

1. DATOS BÁSICOS

Asignatura	INTERNATIONAL AREAS AND MARKETS
Titulación	ECONOMICS DEGREE
Escuela/ Facultad	Economic, Business and Communication Sciences
Curso	1st - First
ECTS	6
Carácter	Compulsory
Idioma/s	English
Modalidad	Presential
Semestre	2nd - Second
Curso académico	2025-2026
Docente coordinador	Dra. Concepción Saavedra

2. PRESENTATION

This course examines the fundamental aspects of international business and transactions. It analyses different geographical areas, their impact on trade, international investment and the cultural and political aspects that influence global markets. Trade agreements, international logistics and foreign market entry strategies are studied. Students will gain essential knowledge to understand and address the challenges and opportunities of international business and develop practical skills for decision-making in a global environment.

3. COMPETENCIES AND LEARNING OUTCOMES

KNOWLEDGE

CON05. Describe the laws, rules and principles governing international business relations, identifying ethical and legal challenges in the context of international business.

- Study the current context from the de-globalisation and crisis point of view compared with later times.
- Select the most appropriate country-risk depending on the economic context.
- Order the different variables affecting country-risk to perform an accurate rating analysis.

SKILLS:

HAB05. Making proposals for the resolution of international economic conflicts in a globalized world

- Choose where and how to invest in international financial markets.
- Manage multicultural work teams.
- Interpret the international economy considering the most important indicators studied.

COMPETENCIES:

COMP09. Distinguish the relevant national and international economic institutions, as well as the basic economic and fiscal laws of the economic environment.

COMP13. Evaluate and identify phenomena and agents that affect the social and political environment in different international scenarios.

COMP15. Identify and analyse the economic aspects of globalisation linked to: internationalisation of companies, foreign trade and global economy.

4.CONTENT

1. Economic integration. The European Union.
2. Multilateral financial institutions.
3. ¿Commodity¿ markets.
4. Foreign exchange and international financial markets.
5. Global financial management.
6. Wealth generation and globalisation. Crisis and de-globalisation.

5.TEACHING-LEARNING METHODOLOGIES

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

- Master Class
- Case Method
- Project Based Learning
- Reverse learning
- Simulation Environment
- Service 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	12
Practical application seminars	18
Case studies	14
Oral presentation of work	4

Preparation of reports and written papers	16
Research and projects	8
Independent work	56
Debates and colloquiums	8
Face-to-face assessment tests	12
TOTAL	150

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
Face-to-face evaluation tests	50%
Oral presentations	10%
Reports and written papers	10%
Case study problems	20%
Research and projects	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 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
Activity 1- 2	Week 1 to 5
Activity 2- 4	Week 6 to 10
Activity 3- 5	Week 11 to 18
Face-to-face evaluation tests	Week 16-18

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:

- Krugman, P. R. and Obstfeld, M. et Melitz, M.J. (2012). *Economía Internacional: Teoría y Política*, 9ª edición. Madrid: Pearson.

The recommended Bibliography is:

- Bank for International Settlements (BIS) (2023). *Annual Economic Report 2023*. Recuperado, el 26 de septiembre de 2023, de <https://www.bis.org/publ/arpdf/ar2023e.htm>
- Comisión Nacional del Mercado de Valores (CNMV) (2019). Informe anual de la CNMV sobre los mercados de valores y su actuación. Recuperado, el 26 de septiembre de 2023, de <https://www.cnmv.es/portal/Publicaciones/Informes.aspx>
- Comisión Nacional del Mercado de Valores (CNMV) (2023). Organizaciones Internacionales (enlaces). Recuperado, el 26 de septiembre de 2023, de <https://www.cnmv.es/Portal/Aldia/ActInternacional/OrgInter.aspx>
- Ministerio de Asuntos Económicos y Transformación Digital (2023). *Economía internacional*. Recuperado, el 26 de septiembre de 2023, de https://portal.mineco.gob.es/es-es/economiayempresa/internacional/Paginas/ART_CABECERA.aspx
- Saavedra Serrano, M.C. (2017). La integración financiera y el nuevo sistema de gobernanza de la Unión Económica y Monetaria. *Revista Universitaria Europea*, 26, 55-90. ISSN: 1139-5796. Recuperado, el 23 de diciembre de 2019, de <https://dialnet.unirioja.es/servlet/articulo?codigo=6033826>

International organisations' databases:

- Eurostat (European Commission): <https://ec.europa.eu/eurostat>
- Federation of European Securities Exchanges (FESE): <https://fese.eu/statistics/>

- Global Financial Development Database (World Bank):
<https://www.worldbank.org/en/publication/gfdr/data/global-financial-development-database>
- OECD Data: <https://data.oecd.org/>
- Statistical Data Warehouse (European Central Bank): <https://sdw.ecb.europa.eu/>
- World Development Indicators (World Bank): <http://datatopics.worldbank.org/world-development-indicators/>
- World Economic Outlook Database (International Monetary Fund):
<https://www.imf.org/external/pubs/ft/weo/2019/02/weodata/index.aspx>
- World Federation of Exchanges (WFE): <https://www.world-exchanges.org/our-work/statistics>

International organisations links:

- Banco Central Europeo - <http://www.ecb.europa.eu>
- Banco Mundial - <http://www.worldbank.org>
- Eurostat (European Commission): <https://ec.europa.eu/eurostat>
- Fondo Monetario Internacional - www.imf.org
- Organización de las Naciones Unidas - <http://www.un.org>
- Organización Mundial del Comercio - <http://www.wto.org>
- Organización para la Cooperación y el Desarrollo Económico - <http://www.oecd.org>
- Unión Europea - <http://europa.eu>

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.