

# MANAGERIAL

MASTER IN INTERNATIONAL BUSINESS MANAGEMENT

AREA· ECONOMIC ENVIRONMENT

CREDITS: 3

## LEARNING OBJECTIVES

The course will cover the most important economic theories and concepts that relate to the macroeconomic and microeconomic environment of businesses. At the end of the course:

- students will comprehend these concepts and tools of economic analysis
- will have a more formal vision of why and how different economic policies, such as labor, fiscal, monetary or trade policies, operate
- will assess the implications of different economic contexts and policies on the welfare of individuals, firms and the government.

## LEARNING METHODOLOGY

This course uses technical notes and/or a textbook that explains the concepts and theories covered in class. The course is organized around lectures to present the relevant concepts and theories as well as class discussions related to them. Students are expected to be fully prepared to discuss theoretical and practical issues covered in class by means of the accompanying readings for a particular session. Students will work practical assignments, either individually or in group, in order to reinforce the understanding of the relevant material.

## REGISTERING TO AND USING APLIA EXERCISES TOOL

Aplia is the main source for practice exercises for this course. To be able to use Aplia you need to use the code provided to you when you purchased the textbook. You will use Aplia online (<http://www.aplia.com>). To do so, follow the steps as explained in the Aplia card that came with the textbook.

These are the instructions on how to register and use APLIA:

1. Go to [www.aplia.com](http://www.aplia.com).
2. Enter the course key provided by the professor.
3. Click on See Payment Options.
4. Click on Enter payment code inside my Aplia access card.
5. Enter the Aplia card code in the box that says Payment Code.

In order to complete steps 4 & 5 you need to have the Aplia access card. This Aplia access card is provided to you when you buy the textbook+aplia bundle from La Tienda at IE. Remember that Aplia is mandatory and graded on an

individual basis, so you need to have the Aplia access card to complete the required assignments. The option of not buying the book+Aplia is not economically optimal since paying for Aplia standalone will cost you approximately twice as much as what it costs to buy the book+Aplia bundle from La Tienda.

Each student must register in Aplia and provide answers for each exercise on an individual basis. Each student will be graded accordingly and the Aplia grade will count for 25% of the total course grade. For your answer to count for grade you need to submit it before the due date. Each exercise has a due date, visible in Aplia's web page. Before the due date you can re-submit your answer to an exercise, i.e., you can change a previous answer as many times as you want. Aplia will take as grade the average score of all your submitted answers to that question as long as you submitted them before the due date. Right after the due date, Aplia will give you the score and an explanation of the correct answer to exercises. Answers submitted after the due date will not count for grade. If an exercise has no answer submitted on or before the due date, then the score for that exercise will be zero.

## REQUIRED MATERIAL

<http://ie.worldcat.org/coursereserves/course/fetch/2128998>

<http://ie.on.worldcat.org/courseReserves/course/id/10002966>

There are three required materials for this course: a hard copy textbook, a set of practice exercises (Aplia) and posted readings and exercises.

1. CE: Textbook: "Custom Economics", Second Edition, by N. Gregory Mankiw and Robert Carbaugh, Cengage Learning. ISBN: 9781408068014
2. AE: Aplia Exercises (see, detailed information above)
3. Posted Readings and Exercises (Posted in Global Campus)

## EVALUATION METHOD

There is one final exam in this course, group presentations and practice exercises. A student will receive feedback through a variety of means. Each week, the student will know her performance on the Aplia Exercises, including a detailed explanation of the correct answer to each of the exercises, which the student can use to make an assessment of her performance. Also, each students' performance will be assessed and feedback will be given in relation to the group presentations and the Final Examination. Additional feedback will be provided at the request of the student and by contacting the professor personally or via e-mail.

The evaluation criteria is as follows:

<b>Criteria</b>	<b>Score %</b>
Class Participation	10%
APLIA exercises	25%
Final Exam	50%
Debates	15%

## THE EVALUATION OF CLASS PARTICIPATION

When I evaluate a student's class participation I consider whether the student has made any of the following two types of interventions.

Type 1 interventions are what I call 'general-knowledge' interventions. These interventions are of a general nature, sometimes demonstrate a general and previous knowledge of the material or simply reflect that the student has a good background in the subject. Usually these interventions reflect the ability of student

integrating his/her previous professional experience with the subject being discussed in class.

Type 2 interventions are those that relate specifically to the readings that are assigned to a particular session (e.g., the assigned chapter in the textbook or an assigned article). These interventions demonstrate that the student has read and comprehended the assigned readings before class, and even better, that the student has thought critically about those readings. Students that make interventions that demonstrate not only that they have read the readings but also the ability to think critically about their content are the students that obtain the highest possible participation grade in the class.