

TEACHING GUIDE

NATIONAL AND INTERNATIONAL ECONOMIC ENVIRONMENT OF THE FIRM

GRADO EN ADMINISTRACIÓN Y DIRECCIÓN DE EMPRESAS (INGLÉS)

ACADEMIC YEAR 2026-27

I.-Subject Identification

Type	OBLIGATORIA
Teaching period	3 course, 2Q semester
Nº of credits	4.5
Language in wich the subject is taught	English

II.-Presentation

The purpose of the subject is to provide students with basic knowledge of the functioning of the national and international economic environment in which companies operate, through instrumental and sectoral economic actions. The contents focus on the study of economic growth and its determining factors, which provides the necessary perspective to address both the analysis of the productive structure and the institutional framework that shape the economic organization of Spain, as well as its foreign relations and the actions and influence of the International Organizations in the business environment. To do this, we start with a theoretical scheme that underlies any explanation of economic reality and allows students to reason based on the instruments available — Prerequisites and recommendations: Basic knowledge of microeconomics, macroeconomics, and economic history.

III.-Learning outcomes

CI01. Ability to analyse and synthesise: analysis, synthesis, evaluation and decision-making based on relevant information records on the company's position and potential growth.

CI06. Ability to analyse, search for and interpret information from different sources: ability to identify sources of relevant economic data, obtain and select information that non-professionals are not capable of recognising

CS07. Ability to summarise and interpret: the student must be able to understand economic institutions and results as well as apply theoretical or formal models on how the economy works

CI07. Ability to solve problems

CP04. Critical reasoning skills.

CI08. Ability to make decisions

CP01. Ability to work in an interdisciplinary team.

CP02. Ability to work in an international environment.

CS01. Ability to study independently.

CPR01. Practical application of knowledge.

CE06. Knowledge concerning socio-economic environment in which enterprises operate, most notably Economy

- Key for degrees not adapted to RD 822/21: **CB** - basic competences, **CG** - generic competences, **CE** - specific competences, **CT** - transversal competences.
- Key for degrees adapted to RD 822/21: **CON** - knowledge, **COM** - competences, **HAB** - skills.



IV.-Contents

IV.A.-Syllabus

Thematic unit. Analytical tools for the World Economy.

Topic 1. Main macro-magnitudes for economic analysis.

Main macro-magnitudes of the National Accounts

Evolution of magnitudes in time and comparison between countries.

Thematic unit. Historical Evolution of Growth and Current Situation.

Topic 2. Economic growth and evolution of World and Spanish economic development.

Introduction to economic growth.

Main phases of the World economy.

Structural change in the Spanish economy.

Analysis of different economic crises.

Development indicators.

Inequality and poverty.

Thematic Unit. Growth Factors and Sectoral Analysis

Topic 3. Growth factors in a specific country: the Spanish economy.

Natural resources, population and human capital, physical capital, technology, and economic and social institutions.

Topic 4. The labor market.

Agents in the labor market

Evolution of the Spanish labor market's main indicators.

Evolution of Spanish unemployment.

Labor reforms.

Thematic unit. Institutional Aspects.

Topic 5. The public sector.

The role of the state.

Public policies.

Characteristics of the Spanish public sector.

Evolution of public revenues and spending

Topic 6. The financial system.

Types of financial systems.

Main features of the Spanish financial system.

Evolution of the banking system.

Financial crises.

Thematic unit. External Relations.

Topic 7. The external sector.

Orientation and specialization in trade.

Evolution of Spanish trade.

International trade institutions.

IV.B.-Training activities

Type	Title
Theoretical sessions	Each teacher of a group will determine the complementary activities in which their respective students must participate.



Practical sessions	Cases Studies, exercises.
Lectures	To be determined by the professor



V.-Student workload	
Theoretical sessions	32
Resolution of exercises, problems, case studies, etc.	9
Practical sessions in experimental, technological and clinical laboratories, fieldwork, etc.	0
Tests and/or exams	4
Academic tutorials	20
Related activities: conferences, seminars, etc.	16
Preparation of theoretical sessions and self-study	20
Preparation of practical tasks, exercises, case studies, projects, etc.	20
Preparation for tests and/or exams	14
Total student workload	135

VI.-Methodology and academic programme		
Type	Period	Content
Academic tutorials	Week 1 to Week 15	(OS) On-site learning activity. In-person Academic Tutoring
Practical sessions	Week 1 to Week 15	(OS) On-site learning activity. Practical exercises and cases through individual or group activities in person during class time.
Theoretical sessions	Week 1 to Week 15	(OS) On-site learning activity. Magisterial class in the class schedule



VII.-Assessment methods

The general assessment method is continuous as established in the *Regulation for the Assessment of Learning Outcomes* of Rey Juan Carlos University.

All the assessment systems established in the degree report must be employed, except for those that have a minimum weight of 0%, which can be used by professors in the academic years they consider relevant. Each assessment system may be applied through one or more assessment activities, consistent with the system. No assessment activity can exceed individually 60% of the overall grade for the subject.

The sum of non re-evaluable activities cannot exceed 40% of the overall grade for the subject and, in general, should not have an established minimum grade (except for practical activities in which, strictly speaking, the conditions of the ordinary call cannot be reproduced in the extraordinary call).

Those students who do not manage to pass the subject in the ordinary call, or do not attend this first call, may attend the extraordinary call only for failed re-evaluable assessment activities.

The distribution and characteristics of the assessment activities are described below.

VII.A.-Description and weight of the assessment activities

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Evaluation system	Evaluation activity	Weight	Reassessable in extraordinary call	Minimum grade	Contents	Date
E.S. 3- In-person Theoretical-practical evaluation tests	Theoretical-practical written test	60%	Reassessable (individually following the same format as in ordinary)	5/10	Full syllabus	Official date On site examination
E . S . 4 Evaluation of problems and practical cases	Solving individual or group problems in the classroom (between 1-3)	40%	No (cumulative)	No	Individual exercises related to the subject content	School period (submission on paper)

The theoretical-practical assessment test and the resolution of problems and practical cases, referring to the SE3 and SE4 assessment systems, will be carried out in person in the classroom.

In-class practical activities aim to assess student progress on a regular basis, encouraging active participation, which cannot be effectively implemented in a re-assessment. The final distribution and details of the assessment tests will be communicated by the professor during the first week of the academic period. Students who complete activities related to the SE4 assessment system during the academic period and do not pass the in-person theoretical-practical assessment test in the regular session will have their grades for those activities retained for the extraordinary session. Between two and four problem evaluation activities and practical cases will be carried out.

Calculation of the overall grade:

The final grade or overall rating is calculated as the weighted average of the grades from the assessment activities, once the minimum grade for the written theoretical-practical test (minimum grade of 5) has been exceeded.

To pass the course, the overall grade must be 5 or higher, provided that a minimum score of 5 has been achieved in the in-person theoretical-practical written test (SE3).

If a grade of 5 is not achieved on the SE3 assessment test, the final grade will be the same as the grade obtained on that test.

Extraordinary Assessment:

In an extraordinary assessment, only the SE3 assessment activity (written test, theoretical-practical) may be re-evaluated if the minimum grade has not been reached (or the student has not taken it).

The reassessment of the SE3 assessment activity (in-person theoretical and practical written test) will take place on the official date indicated for the extraordinary call.

To pass the subject, the overall grade must be 5 or higher, once the minimum grade of 5 has been exceeded in the written theoretical-practical test. That is, the grades obtained in the non-reassessable assessment activities will be weighted again in the extraordinary call following the same continuous assessment criteria as in the ordinary call.

If a grade of 5 is not achieved on the SE3 assessment test, the final grade will be the same as the grade obtained on that test.

Advanced Assessment:

In the event that a student requests the Advanced Assessment, the assessment method will be the same as that generally established for the subject.

VII.B. Assessment of students with academic exemption from class attendance



Having Academic Exemption from Class Attendance (DAAC) does not imply that students are automatically exempt from participating in the continuous assessment activities or in the training activities of compulsory attendance as established in the teaching guide. Once the exemption has been granted, students must contact the subject's teaching staff, who will propose the adaptations he/she may consider relevant, as long as they guarantee the acquisition and adequate assessment of the learning goals established. Students must maintain adequate communication with the teaching staff so that they may provide information on the dates for training and assessment activities, if these are not established in the programme and available for students at the time of achieving the exemption.

Subject with possibility of academic exemption: Yes.

VII.C. Review of assessment activities

In accordance with the Regulation for the Assessment of Learning Outcomes of Rey Juan Carlos University.

VII.D.-Students with a disability or special educational needs

In order to guarantee equal opportunities, non-discrimination, universal accessibility and academic success, students with disabilities or especial education needs may request curricular adaptations to follow their studies. These adaptations will be provided by the Unit of Attention to People with Disabilities of Rey Juan Carlos University, in accordance with the regulation which regulates the service for the Attention of People with Disabilities at the University. This Unit will issue a report for curricular adaptations, so that students with disabilities or special education needs must contact the service (at e-mail discapacidad.programa@urjc.es) in order to provide relevant information for different educational alternatives.

VII.E.-Academic behaviour, academic integrity and honesty

Rey Juan Carlos University is fully committed to the highest standards of academic integrity and honesty, so studying at the URJC means assuming and subscribing to the values of integrity and academic honesty set out in the University's Ethical Code. To support this process, the University has Rey Juan Carlos University's Academic Conduct Regulation as well as different tools (anti-plagiarism, supervision...) that offer a collective guarantee for the full development of these essential values.

VIII.-Teaching resources and materials

Basic bibliography

Alonso Rodríguez, J. A. (Dtor). (2022). *Lecciones sobre economía mundial (10ª ed.)*. Cizur Menor: Thomson-Civitas.

García Delgado, J. L. and Myro, R. (2021). *Lecciones de economía española (16ª ed.)*. Cizur Menor: Thomson-Civitas.

Malfeito Gavero, J. (Coordinador) (2022): *Introducción a la Economía Mundial (2ª ed.)*. Editorial DELTA.

Consultation bibliography

Moral Rincón, M.J. et al. (2022): Manual de economía española. Ed. FUNCAS.

Rothbard, M. N. (2010). *What Has Government Done to Our Money?* Auburn: Mises Institute.

Foss, N. J. and Klein, P. (2012). *Organizing Entrepreneurial Judgment. A New Approach to the Firm*. Cambridge: Cambridge University Press.

Bylund, P. L. (2016). *The Problem of Production. A New Theory of the Firm*. Oxon: Routledge.

IX.-Professors