

COURSE GUIDE

2024/25

Faculty323 - Faculty of Social and Communication Sciences

Cycle.

DegreeGPERIO31 - Bachelor's Degree in Journalism

YearFirst year

COURSE

27086 - Analysis of the Economic Environment

Credits, ECTS:6

COURSE DESCRIPTION

As it has been pointed out in the reports of the different degrees in the area of communication of the Faculty, this subject is common to all of them in the first year. It is an introductory course that will help the students to acquire basic skills necessary for their future experience in the professional area of communication.

In the subject of Analysis of the Economic Environment, economic basic concepts and skills are acquired in order to understand the complex current economic reality. The subject will mainly: (i) analyze the agents, institutions and functioning of different economic systems, with special attention to the market economic system; (ii) identify and justify the intervention of the public sector in the economy; and (iii) study the main macroeconomic issues and imbalances (the causes and policies to cope with them).

As a result, students will study the main tools, methodologies, variables and indicators to analyze and interpret current economic activity. The subject aims to train the student to be able to develop their professional work in the area of communication. In fact, economic issues appear in the media every day. So students will be able to gather, understand and analyze economic information.

The subject of Analysis of the Economic Environment is offered in the first semester of the first year and given its introductory character, there is no need of having prior knowledge in this field.

COMPETENCIES/LEARNING RESULTS FOR THE SUBJECT

SUBJECT-SPECIFIC SKILLS:

1. To compare the underlying values, objectives, agents and institutions of different economic systems, with special attention to the market economy system.
2. To identify and justify the intervention of the public sector in the economy and to be able to interpret the related indicators.
3. To identify the main macroeconomic issues and imbalances: to explore their origin (the causes) and to propose economic policies to cope with them.
4. To interpret the data and the socio-economic indicators related to the economic environment.

In this subject the following skills of the degree will be developed:

GENERAL AND BASIC SKILLS OF THE DEGREE:

General:

G001 - To acquire knowledge and understand the significance of theory, concepts and methodologies in the interdisciplinary context of audio-visual communication.

G002 - Apply theories and methodological tools to practice in different communicative processes and contexts.

Basics:

CB1- Students have demonstrated knowledge and understanding in an area of study that builds on the foundation of general secondary education, and is usually at a level that, while relying on advanced textbooks, also includes some aspects that involve knowledge from the cutting edge of their field of study.

CB2 To be able to apply knowledge in the future work and professional life and to prepare reports, to put forward an argument and solve problems in the area of interest.

CB3 To collect information and to know how to interpret relevant data (usually within the area of study) to make judgements that include reflection on relevant issues of a social, scientific or ethical nature.

CB4 To be able to transmit information, ideas, problems and solutions to both a specialized and non-specialized audience

CB5 To develop learning skills necessary to undertake further studies with a high degree of autonomy.

SPECIFIC COMPETENCES OF THE COURSE/MODULE:

CEC1 - Reflect, understand and identify the main theories, ideas and concepts of historical, economic and linguistic thought, applied to the knowledge of communicative phenomena.

CEC2 - Apply concepts, techniques and methodological procedures to the identification of documentary sources, case analysis and information and communication problems.

CEC3 - Develop skills and abilities for active participation, collaboration and co-responsibility in teamwork.

CROSS CURRICULAR SKILLS:

CT2 Social commitment

CT7 Critical thinking

CT8 Teamwork

LEARNING OUTCOMES:

1. To understand and interpret the economic facts that are described in the mass media.
2. To find out and to learn to use the main indicators and sources of economic information.
3. To synthesize in a clear and coherent way the information collected.
4. To interpret the economic situation of a country in terms of growth, employment and stability according to the indicators selected and available information.
5. To interpret the mechanisms that lie under the free market and to think about them.
- 6.To justify the public sector intervention in economy.
7. To consider and think about the new emerging trends in economy: globalization, gender economy, ecology, sustainability and human development.

**Theoretical and Practical Contents**

Lesson 1: Introduction: basic concepts in the economic analysis

- 1.1 Basic issues and concepts
- 1.2 Economic systems

Lesson 2: Microeconomic analysis: market economies

- 2.1 Operation of the markets: the demand and supply curves
- 2.2 Market failures:State intervention in the economy

Lesson 3: Economic environment and main indicators and variables

- 3.1 Analysis of the supply: the GDP
- 3.2 Analysis of the demand
- 3.3 Analysis of the income distribution
- 3.4 Analysis of the financial state

Lesson 4: Stabilization policies

- 4.1 The economic cycle
- 4.2 Central Bank and monetary policy
- 4.3 Fiscal policy

Lesson 5: Employment and labour market

- 5.1 Basic concepts and types of unemployment
- 5.2 Measuring unemployment: basic concepts and indicators.
- 5.3 Factors determining unemployment changes
- 5.4 Employment policies

Lesson 6: Other macroeconomic imbalances  
6.1 The Inflation problem  
6.2 The International Economy: balance of payments and exchange rates

TEACHING METHODS

- The subject is organised based on a mixed methodological proposal according to the following scheme:
- 1. Lectures in which the teacher will explain the contents of the subject. However, as far as possible, exercises, comments and discussions related to the topic will be carried out during the master class. Weekly hours: 3,5 hours.
  - 2. Applied classes coordinated with the theoretical / conceptual part of the subject dedicated to carrying out a series of activities: teamwork assignment, case exercises, problems solving or oral presentations. Weekly hours: 1 hour (if applicable, alternate by subgroups according to the academic calendar). The attendance to the practical sessions will be mandatory.
  - 3. Tutorials: Students may attend the tutorials at their best convenience, a total of six hours a week (schedule can be consulted in GAUR application).
  - 4. EGELA teaching platform. Basic support for the teaching in which students will have available all the necessary materials, information, deliverable tasks as well as communications of interest from the teacher.

TYPES OF TEACHING

Types of teaching	M	S	GA	GL	GO	GCL	TA	TI	GCA
Hours of face-to-face teaching	53		7						
Horas de Actividad No Presencial del Alumno/a	79,5		10,5						

**Legend:** M: Lecture-based S: Seminar GA: Applied classroom-based groups  
GL: Applied laboratory-based groups GO: Applied computer-based groups GCL: Applied clinical-based groups  
TA: Workshop TI: Industrial workshop GCA: Applied fieldwork groups

Evaluation methods

- Continuous evaluation
- End-of-course evaluation

Evaluation tools and percentages of final mark

- Written test, open questions 70%
- Teamwork assignments (problem solving, Project design) 30%

ORDINARY EXAMINATION PERIOD: GUIDELINES AND OPTING OUT

The subject follows the continuous evaluation system, which consists of the following:  
i) A written exam which will account for 70% of the final mark. The written test will deal with the contents seen in class and will take place within the terms and conditions established by the Faculty.  
ii) A group work to be developed during the course which will account for 30% of the final mark.

**IMPORTANT:** In order to add the mark obtained in the group written work to the mark obtained in the final written exam, it is mandatory to meet two conditions:  
1. To attend the applied classes.  
2. To obtain at least 2.5 out of 7 in the final written exam.

Renunciation of the continuous evaluation and the final evaluation system (End-of-course evaluation): The student could also be evaluated through the final evaluation system which consists in a written exam (about the contents seen in class) and will cover the 100% of the final mark. For doing this, the student must present a justification (in a written format) to the teacher in the first 9 weeks of the fourth-month period indicated in the academic calendar of the center.

Renunciation of the ordinary call:  
- In the continuous evaluation case, students must resign at least up to one month before the end date of the teaching period of the subject, sending a written justification to the teacher. The final grade will be NOT PRESENTED.  
- In the final evaluation case (End-of-course evaluation), the non-presentation to the exam set in the official exams calendar will suppose the automatic renunciation to the corresponding call and the final grade will be NOT PRESENTED.

EXTRAORDINARY EXAMINATION PERIOD: GUIDELINES AND OPTING OUT

It will consist of a unique final written exam that will represent the 100% of the mark of the subject and will take place on the official published date by the Faculty. This exam may include both theoretical aspects and the resolution of practical questions.

Those students that have done the continuous evaluation in the ordinary call can keep the grade obtained in the teamwork (30% of the final mark) as long as they communicate it in writing to the teacher. In that case, the written exam of the extraordinary call will represent the remaining 70% of the final mark. However, in order to sum these two marks (30% + 70%), it will be necessary to obtain at least 2.5 out of 7 in the final written exam.

In the rest of situations, the exam will account for 100% of the final mark.

Renunciation of the extraordinary call: The non-presentation to the exam set in the official exams calendar will suppose the automatic renunciation to the corresponding call and the final grade will be NOT PRESENTED.

**MANDATORY MATERIALS**

Materials and content available on the EGELA platform.

**BIBLIOGRAPHY**

**Basic bibliography**

Mankiw, N. G. (2023): Principles of economics. 10th edition Cengage Learning.

Krugman, P.; Wells, R. & Graddy, K.(2020): Essentials of Economics. Fifth edition. Worth Publishers.

**Detailed bibliography**

Conde, Francisco J.; González, Sara (2001): Indicadores económicos. Ediciones Pirámide. Madrid.

Core-econ.org.The economy 2.0. <https://www.core-econ.org/project/the economy 2.0/>

Cuadrado, J.R., Mancha, T., Nonell, R., Villena, J.E., Casares, J., Peinado, M.L., González, M., Marín, J.M. Escribano, G.,San Martín, E. (2023). Política económica: objetivos e instrumentos (7ª). McGraw-Hill.

Griffiths, A. & Wall, S. (2007): Applied Economics, Financial Times Prentice Hall.Harlow.

Mankiw NG. (2022): Macroeconomics, 11th Edition. Worth Publishers.

Hernandez-Sampieri, R. y Mendoza, C. (2018): Metodología de la investigación. Ed.McGraw-Hill.

Samuelson, P. & Nordhaus, W. (2009): Economics. McGraw-Hill Education. New York.

**Journals**

Ekonomiaz

Información Comercial Española

Papeles de Economía Española

Revista de Economía Mundial

**Web sites of interest**

<http://www.ine.es>

<http://www.eustat.es>

<https://ec.europa.eu/eurostat>

<https://www.ilo.org>

<http://www.bde.es>

<http://www.euskadi.eus/gobierno-vasco/departamento-hacienda-finanzas/inicio/>

<https://www.ecb.europa.eu/home/html/index.en.html>

<http://www.mineco.gob.es/portal/site/mineco/economia>

<https://www.oecd.org/>

<https://www.worldbank.org>

<https://sdgs.un.org/goals>

<https://www.econinbox.com/>

<https://mru.org/resources/university/interactive-practice>

<https://www.euskadi.eus/astekonomia/web01-a2ogaeko/es/>

**OBSERVATIONS**

In accordance with the academic assessment regulation (Article 11.3), upon the verification of having copied in an evaluation test, the student/s involved will have a failure grade. If this occurs during the development of the test, this can be interrupted immediately.



<https://www.ehu.eus/es/web/estudiosdegrado-graduakoikasketak/ebaluaziorako-araategia>

In addition, it is necessary to remember taking into account the academic ethics protocol of UPV/EHU:

1. The following practices are considered fraudulent or dishonest at UPV/EHU: Plagiarizing works, that is, copying others works without citing the reference or source used, and present them as their own elaboration, in the texts or works submitted to academic evaluation (Point 2.a.).
2. During the development of an evaluation test at UPV / EHU, the use of books, notes, telephone or other devices is prohibited. (Point 3, p.5).

<https://www.ehu.eus/es/web/estudiosdegrado-graduakoikasketak/akademia-araudiak>