Plan de Estudios de la Carrera de Licenciatura en Turismo

Name of the course: GLOBAL ENVIRONMENT 0

a) Course codification:

	ID: GLE 0	**Semester's duration in weeks:** 16
Prerrequisite (s): 29 courses approved	**Semester:** VII	**Duration/class hour:** 50 minutes
	Área: Specialty	**Number of class hours by semester:** 64
	U. V.: 3	**Theoretical hours per week:** 1
		Practical hours per week: 3

b) Course description:

Business environment can be defined as the environmental conditions in different geographic areas and countries, with factors exogenous to the home environment of the organization, which influence the decision making process, capabilities and resource use. In a sort of classification the business environment might be classified into external and internal. The external environment includes the social, political, economic, regulatory, tax, cultural, legal, technological and environmental issues.

c) Main objectives of the course:

Cognitive objective:
To describe a framework and analytical tools that support economic decisions and business practices of firms and individuals.
To illustrate countries' and regions' performance on several issues concerning social, political, economic and business trends.

Procedural objective:
To identify the bridge between economic theories on textbooks with everyday business' activities.
To build institutional and stakeholders analysis in order to identify impact in the decision making process of the firm, as well as policy outcomes.

Attitude objective:
To ponder the role of educational, social and cultural status in constraining business, social and economic relationships.
To share several international reports and rankings that measure economic and business' environment on several countries and regions.

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d) Contents:

Unit I: Global trends and their relevance at the national level

Contents:
    1.1 Business environment analysis
        1.1.1   Importance on strategic planning and decision making process
    1.2 Economical factors
    1.3 Political factors
    1.4 Social factors
    1.5 Business factors

Unit II: Economical factors

Contents:
    2.1. Measuring economic activity
    2.2. Growth: trends and cycles. Nominal GDP, GDP per head, Real GDP
    2.3. Fiscal indicators
    2.4. The balance of payments
    2.5. Exchange rates
    2.6. Prices and wages

Unit III: Political factors

Contents:
    3.1. Institutional analysis: National, local and supranational government
    3.2. Stakeholders analysis
    3.3. Policies:
        3.3.1.1.   Bilateral Investment treaties
        3.3.1.2.   Productivity and Industrial Policies
        3.3.1.3.   Innovation policies

Unit IV: Social factors

Contents:
    4.1. Population facts
    4.2. Education status and policies
    4.3. Employment status and policies

Unit V: Business factors

Contents:
    5.1. Doing Business report
    5.2. The Global Competitiveness report
    5.3. Global Entrepreneurship and Development index

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5.4. Pisa Index of Economic, Social and Cultural Status (Escs)

Unit VI: **Environmental factors**

Contents:
6.1. Global environmental situation
6.2. Global environmental outlook
6.3. Climate change
    6.3.1. What is it?
    6.3.2. Is it a problem?
    6.3.3. Developed countries' concerns
    6.3.4. Developing countries' concerns
    6.3.5. Impact
6.4. Main indicators

e) Methodological approach:

This course will be covered through 25% of theoretical hours, through master class, and 75% of practical hours, developing research works, presentations, discussion of papers and articles.

f) Bibliography:

Name of the item	Author	Publisher	Country	Year of publishing	Number of items
Finance & development	International Monetary Fund	IMF	United States	2010-2012	*
El Salvador: Country Reports	The Economist Intelligence Unit	The Economist	United Kingdom	2010-2012	*
BusinessWeek	Bloomberg	Bloomberg	United States	2012-2012	*

*In acquisition process