

Course Syllabus

Environments: Cultural, Political and Legal

Year: 2019/2020

Code: P230001105

Coordinating professor: Hutan Hejazi

Degree program: International Business

School: of Social Sciences and Communication

Languages: English

The mission of Universidad Europea de Madrid is to offer its students a holistic education, helping them become leaders and professionals capable of responding effectively to the needs of today's global world, adding value within their career fields, and contributing to social advancement through their entrepreneurial spirit and ethical integrity. We also strive to create and transfer knowledge through applied research, thus making our own contribution to progress and putting ourselves at the forefront of intellectual, scientific, and technological development.

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1. Basic information on the course/module

ECTS	6
Credit type	Basic
Language	English
Delivery mode	Campus based
Trimester/Semester	Second Semester

2. Presentation and contents of the course/module

This course provides an introductory coverage of cultural, political and legal elements of social and economic environment that are essential for the development and performance of international business. Cultural issues include language, values, attitudes, beliefs, history, national identity, religion, cultural diversity and collision, etc. Political issues cover governmental institutions, electoral systems, international and diplomatic relations, ideologies, democratization process, political risk, etc. And, last, legal issues comprise law systems, enforcement procedures, intellectual property, etc.

3. Competencies and learning outcomes

Core competencies:

- CB3: Students must be able to gather data, usually within their field of study, interpret it and make judgments and considerations on relevant social, scientific or ethical issues.
- CB5: Students must have developed the necessary learning skills so as to undertake subsequent studies with autonomy.

Cross-curricular competencies:

- CT3: Capacity to adapt to new situations: Being able to assess and understand different situations, adapting our approach to a situation insofar as is necessary or appropriate.
- CT5: Capacity to apply knowledge: Being able to use knowledge acquired in academic contexts in situations that resemble as closely as possible the reality of the chosen future profession.
- CT17: Teamwork: The ability to actively participate and cooperate with other people, areas and/or organizations to achieve common goals

Specific competencies:

- CE4: Ability to identify and analyze the economic aspects of globalization linked to the internationalization of companies, foreign trade, and the global economy.
- CE6: Ability to assimilate and take into account in decision-making the socio-economic reality of the different geopolitical, geo-economic and socio-cultural issues, as well as their particularities.
- CE11: Ability to analyze and evaluate macroeconomic information in new competitive environments when making strategic business decisions.
- CE12: Ability to understand and evaluate the legal framework when making strategic business decisions in new competitive environments
- CE13: Ability to analyze and evaluate, in international social environments, the new competitive markets when making strategic business decisions.
- CE23: Ethical behavior in business respecting human rights and the impact of productive activities on the environment both in the country of origin and in the different markets in which it operates.

Learning outcomes:

- LO1: Students will understand the concepts related to cultural, political and legal environments that influence international business.
- LO2: Students will analyze cultural, political and legal environments and their implications in international business

The table below shows the relation between the competencies developed during the course and the envisaged learning outcomes:

Competencies	Learning outcomes
CB3, CB5, CT3, CT5, CT17, CE4, CE6, CE11, CE12, CE13, CE23	LO1
	LO2

The following table shows how the different types of activities are distributed and how many hours are assigned to each type:

Type of educational activity	Number of hours
Lectures	40 h
Individual work	20 h
Problem resolution	20 h

Tests/Exams	10 h
Team participatory activities	20 h
Academic tutoring	10 h
Case studies	30 h
TOTAL	150 h

To develop the competencies and achieve the learning outcomes, you will have to complete the activities indicated in the table below:

Learning outcomes	Learning activity	Type of educational activity	Content
LO1, LO2	Activity 1	Lectures Individual work Problem resolution Team participatory activities Academic tutoring Case studies	Unit 1. Political and Cultural Environments
LO1, LO2	Activity 2	Lectures Individual work Problem resolution Team participatory activities Academic tutoring Case studies	Unit 1. Political and Cultural Environments
LO1, LO2	Activity 3	Lectures Individual work Problem resolution Team participatory activities Academic tutoring Case studies	Unit 1. Political and Cultural Environments
LO1, LO2	Activity 4	Lectures Individual work Problem resolution Team participatory activities Academic tutoring Case studies	Unit 2. Cultural environment.
LO1, LO2	Activity 5	Lectures Individual work Problem resolution Team participatory activities Academic tutoring Case studies	Unit 2. Cultural environment
LO1, LO2	Activity 6	Lectures Individual work Problem resolution Team participatory activities Academic tutoring	Unit 2. Political and Cultural Environments Unit 2. Cultural environment

		Case studies Test/exam	
LO1, LO2	Activity 7	Lectures Individual work Problem resolution Team participatory activities Academic tutoring Case studies	Unit 3. Political environment
LO1, LO2	Activity 8	Lectures Individual work Problem resolution Team participatory activities Academic tutoring Case studies	Unit 3. Political environment
LO1, LO2	Activity 9	Lectures Individual work Problem resolution Team participatory activities Academic tutoring Case studies	Unit 4. Legal Environment
LO1, LO2	Activity 10	Lectures Individual work Problem resolution Team participatory activities Academic tutoring Case studies	Unit 4. Legal Environment
LO1, LO2	Activity 11	Lectures Individual work Problem resolution Team participatory activities Academic tutoring Case studies	Unit 5. Country assessment
LO1, LO2	Activity 12	Lectures Individual work Problem resolution Team participatory activities Academic tutoring Case studies Test/exam	Unit 3. Political environment Unit 4. Legal Environment Unit 5. Country assessment
LO1, LO2	Activity 13	Lectures Individual work Problem resolution Team participatory activities Academic tutoring Case studies	Unit 1. International Business and its environment Unit 2. Cultural environment Unit 3. Political environment Unit 4. Legal Environment Unit 5. Country assessment

When you access the course on the *Virtual Campus*, you'll find a description of the activities you have to complete, as well as the deadline and assessment procedure for each one.

4. Monitoring and assessment

The following table shows the assessable activities, their respective assessment criteria, and the weight each activity carries towards the final course grade.

Assessable activity	Assessment criteria	Weight (%)
<i>Tests/exams</i>	The student answers multiple choice quizzes in a satisfactory manner. Mid-term 25%. The students are able to answer questions and solve problems in a satisfactory manner in written evaluation tests. Final exam 50%. Total 75%.	75%
<i>Activities</i>	<p>The student has a proactive, constructive attitude when resolving problems and cases.</p> <p>The student fulfills the scheduled assignments properly and on time.</p> <p>The student is able to write presentations in convincing and formal way, both individually and in groups.</p> <p>The student is able to develop an exhaustive research on specific issues related to the subject.</p>	15%
<i>Final written report and oral presentations</i>	<p>The student is able to deliver oral presentations in a convincing and formal way, both individually and in groups.</p> <p>The student is able to develop an exhaustive research on specific issues related to the subject.</p> <p>The student cites and quotes properly the sources used in the research, using academic and reliable bibliography. The student uses properly APA/Harvard system.</p>	10%

When you access the course on the *Campus Virtual*, you'll find a description of the activities you have to complete, as well as the deadline and assessment procedure for each one.

4.1. First exam period

To pass the subject in the first exam period (ordinary call) you must obtain a minimum score of 5 points (out of 10) in your final exam and 5 points out of 10 (weighted average). In addition, you must achieve a minimum score of 4 points in the written evaluation tests.

4.2. Second exam period

To pass the subject in the second exam period (extraordinary call) you must obtain a minimum score of 5 points (out of 10) in the final grade (weighted average). In order to do so, you will need to take an overall comprehensive written exam.

5. Bibliography

Here is the recommended bibliography:

- BENIDICKSON, J. et al. (2011). Environmental Law and Sustainability after Rio. IUCN Academy of Environmental Law Series.
- CHRISTOFF, P.; ECHERSLEY, R. (2013). Globalization and the Environment. Rowman & Littlefield.
- **DANIELS, J.D.; RADEBAUGH, L.H.; SULLIVAN, D.P. (2015, 15th ed). International Business. Environments and Operations. Pearson.**
- DRYZEK, J.S. et al. (2013). Climate-Challenged Society. Oxford.
- HAMPDEN-TURNER, C.; TROMPENAARS, A. (1993). The Seven Cultures of Capitalism: Value Systems for Creating Wealth in the United States, Japan, Germany, France, Britain, Sweden and the Netherlands. Doubleday Business.
- **HOFSTEDE, G; HOFSTEDE, G.J; MINKOV, M. (2010, 3rd ed). Cultures and Organizations. Software of the Mind. Intercultural Cooperation and Its Importance for Survival. McGraw-Hill.**
- LECHNER, Frank J.; BOLI, John (ed.) (2015, 5th ed.). The Globalization Reader. Wiley Blackwell.
- SALZMAN, J.; THOMPSON, B.Jr (2003). Environmental Law and Policy. Foundation Press.
- SCHNEIDER, F. et al. (2015). Political Economy and Instruments of Environmental Politics. CESifo Seminar Series.
- TROMPENAARS, F.; HAMPDEN-TURNER, C. (2012). Riding the Waves of Culture. Understanding Cultural Diversity in Global Business. Nicholas Brealey Publishing.

6. How to communicate with your professor

Whenever you have a question about the content or activities, don't forget to post it to your course forum so that your classmates can read it.

You might not be the only one with the same question!

If you have a question that you only want to ask your professor, you can send him/her a private message from the *Campus Virtual*. And if you need to discuss something in more detail, you can arrange an advisory session with your professor.

It's a good idea to check the course forum on a regular basis and read the messages posted by your classmates and professors, as this can be another way to learn.

7. Study recommendations

When you study at university, you need to plan and be consistent from the first week. It's very useful to exchange experiences and opinions with professors and other students, as this will help you develop core competencies such as flexibility, negotiating skills, teamwork, and, of course, critical thinking.

To help you, we recommend using a general method of study based on the following points:

- Study systematically and at a steady pace.
- Attend class and regularly check the course forum on the *Campus Virtual* so that you keep up to date with what's happening. **A minimum attendance of 75% is required by the university in order to pass a subject.** Your attendance will be checked using the electronic system ("GRP"). Please remember to sign on when entering the classroom, and report any technical problem to the university administration as soon as possible. If your attendance is lower than 75%, you will have to provide all necessary documents to justify the motives: health issues, internships recognized as part of your degree... or any other reasonable cause that is approved by your Academic Coordinator.
- Participate actively in the course by sharing your opinions, questions and experiences relating to the topics covered and/or suggesting new topics of interest for discussion.
- Read the messages posted by your classmates and/or professors.

Active participation in physical and virtual classroom activities is of special interest and academic value. You can participate in many different ways: asking questions, giving your opinion, doing all the activities your professor suggests, taking part in collaborative activities, helping your classmates, etc. This way of working requires effort, but it will help you get better results as you develop your competencies.