter: The Perils of the Bossless Company*. New York: PublicAffairs.

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.