

1. BASIC INFORMATION

Course	Global Economy and International Commerce
Degree program	Global Bachelor's Degree In International Relations
School	School of Social Sciences
Year	Second Year
ECTS	6 ECTS
Credit type	Basic
Language(s)	English
Delivery mode	Face-to-face
Semester	First Semester
Academic year	2025/2026
Coordinating professor	PhD. Javier Muñoz de Prat

2. PRESENTATION

Given the current situation of the Spanish economy in general and of Spanish companies in particular, it is necessary to be able to understand and handle the basic rudiments of internationalization. Mainly due to the need of the company to go out to international markets and consolidate them as an option in the face of the national market situation.

The subject "Global Economy and Foreign Trade" aims to transmit to the student the tools and skills necessary for the development of a global and long-term strategy in the management of the company's resources for its internationalization. The main emphasis is on planning access to different international markets by the company, specifically the SME.

The objective at the end of the course is for the student to be able to master the internationalization strategies that can be applied in any type of company in an international environment.

Therefore, it is essential that the student understands and develops all the variables of the international marketing mix. To do this, they must understand and analyze the existing information in the global international environment and in the company environment to make these decisions in the management of the company.

In short: General approaches to international economic dynamics and economic sectors. Study of the main instruments and policies of foreign trade, national, regional and global, as the main economic action in international relations

3. COMPETENCIES AND LEARNING OUTCOMES

Core competencies:

- CB1. Students must demonstrate to possess and understand knowledge in an area of study that starts from the base of general secondary education, and is usually found at a level that, although supported by advanced textbooks, also includes some aspects that imply knowledge coming from the vanguard of her/his field of study.
- CB2. Students must know how to apply their knowledge to their work or vocation in a professional manner and possess the skills that are usually demonstrated through the elaboration and defense of arguments and the resolution of problems within their area of study.
- CB3. Students must have the ability to gather and interpret relevant data (usually within their area of study) to make judgments that include a reflection on relevant issues of a social, scientific, or ethical nature.
- CB4. Students must transmit information, ideas, problems, and solutions to a specialized and non-specialized public.
- CB5. Students must develop those learning skills necessary to undertake further studies with a high degree of autonomy.

Cross-curricular competencies:

- CC1. Autonomous Learning: Ability to choose the strategies, tools and moments that you consider most effective to learn and put into practice independently what you have learned.
- CC10. Initiative and entrepreneurial spirit: Ability to undertake difficult or hazardous actions with resolution. Ability to anticipate problems, propose improvements and persevere in their achievement. Preference for assuming and carrying out activities.
- CC11. Planning and time management: Ability to establish objectives and choose the means to achieve those objectives using time and resources in an effective way.
- CC13. Problem solving: Ability to find a solution to a confusing issue or a complicated situation without a predefined solution, which makes it difficult to achieve an end.
- CC15. Responsibility: Ability to fulfill the commitments that the person reaches with himself and with others when carrying out a task and trying to achieve a set of objectives within the learning process. Existing capacity in every subject to recognize and accept the consequences of a fact freely performed.
- CC8. Information management: Ability to search, select, analyze and integrate information from various sources.

Specific competencies:

- SC5. Know and understand the economic aspects of globalization related to: internationalization of companies, foreign trade, and global economy.
- SC16. Identify and analyze the different geopolitical, geoeconomic and sociocultural areas, as well as their particularities.
- SC21. Contribute to the design of sustainable growth policies that favor equality, reduce poverty, promote citizen participation and promote democratization processes.
- SC25. Identify and relate to the different international actors.

Learning outcomes:

- LO1. The student will be able to identify and analyze the different geopolitical, geoeconomic, and sociocultural areas, as well as their specific characteristics.
- LO2. They will be able to understand and understand the economic aspects of globalization related to: business internationalization, foreign trade, and the global economy.
- LO3. They will be able to develop basic economic research studies of an international nature and the areas that comprise it: economic, social, political, and cultural.
- LO4. They will be able to use research techniques to identify problems.

- LO5. They will be able to effectively apply different techniques for obtaining, integrating, representing and analyzing political and economic information.

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

Competencies	Learning outcomes
CC1, CC10, CC13, CC8 SC05, SC16, SC21, CB1, CB3, CB5	LO1: The student will be able to identify and analyze the different geopolitical, geoeconomic, and sociocultural areas, as well as their specific characteristics.
CC11, CC15, CC8, CC1, SC05, SC16, SC21, CB2, CB4, CB5	LO2: They will be able to understand and understand the economic aspects of globalization related to: business internationalization, foreign trade, and the global economy.
SC21, SC05, SC16, CB1, CB2, CB4, CB5, CC1, CC8, CC11, CC13	LO3: They will be able to develop basic economic research studies of an international nature and the areas that comprise it: economic, social, political, and cultural.
CC1, CC10, CC13, CC8 SC05, SC16, SC21, CB1, CB3, CB5	LO4: They will be able to use research techniques to identify problems
CC1, CC10, CC13, CC8 SC05, SC16, SC21, CB1, CB3, CB5	LO5: They will be able to effectively apply different techniques for obtaining, integrating, representing, and analyzing political and economic information

4. CONTENT

General approaches to international economic dynamics and economic sectors. Study of the main instruments and policies of national, regional, and global foreign trade as a primary economic action in international relations.

5. TEACHING-LEARNING METHODOLOGIES

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

- Cooperative Learning
- Learning by Doing (Autonomous work, Oral presentations and Group Work)
- Case Method
- Problem Solving (ABP)
- Simulation Environments

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
Oral Presentations	5
Case Analysis	17
Tutoring	18
Student Independent Work	50
Debates	8
Asynchronous master classes	7
Case Study	10
Reports & Writing	10
On site Knowledge Test	2
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	50%

Individual Work	20%
Portfolio	10%
Oral Presentations	20%
TOTAL	100%

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 5.0 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 5.0 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
Harvard Business Review Michael Porter's Strategy Concept.	September
Cola Cao in China Video ICEX	October
World Economic Forum Statistics Country Risk Video + Country Risk Analysis	October
Joint Venture (Assignment)	November
Consortium (Article)	November

Ways of Payment (Assignment)	December
-------------------------------------	----------

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 the subject is:

- Mathis, F. J., & Almarzoqi, R. M. (2022). Global innovation, finance, and international commerce. Routledge.
- ROBERT, M. G. (2019). Contemporary Strategy Analysis, Text and Cases. JOHN WILEY & Sons.

The recommended Bibliography is:

English:

- Krueger, A. O. (2020). International Trade: What Everyone Needs to Know®. Oxford University Press, USA.

Spanish:

- Arteaga Ortiz, J. (2023). Manual de internacionalización: técnicas, herramientas y estrategias necesarias para afrontar con éxito el proceso de internacionalización.

10. EDUCATIONAL GUIDANCE DIVERSITY AND INCLUSION UNIT

From the Educational Guidance Diversity and Inclusion Unit (ODI) 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 opportunity 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.uev@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.