

1. BASIC DATA

Subject	Economic Environment
Titration	Bachelor's Degree in Marketing
School/ Faculty	Economic, Business and Communication Sciences
Course	First
ECTS	6
Character	Basic (Enterprise)
Language/s	English
Modality	Face-to-face/Online
Semester	First
Academic year	2024/2025
Coordinating Teacher	Concepción Saavedra

2. PRESENTATION

The subject of Economic Environment of the Bachelor's Degree in Marketing is an introductory subject whose general objective is for the student to know and understand the necessary tools to understand and analyse the situation and evolution of an economy.

The economy as a whole is studied, highlighting the relationship between the government, families, and the private sector. We study government and central bank decisions and their effects on consumers and producers. The course includes, among other things, the use of the underlying economic theory of the production, distribution, and exchange of goods and services, the use of scarce resources, price analysis, fiscal policy, monetary and banking theory and policy, and the economic system. The use of economic principles in the resolution of economic problems is learned.

By the end of the course, the student should be able to search, analyze and interpret relevant data on the socio-economic situation of a country, in order to transmit the information, ideas, problems and their possible solutions to both experts in the field and the less experienced public.

3. COMPETENCIES AND LEARNING OUTCOMES

Core competencies:

- CB01: Knowledge in an area of study that starts from the basis of general secondary education, and is usually found at a level that, although supported by advanced textbooks, also includes some aspects that involve knowledge from the forefront of their field of study.

- CB03: Students must have the ability to gather and interpret relevant data (usually within their area of study) in order to make judgments that include reflection on relevant social, scientific or ethical issues.

Transversal competences:

- CT04: Ability to analyze and synthesize: be able to break down complex situations into their constituent parts; also evaluate other alternatives and perspectives to find optimal solutions. Synthesis seeks to reduce complexity in order to better understand it and/or solve problems.
- CT12: Critical reasoning: Ability to analyse an idea, phenomenon or situation from different perspectives and to take on one's own personal approach, built on the basis of rigour and reasoned objectivity, and not on intuition.

Specific competencies:

- CE19: Ability to autonomously assess and select data to provide information, perfectly distinguishing the sources of the company and the environment.
- CE22: Be rigorous in justifying marketing proposals, based on objective data and avoiding subjectivity and bias.

Learning outcomes:

The student will be able to:

- Monitor and forecast the main macroeconomic variables.
- Understand concepts related to economic theory.
- Analyze the economic environment of a country.

The table below shows the relationship between the competencies developed in the subject and the learning outcomes that are pursued:

Competences	Learning Outcomes
CB01, CT12	Track a foresight of the Main variables Macroeconomic n d
SG22	Understand the concepts related to economic theory
CB03, CT04, CE19	Analyze the country's economic environment

4. CONTENTS

Measurement of economic activity. Basic variables and indicators

Inflation. Prices and the problems arising from it

Employment and the labour market

The Public

Sector The

Foreign Sector

5. TEACHING-LEARNING METHODOLOGIES

Face-to-face modality:

- Cooperative learning
- Problem-Based Learning (PBL)
- Master classes

Online mode:

- Cooperative learning
- Problem-Based Learning (PBL)
- Webinar Masterclasses

6. TRAINING ACTIVITIES

The types of training activities that will be carried out and the student's dedication in hours to each of them are identified below:

Face-to-face modality:

Training activity	Number of hours
Group tutorials	10
Master Classes	30
Asynchronous Master Classes	10
Freelance work	40
Oral presentations	10
Case Analysis and Problem Solving	20
Preparation of reports and writings	25
Knowledge Tests	5
TOTAL	150

Online mode:

Training activity	Number of hours
Webinar	10
Reading topics and consulting complementary resources	20

Individual application activities: problems, cases, projects	35
Collaborative application activities	20
Virtual Tutoring	20
Self-assessment quizzes and knowledge tests	5
Freelance work	40
TOTAL	150

7. EVALUATION

The evaluation systems are listed below, as well as their weight on the total grade of the subject:

Face-to-face modality:

Evaluation system	Weight
Knowledge Test	50%
Case Analysis and Problem Solving	10%
Projects, reports and writings	30%
Oral presentations	10%

Online mode:

Evaluation system	Weight
Knowledge Test	50%
Case Analysis and Problem Solving	10%
Projects, reports and writings	30%
Oral presentations	10%

On the Virtual Campus, when you access the subject, you will be able to consult in detail the evaluation activities you must carry out, as well as the delivery dates and evaluation procedures for each of them.

7.1. Ordinary call

To pass the subject in the ordinary call, you must obtain a grade greater than or equal to 5.0 out of 10.0 in the final grade (weighted average) of the subject.

In any case, it will be necessary for you to obtain a grade greater than or equal to 5.0 in the final test, so that it can average with the rest of the activities.

7.2. Extraordinary call

To pass the subject in the ordinary call, you must obtain a grade greater than or equal to 5.0 out of 10.0 in the final grade (weighted average) of the subject.

In any case, it will be necessary for you to obtain a grade greater than or equal to 5.0 in the final test, so that it can average with the rest of the activities.

The activities not passed in the ordinary call must be submitted, after having received the corresponding corrections from the teacher, or those that were not delivered.

8. SCHEDULE

This section indicates the schedule with delivery dates of assessable activities of the subject:

Assessable activities	Date
Week 1	Presentation of the subject
Week 2-4	Didactic Units 1 and 2
Week 5	Group work. Phase 1
Week 6-7	Didactic Unit 3
Week 8	Group work. Phase 2
Week 9-10	Didactic Unit 4
Week 11	Group work. Phase 3
Week 12-13	Didactic Unit 5
Week 14-15	Group work. Phase 4 and 5
Week 16-18	Group Work Presentations Knowledge Test

This schedule may be modified for logistical reasons of the activities. Any modification will be notified to the student in a timely manner.

9. BIBLIOGRAPHY

The reference work for the follow-up of the subject is:

- Muñoz Ciudad, C; Iráizoz, B; Rapún, M.: *Las cuentas de la nación I. Introducción a la economía aplicada*, Thompson Civitas, 2008, Cizur Menor.
- Muñoz Ciudad, C; Iráizoz, B; Rapún, M.: *Las cuentas de la nación II. Exercises*, Thompson Civitas, 2003, Cizur Menor.

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 achieve their academic achievements. Other pillars of our action are the inclusion of students with specific educational support needs, universal accessibility on the different campuses of the university and equal opportunities.

This Unit offers students:

Accompaniment and follow-up through the realization of personalized counseling and plans for students who need to improve their academic performance.

In terms of attention to diversity, non-significant curricular adjustments are made, that is, at the level of methodology and evaluation, in those students with specific educational support needs, thus pursuing equality of opportunities for all students.

We offer students different extracurricular training resources to develop various skills that will enrich them in their personal and professional development.

Vocational guidance through the provision of tools and advice to students with vocational doubts or who believe that they have made a mistake in the choice of degree.

Students who need educational support can write to us at:

orientacioneducativa@universidadeuropea.es

11. SATISFACTION SURVEYS

Your opinion matters!

The European University encourages you to participate in satisfaction surveys to detect strengths and areas for improvement in the teaching staff, the degree and the teaching-learning process.

The surveys will be available in the survey space of your virtual campus or through your email.

Your assessment is necessary to improve the quality of the

degree. Thank you very much for your participation.