Universidad Zaragoza

Academic Year/course: 2023/24

27616 - Spanish Economy

Syllabus Information

Academic year: 2023/24
Subject: 27616 - Spanish Economy
Faculty / School: 109 - Facultad de Economía y Empresa
Degree: 450 - Degree in Marketing and Market Research
ECTS: 6.0
Year: 2
Semester: Second semester
Subject type: Compulsory
Module:

1. General information

The goal of the subject is for the student to know, analyze and interpret the Spanish economic reality, providing them with a joint vision of its different economic and institutional aspects that will allow them to anticipate changes in the changes in the environment and identify market opportunities.

To this end, we study the phenomenon of growth and the factors that make it possible, in the light of the political and economic trajectory followed by Spain in recent decades, as well as the current productive structure and institutional aspects spain in recent decades, as well as the current productive structure and institutional aspects.

These approaches are aligned with the Sustainable Development Goals (SDGs) of the United Nations 2030 Agenda ( ) (https://www.un.org/sustainabledevelopment/es/). Specifically, the activities foreseen in the subject provide training and competence to contribute to some extent to its achievement, especially in relation to Goal 4 (quality education), targets 4 and 7.

2. Learning results

By passing the subject, the student will be more competent to:

- To understand the social, economic, legal and environmental environment of the company's current and potential market, as well as its impact on the marketing and market research area of the organizations
- To know the economic and statistical indicators of analysis and diagnosis of the Spanish economy for market research.
- Adapt the knowledge acquired to new situations and scenarios, or in short, to the economic situation of the Spanish economy at different moments in time.

3. Syllabus

Unit 1: Indicators and growth rates for the study of Spanish economy

Unit 2: The formation of the Spanish economy

Unit 3: Economic growth and structural change in Spain since 1960

Unit 4: Spain in the Economic and Monetary Union: growth and crisis in the 21st Century

Unit 5: Demographics and human capital

Unit 6: Labor market

Unit 7: Production structure

Unit 8: Public Sector

Unit 9: Financial system

Unit 10: Innovation and technological change

4. Academic activities

Master classes: 30 hours

Theoretical sessions in which the contents of the subejct will be explained. The master class is expected to be participatory, with the possibility of asking questions to the students, resolving any doubts that may arise or opening debates about what has been explained.

Practical classes: 30 hours

Problem solving and case studies; guided reading of articles related to the theoretical contents and connected as far as possible with the current situation. They are expected to be interactive sessions, where the involvement of the students in the discussion and interpretation of the materials proposed by the teachersis encouraged.

Personal Study: 88 hours

Students must complete the work in the course by preparing their own notes and by personal study, regular consultation of the indicated bibliography and completion of additional assignments.

Tests Assessment: 1 exam of 2 hours

6 ECTS = 150 hours

The teaching and evaluation methodology revolves around face-to-face classes. However, if it were necessary for health reasons, the classes could be moved to online.

5. Assessment system

Global assessment.

Both in the first and in the second call, the evaluation of the subject will be carried out by means of a global written test out of 10 points, according to the official calendar established by the center.

The test will consist of a theoretical-practical exercise in which the student will have to solve different questions related to the subject studied. The test may combine numerical exercises, open-ended questions or multiple-choice questions. In the case of open response questions , which will have limited space, not only the conceptual content will be assessed, but also its structure and depth, the use of appropriate economic vocabulary and the absence of formal errors (spelling, grammatical, etc.). The result of the test will be the final grade obtained in the subject.

However, in the first call, there is the possibility of taking an optional written test towards the middle of the semester, on the subject taught until then. This will consist of a theoretical-practical exercise graded out of 10 points, in which the student will have to solve different questions related to material already studied before the date of the test. The students who obtain in this control a grade equal to or higher than 4 may be released from this first part of content in the overall test, being evaluated only of the questions relating to the subject studied after the midterm exam.

However, in order to pass the course, a minimum average grade of 5 must be obtained, obtained by weighting both grades. Students who do not achieve a minimum grade of 4 in this intermediate test, or who have chosen not to take it, or who wish to improve their grade, will be examined in the overall written test of the whole subject, and this grade will be 100% of the final grade.