

27605 - Economic History and World Economy

Syllabus Information

Academic year: 2024/25

Subject: 27605 - Economic History and World Economy

Faculty / School: 109 - Facultad de Economía y Empresa

Degree: 450 - Degree in Marketing and Market Research

ECTS: 6.0

Year: 1

Semester: Second semester

Subject type: Basic Education

Module:

1. General information

The goal of the subject is for students to understand the historical approach to the evolution of the world economy at its different regions. This will include an analysis of the major trends in economic growth and development in different parts of the world, their causes and consequences, based on the interpretation of available sources and documents. Since growth and development are dynamic processes, we look for answers in the present, but also in the past.

These approaches have been aligned with the Sustainable Development Goals of the 2030 Agenda since before 2015.

This discipline requires the analysis of inequality on a global scale, the denunciation of the causes of poverty in the North and the South, the gender perspective and the understanding of the problems of destruction of natural capital, as well as the responsibility of the growth model in the climate and environmental crisis. All SDGs are worked on in a cross-cutting and systemic way in both theory and practical classes at.

2. Learning results

- Know the main facts of the evolution of the world economy in the past and present.
- Offer an interpretation of the causes and consequences of these processes.
- Deepen the knowledge of the fundamentals of the discipline.
- Skillfully handle the use of sources, documents and other instruments of analysis specific to the discipline.
- Understand economic policy models in relation to economic growth and human development; as well as historical multi-causal alterations and changes.
- In practical classes, learn to work in a team, valuing the judgments of others, sharing information among all colleagues and expressing correctly the conclusions reached.

3. Syllabus

Unit 1. Growth, development and modern long-term economic development

Unit 2. Globalisation, markets and industrialisation up to the mid-20th century

Unit 3. The history of the company: origins and development

Unit 4. The emergence of the consumer society, the market and the role of marketing in historical perspective.

Unit 5. Today's global economy

4. Academic activities

Master classes: 30 hours

Theoretical sessions in which the contents of the subject are explained.

Practical classes: 30 hours

Interactive sessions, individually or in groups, to facilitate the involvement of students in the discussion and interpretation of the materials presented by teachers.

Personal study: 87 hours

Students must complete the work in the subject with personal study, regular consultation of the indicated bibliography and additional homework.

Assessment tests: 3 hours

In total 150 hours that correspond to the 6 ECTS of the subject.

It is foreseen that the teaching methodology will be face-to-face, as well as the evaluation. However, if circumstances prevent it, can be carried out on-line.

5. Assessment system

In the two official calls, the evaluation system of the subject is global. On the date of the official exams set by the centre through the exam calendar, there will be a final exam consisting of three parts:

- **Theoretical part of Economic History** (topics 1-4 of the syllabus) with a weight of 4.67 points.
- **Theoretical part of Applied Economics** (topic 5 of the syllabus) which will carry a weight of 2.33 points.
- **Practical part**, to be weighted 3 points.

This exam will include open-ended questions and, in addition, either a group of short questions or a block with test questions. In any case, teachers will specify in advance to the students the structure of the exam. The criteria for evaluation are: mastery of the contents, accuracy of the concepts and coherent and orderly explanation of the arguments.

However, if students voluntarily so wish, the Practical part of the exam can may be partially evaluated before the global exam by carrying out a series of weekly tasks set by the lecturers in the practical classes. The evaluation criteria for these tasks are: the degree of correctness of the answers to the exercises, the contribution of fundamental ideas, the reflection on the transcendence of the suggested problems and the clarity of the exposition. The grade of the internship will be maintained in the first and second summons.

In any case, students who have completed the weekly tasks and wish to improve their mark may also take the practical part of the exam in the final exam.

In order to pass the course, students must achieve a minimum mark of 3 points out of 10 in each of the three parts described above and 5 or more points out of 10 in the total mark.

6. Sustainable Development Goals

5 - Gender Equality

10 - Reduction of Inequalities

12 - Responsible Production and Consumption