



BSMG: 453E SPANISH BUSINESS ENVIRONMENT

CREDITS: 4

(This course will be taught entirely in English)

COURSE OBJECTIVES

This course aims to analyze the current Spanish business framework, with a focus on aspects such as monetary policy, financial system, employment, external trade and business organization and direction that differentiate the Spanish economy from those of the United States and other European countries.

It is important for students to develop critical thinking skills and an understanding of how global and local forces shape the Spanish Business environment. The course will be fundamentally practice-based, meaning that individual participation is essential.

COURSE STRUCTURE

Classes will be practice-based and participative. In addition to receiving a collection of materials related to basic and fundamental topics of the course, students will work with practical cases, readings and commentaries on the digital press in order to better understand the current economic situation.

In accordance with the Writing Program, each student must hand in a research project, using Word, double-spaced in 12-point Arial font. The paper should be six to eight pages in length. Before beginning work, each student should hand in an outline to the professor in order to receive feedback and bibliographical recommendations.

Students will also do classroom work- oral presentations, introductions of topics, comments on visits, videos, debates, etc.

There will be one test and one final exam.

Class attendance is mandatory and will affect the participation grade.

TEXTBOOK

Students will receive a course pack with materials on the topics to be studied.

Additional readings on economic news and practical cases, supplemented by digital



tools and data sources (e.g., Eurostat, World Bank reports), will be provided throughout the course.

EVALUATION

PARTICIPATION.....	25%
WRITTEN PROJECT	25% (*)
TEST	25%
FINAL EXAM	25%

(*) The grade will be an average of classwork (25%) and the research project (75%).

BIBLIOGRAPHY

Tamames, Ramón. **“La economía española 1975–1995”**. . Alianza Editorial, 1995.

Gutiérrez Fernández, Arturo. (Coordinador). **“ Economía 1”**. Anaya, 2002.

Baldwin, Miguel. **“Introducción general a la organización y dirección de empresas”**. Editorial Playor, 1991.

Ball, Donald. **“ International Business: The Challenge of Global Competition”**. Mc Graw Hill, 2012.

Martín, Carmela. **“ España en la nueva Europa”** Alianza Editorial, 1997.

García Ruiz, Juan L. **“ Historia de la empresa mundial y de España”** Síntesis, 1998.

De la Dehesa, Guillermo. **“What’s Next for the Economy: Spain in the Global Context”**. Editorial: Alianza Editorial, 2021.

Sebastián, Miguel. **“La economía española después de la pandemia”**. Editorial: Deusto, 2022.

COURSE TOPICS

1.- Introduction to the Spanish economy (since 1982)



Basic aspects of the Spanish economic context. Current economic indicators and their historical trends.

2.- Spain and the European Union

The euro. Economic Globalization: Europe, the United States and Asia. World economic indicators.

3.- The political framework and its influence on the private economic sector.

The public sector. Monetary policy. Tax policy. Economic policy and social issues. Social agents: government, business organizations and unions.

4.- The Spanish business in the 21st century

Characteristics, classification and aims. Business spirit: Spanish and American attitudes toward work. The most dynamic sectors.

5.- Business organization and direction I

Management. Organizational structure. Planning process in Spanish companies

6.- Business organization and direction II.

Control: Financial and personnel control. Auditing. Integrated Marketing.

7.- Human resources, information technologies and artificial intelligence

Human capital. Motivation. New technologies. The telecommunications revolution. The stock market and new technological values.

8.- Activity, employment and unemployment

Job creation. The private sector and the unemployment problem. Conclusions. The work system: Types of contracts. Temporary employers.

9.- International commerce

Balance of Trade. World trade perspectives. The Spanish business and international expansion. Multinational corporations. Conclusions.

10.- The business world in the new millennium

New trends in sustainability, ethics, and social responsibility. Emerging business models. The stock market. Spain and the United States in regard to savings and investment. Tariffs in Spain and the Trump administration (2025-2028).