

40314 - Law and global markets

TEACHING PLAN

1. Basic description

Name of the course: Law and Global Markets

Area: International Business

Profile: International

Academic year: 2022-2023

Term: 1st

Degree / Course: Bachelor's Degree in International Business and Marketing

Code: 40314

Number of credits: 4

Total number of hours committed: 100

Teaching language: English

Responsible Lecturers: Mireia Artigot

Timetable: [Schedule Sigma](#)

Office Hour: To be confirmed

2. Presentation of the course

This selective course seeks to bring the student closer to legal aspects of international business. Firstly, the course will introduce the different traditions and legal families across the board, with special attention of course to the classical distinction between Civil Law and Common Law. Secondly, the course reviews in depth the framework of the Business Law already presented in the Obligatory courses in the GNMI. Special attention will be brought to the interaction between Companies and Consumers and, as a result, to Competition Law in a broad perspective. Finally, this course will also introduce some relevant legal notion to understand the actors' behaviour in the context of the digital markets and the digital platforms economy where the traditional relations between consumers/users and producers/suppliers have been eroded for the benefit of new forms of interaction and transactions B2B, B2C, etc.

All in all, this elective course aims at providing the students with an overall knowledge on the aforementioned topics, but with no further intention to discuss procedural elements which clearly fall out of the scope of their future professional careers. In so doing, the course will offer the students a plethora of different in-class and out-class activities of blended pedagogical methods.

3. Competences to be worked in the course

General competences	Specific competences
<p>Instrumental competences</p> <p>G.I.6. Ability to develop, present and defend arguments.</p> <p>G.I.8. Oral and written competence in communicating in English.</p>	<p>Disciplinary competences</p> <p>E.D.6. Understand the primary legal implications of developing business activity, especially with regard to their internationalisation processes.</p>
<p>Generic personal competences</p> <p>G.P.3. Moral commitment and ethical sense.</p>	<p>Professional competences</p> <p>E.P.12. Ability to critically evaluate local information contexts, knowledge or principles of a more global nature</p>
<p>Generic systemic competences</p> <p>G.S.3. Ability to think globally.</p> <p>G.S.7. Promotion of and respect toward multicultural values: respect, equality,</p>	<p>E.P.17. Ability to express and understand spoken and written communication in English at an advanced level in the international business environment.</p>

solidarity, commitment.	E.P.19. Ability to adapt to and manage any business or international trade activity in any area of an organisation.
Competences for applicability	E.P.20. Ability to confront and understand the business culture and environment and propose real solutions to specific problems in the organisation.
G.A.5. Ability to understand an economic organisation with a global perspective.	

The above competences reflect the basic competences set out in Royal Decree 1393/2007, namely:

- a. Competence to **comprehend knowledge, on the basis of general secondary education**.
- b. Competence to **apply knowledge** to day-to-day work in international management or marketing, in particular the ability to develop and defend arguments and to solve problems.
- c. Competence to **gather and interpret relevant data**, enabling the development of critical judgements on the economic and social reality.
- d. Competence to **communicate and transmit information** (ideas, problems, solutions) to a specialist and non-specialist audience.
- e. Competence to **develop learning activities** in a relatively autonomous manner.

The competences worked on in the course are divided into two groups: those seen as a development or specification of a basic competence; and those that hone graduates' professional profile with respect to general and specific competences.

Basic competence: understanding of knowledge

II. Specific competences: E.D.6

Basic competence: application of knowledge

I. General competences: G.S.3.

Basic competence: **communicate and transmit information**

I. General competences: G.I.6. G.I.8.

II. Specific competences: E.P.17.

Basic competence: **develop learning activities**

II. Specific competences: E.P.12.

Competences that hone graduates' professional profile which are not included under basic competences

In general, these competences combine the following key elements for honing students' professional profile in the area of international business and marketing:

- Provide students with the capacity to adapt to dynamic teams and environments.
- Provide students with the capacity to create their own integral vision of the operation of a business or international marketing project.
- Provide students with the capacity to take complex decisions and carry out negotiation processes.

I. General competences: G.S.7. G.A.5.

II. Specific competences: E.P.19. E.P.20.

Learning outcomes

- Understanding the differences between the main legal traditions, and their impact on the business activities.
- Getting closely familiar with the key notions of the Int. Business Law, with a special emphasis in the digitalization of the markets
- Understanding the reconfiguration of the role and capabilities of the key actors with the markets (Consumers, Services suppliers,...), above all in the digital platforms economy, as well as the circular and collaboratives economy models.

The competences, the learning outcomes, the assessment elements and the quality of the learning process included in this Teaching Plan will not be affected if during the academic trimester the teaching model has to switch either to an hybrid model (combination of face-to-face and on-line sessions) or to a complete on-line model.

4. Contents

CHAPTER 1 - SOURCES OF LAW.

CHAPTER 2 - LEGAL FAMILIES: COMMON LAW AND CIVIL LAW SYSTEMS

CHAPTER 3 - COMPANIES'S ROLE IN MARKETS. ADVERTISEMENT, PRODUCT SAFETY AND LIABILITY

CHAPTER 4 - ANTITRUST REGULATION

CHAPTER 5 - CHALLENGES OF DIGITAL PLATFORMS FOR COMPETITION. CHALLENGES ON ANTITRUST REGULATION

CHAPTER 6 ? CONSUMERS IN MARKETS. EUROPEAN CONSUMER PROTECTION MODEL

CHAPTER 7 - DIGITAL PLATFORMS AND CONSUMER PROTECTION

CHAPTER 8 - CURRENT CHALLENGES: TRANSACTION PERSONALIZATION

5. Assessment

Regular Term Evaluation

The final grade will be determined by the weighted average of various continuous evaluation activities and a final exam. An additional extra credit of up to 1 point in the final grade can be achieved through participation in class discussions.

Assessment elements	Type of eval.			Time period	Type of assessment			Assessment agent					Type of act.		Minimum mandatory grade	Learning outcomes	%	
					Mandatory	Opt.	Ind.	Lec.	Self-assess.	Co-assess.								
Weekly assignments	Continuous			Prepared by student and solved in class by lecturer.	X			X	X					Conceptual Application Overall understanding	No minimum grade of the AC to sit the final exam		30%	
	GI4	GI8	GS5	GA2	GA5	ED2	ED7	ED12	EP1	EP2	EP3	EP4	EP17	EP23	EP24	No		
Moodle of contents and class attendance	X	X		X		X	X	X	X	X	X	X	X	X	X	X	minimum AC grade to sit the final exam	X
Handing in and Final exam presenting problem sets	X	Synthesis X	X	Exam week X	X	X	X	X	X	X	X	X	X	X	Conceptual Application Overall understanding X	A minimum grade of 4/10 in the final exam X	70%	
Surprise tests	x	X		X		X	X		X		X	X		X	X	X	X	
Midterm exam	X	X		X	X	X	X		X			X		X	X	X	X	
Participation in discussions	X	X		X	X	x	x		X			X		Conceptual Application Overall understanding X	No minimum	X	X	

Their final grade will be determined by the following weighted average:

- Make-up exam: 70%
- Continuous evaluation: 30%

Students must achieve a minimum grade of 4/10 in both the regular final exam and the make-up exam to pass the course.

Teaching resources

- Academic articles will be regularly uploaded to the class Moodle.
- Newsletter and newspaper articles: *The Economist*, *New York Times*, *Financial Times*, *Newsweek*, etc.
- Slides from class presentations.

7. Methodology

Lectures

- Lectures will cover the topics on the syllabus and will address the competences to be achieved in the course.

Seminars

- Students will be asked to solve and hand in exercises. These assignments are designed for practice and to further understanding of the topics discussed in class. Selected exercises will be discussed in class.
- Some of the assignments will be handed in while others will not.
- All class materials are expected to be worked on individually.

Problem sets instructions so that the percentage of plagiarism reflects your work:

1. In your file you should not include the questions of the problem set
2. If you work with friends ? it is fine ? make sure you write your answers alone. Solutions of the problem sets are individual.
3. Explain your answers in your own words

Face-to-face
(in the classroom)

Directed
(outside the classroom)

Independent
(outside the classroom)

Lecturer:

- Lectures
- Problem set solutions
- Discussion of seminar topics

Lecturer:

- Prepare problem sets
- Prepare discussion topics

Student:

- Class preparation and readings
- Independent study
- Exam preparation

Student:

- Participation in discussions
- Midterms
- Final exam

Student:

- Solve problem sets

8. Scheduled activities

LAW AND GLOBAL MARKETS
TEMPTATIVE COURSE TIMETABLE | AUTUMN 2021-2022

Week	Week hours	Date	Session	In Class	Time (hours)	Class Preparation Reading	Preparation Time (hours)	After Class	Time (hours)
Week 1	5	September 22	Lecture 1	Course Presentation. Chapter 1 – Sources of law	2	TBA	1	Review and independent study	2
Week 2	9	September 28	Seminar 1	PS Solution	1	Solve Problem Set	2	Review and independent study	1
		September 29	Lecture 2	Chapter 2 – Legal families: common law and civil law systems	2	TBA	1	Review and independent study	2
Week3	9	October 4	Lecture 3	Chapter 3 - Companies's role in markets. Advertisement, product safety and liability	2	TBA	1	Review and independent study	2
		October 8	Seminar 2	PS Solution	1	Solve Problem Set	2	Review and independent study	1
Week 4	9			Chapter 4 – Market				Review and	

		October 13	Lecture 4	regulation (i). Antitrust regulation	2	TBA	1	independent study	2
		October 15	Seminar 3	PS Solution	1	Solve Problem Set	2	Review and independent study	1
Week 5	9	October 20	Lecture 5	Chapter 5 - Challenges of digital platforms for competition. (I) Challenges on antitrust regulation	2	TBA	1	Review and independent study	2
		October 22	Seminar 4	PS Solution	1	Solve Problem Set	2	Review and independent study	1
Week 6	9	October 27	Lecture 6	Chapter 5 - Challenges of digital platforms for competition. (II) Challenges on antitrust regulation	2	Selected readings (tba)	1	Review and independent study	2
		October 29	Seminar 5	PS Solution	1	Solve Problem Set	2	Review and independent study	1
Week 7	9	November 3	Lecture 7	Chapter 6 – Consumers in markets. European consumer protection model	2	Selected readings (tba)	1	Review and independent study	2
		November 5	Seminar 6	PS Solution	1	Solve Problem Set	2	Review and independent study	1
Week 8	9	November 10	Lecture 8	Chapter 7 – Consumers in markets (I). Digital platforms and consumer protection	2	Krugman & Obstfeld	1	Review and independent study	2
		November 12	Seminar 7	PS Solution	1	Solve Problem Set	2	Review and independent study	1
Week 9	9	November 17	Lecture 9	Chapter 7 – Consumers in markets (II). Digital platforms and consumer protection	2	Krugman & Obstfeld	1	Review and independent study	2
		November 19	Seminar 8	PS Solution	1	Solve Problem Set	2	Review and independent study	1
Week 10	9	November	Lecture	Chapter 8 - Current challenges:	2	Selected readings	1	Review and independent	2

		24	10	Transaction personalization		(tba)		study	
		November 26	Seminar 9	PS Solution	1	Solve Problem Set	2	Review and independent study	1
Week 11	4	December 1st	Seminar 10	PS Solution Review	1	Solve Problem Set	2	Review and independent study	1
EXAM WEEKS	15	December 3th to December 16 th		Final Exam	2	Preparation for final exam	8		
TOTAL HOURS	100				32		38		30

[1] Additional readings may be provided. They will be punctually uploaded in the class Moodle. Please be advised to check it punctually.

This calendar belongs to the 2021-2022 academic year.