

DESCRIPTION OF INDIVIDUAL COURSE UNIT

**International Business Economics:
An European Perspective**

1. GENERAL DESCRIPTION		
Course Title	International Business Economics: An European Perspective	
Faculty	Facultad de Ciencias Económicas y Empresariales	
General Classification	Diploma in European Business and Economics	
Course code	5595	
Type of course (Core/Compulsory/Elective)	Elective	
Number of credits expressed as student workload (ECTS)	5	
Year of Course / Semester	20010/2011	Second semester
Web		
Language of Instruction	English	
Teaching Methods	<p>Lecture based on bibliography and case studies. On-line videos. Small group discussions. Lecture notes are also supplemented with weekly problems and reading material from the academic and business press (<i>available at ABIinform www.buc.unican.es</i>).</p> <p>Developing and discussing a Research Outline and a Final Essay.</p> <ul style="list-style-type: none"> - Defining the topic, bibliography, sources and data. - Check Amadeus at www.buc.unican.es for information on European companies. - Defining the relevance of the case study: selecting the company, sector, industry, regulation, reform. - Analysis question, hypothesis. - Methodology of analysis, compare and contrast, construct a coherent and strong argument. - Research structure, Introduction, Development, Reference (detailed notes differentiate carefully between quotations and your own research). 	

Department	10	Economics
Area of Knowledge		Applied Economics
Teaching Group		Applied Economics
Course coordinator	Dr. Daniel Díaz Fuentes	
Other teaching professors	Dra. Judith Clifton	

2. PRE-REQUISITES AND ADVICE

This course will take an analytical approach to Economics but it will focus strongly on practice and case studies in both the classroom and course work. This course is recommended for students of Economics and Business who want a broad, international background on European Business.

3. COURSE OBJECTIVES

Technical Competence:

Activities and results of large companies depend on the decisions and strategies adopted by corporations and industries, as well as those taken by the government and institutions set in a regional, national and international context. Economics is one of the most important approaches to business.

Methodological Competence:

This course will take an analytical approach to Economics but it will focus strongly on practice and case studies in both the classroom and course work.

Social Competence:

Students should be prepared to participate in class. They will also be assigned at least two group projects.

Personal Skills:

The course will consist of lectures on basic material coupled with practical examples (Managerial implication, Business, Country and European focus), case studies and an applied problem in each section to develop analytical skills.

4. TEACHING METHODS	
ACTIVITIES	HOURS (PER SEMESTER)
ACTIVITIES IN PRESENCE	
ATTENDANCE	
• Theoretical Lessons (TE)	20
• Practical Lessons (PA)	5
• Seminar Attendance (PL)	5
Subtotal	30
SCHEDULED TIME WITH THE LECTURER	
• Tutorials (TU)	5
• Examinations (EV)	10
Subtotal	15
Total activities in presence (A+B)	45
GUIDED ACTIVITIES	
• Group Work (TG)	20
• Tasks and Assignments (TA)	60
Total Guided Activities	80
TOTAL AMOUNT OF WORK MEASURED IN HOURS	125

5. COURSE CONTENTS

THEORETICAL AND PRACTICAL COURSE CONTENTS	TE	PA	PL	TU	EV	TG	TA
I. Globalization of markets and production	2	1		0,5	1	2	6
II. International Trade: patterns and theories:	2		1	0,5	1	2	6
III. International Trade: policies and strategies:	2	1		0,5	1	2	6
IV. International Trade: World Trade System:	2		1	0,5	1	2	6
V . Regional Economic Integration	2	1		0,5	1	2	6
VI. Foreign Exchange Market	2		1	0,5	1	2	6
VII. Foreign Direct Investment: trends and theories	2	1		0,5	1	2	6
VIII. Foreign Direct Investment: policies and strategies	2		1	0,5	1	2	6
IX. The new Transnational corporations	2	1		0,5	1	2	6
X. Privatization and new regulatory frameworks	2		1	0,5	1	2	6
TOTAL AMOUNT OF WORK MEASURED IN HOURS	20	5	5	5	10	20	60

6. ASSESSMENT METHODS

PERCENTAGE IN THE FINAL MARKS	%
Continuous Evaluation	
Research Outline (max 2000 words including bibliography): Groups of 4 people (4 March 2010 or earlier). Email outline to diazd@unican.es (11 March 2010 or earlier). Structure of the research – Introduction – Development – Reference (detailed notes – distinguish carefully between quotations and your own words).	15
Student presentations of the Research Outline	10
Final Research Essay. Delivered by email or printed version delivered on 29th April.	35
Final oral presentations of the Research Essay 7th and 21st May.	10
Subtotal	70
Final Exam	
Test on general knowledge (10-20 questions) end of May.	30
TOTAL	100
FINAL OBSERVATIONS	
<p>Class Attendance (80% minimum) is compulsory for those students who wish to be assessed by means of the continuous evaluation option.</p> <p>There will only be a final exam for those students who do NOT make use of the continuous evaluation option.</p>	

7. RECOMMENDED READING

CORE TEXTS

- ***International Business: competing in the global market place*, Charles Hill, McGraw-Hill, 2005**
- *International Economics: Theory and Policy* (7th Edition): Pearson Addison Wesley; P. Krugman & M. Obstfeld, (2006)
- *Privatization in the European Union, Public Enterprise and integration*, Cliffton, J. Comin, F. and Diaz Fuentes, Kluwer, 2003
- *Transforming Public Enterprises in Europe and the Americas*, Cliffton, J. Comin, F. and Diaz Fuentes, Palgrave-Macmillan, 2007
- *UNCTAD World Investment Report, the shift towards services*, 2001-2009 www.unctad.org
- *CEPAL (2006-2008) Foreign Investment in Latin America and the Caribbean*, www.eclac.cl
- OCDE (2000-2009) Recent Trends in Foreign Direct Investment and Financial Market Trends, París. www.oecd.org

ADDITIONAL READING

Di Tella, Rafael, Huw Pill, and Ingrid Vogel. *Institutions, Macroeconomics and the Global Economy*. World Scientific, 2005.

Case Studies – Harvard Business School available at the University Library

- Bombardier: Canada vs. Brazil at the WTO Revision Date: May 8, 2003: Alfaro, L., Brett Laschinger, Rawi Abdelala.
- India's Intellectual Property Rights Regime and the Pharmaceutical Industry: Yasheng Huang, Harold F. Hogan Jr.
- Life, Death, and Property Rights: The Pharmaceutical Industry Faces AIDS in Africa Publication Date: Jun 13, 2002 Revision Date: Feb 25, 2003: Debora Spar, Nicholas Bartlett.