Institutions and Markets
ACADEMIC YEAR 2015-2016

Professor: Dr. Casilda Güell
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Office Hours: by appointment

Course Description

Within the Master of Science in International Business, this course provides tools to do an external diagnosis of the institutional and markets context in which business plans operate. The course presents a general overview of the regional integration processes after the II World War as a framework for International Business.

Objective

The aim is to provide students with those conceptual and analytical tools to understand the role and functioning of the European Union and other Integration Process such as Nafta, Mercosur and ASEAN.

First, within the framework of globalisation, the course introduces the concepts of intergovernmental cooperation and regional integration. Second, the European Union will be taken as the main example of regional integration process. The course studies the functioning of the EU including its institutional, judicial, financial guarantees and the analyses of its aims and action channels. Thirdly, the course introduces other processes of regional integration in other geographical areas such as North America, Latin America and Asia.

The course focuses on comprehension of the institutional context and on the application to potential business plans. It is an introductory course since the topic is very broad and it has a comparative approach.

Methodology

Classes will be divided in two parts. The first part will be a lecture and the second part of the class is a discussion class with international press, case studies analysis, oral presentations, debates, etc.

Evaluation criteria

20 % essay: institutional and markets context where your business plan will be developed: (This assignment hopes to encourage the development of the Master Thesis)
10 % oral presentation: the EU (institutions or policies)
10 % one written exercise: about the regional integration process
20 % active participation in class and providing news of the topics developed in class (includes attendance which counts for 10 %)
40 % final exam (compulsory to pass in order to pass the course)
Students are required to attend 80% of classes. Failing to do so without justified reason will imply a 0 grade in the participation/attendance evaluation item.

As with all courses taught at the UPF ESCI-BSM, students who fail the course during regular evaluation will be allowed ONE re-take of the examination/evaluation. If the course is again failed after the re-take, students will have to register again for the course the following year.

Plagiarism is to use another’s work and to present it as one’s own without acknowledging the sources in the correct way. All essays, reports or projects handed in by a student must be original work completed by the student. By enrolling at ESCI-BSM Master of Science and signing the “Honor Code,” students acknowledge that they understand the schools’ policy on plagiarism and certify that all course assignments will be their own work, except where indicated by correct referencing. Failing to do so may result in automatic expulsion from the program.”
Calendar and Contents

**Part I- Introduction (3 sessions)**

- Introduce the concept of intergovernmental cooperation and regional integration in the framework of globalisation
- Introduce the concept of worldwide economic and political integration processes
- Introduce potential new global order

**Part II- The European Union (3 sessions)**

- Historical perspective
- Institutional architecture: institutional, legal and financial guarantees
- EU aims
- EU policies

**Part III- Introduction to processes of integration in other geographic areas (3 sessions)**

Regionalism in North America
Regionalism in Latin America
Regionalism in East Asia

**Part IV- Conclusion (1 session)**

Evaluating and comparing the functioning of these processes of regional integration and their relevance as the framework for potential international business plans

**Bibliography**

governance in post-hegemonic era. Aldershot (UK): Ashgate.

Bio of Professor

- PhD in International History from the London School of Economics. Lecturer on Political History of the Department of Law at the International University of Catalonia and at Online Business School. She also holds a BSc in Government from the London School of Economics. She is Fellow at the European Institute, London School of Economics. Her areas of research are Political Exile and Political and Economic Elites.