

**COMILLAS**

UNIVERSIDAD PONTIFICIA

ICAI

ICADE

CIHS

**Syllabus**  
**2025 - 2026**

## GENERAL INFORMATION

| Data of the subject |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
|---------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Subject name        | International Business Management                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| Subject code        | E000006067                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| Main program        | <a href="#">Bachelor's Degree in International Relations</a>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| Involved programs   | Grado en Relaciones Internacionales y Grado en Comun. Internal. - Bachelor in Global Communication [Fourth year]                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| Level               | Reglada Grado Europeo                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| Quarter             | Semestral                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| Credits             | 4,5 ECTS                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
| Type                | Obligatoria (Grado)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| Department          | Departamento de Gestión Empresarial                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| Course overview     | <p>International Business Management is an introductory course that allows the student to create business awareness and understand the challenges and trends facing global business leaders today. The world economy is increasingly global, and demand continues to grow for the leaders of the future who clearly understand the international context of business. The course addresses the main strategic decisions that a company must face in an internationalization process and delves into the singularities of international management of some of the key functional areas.</p> |

| Teacher Information |                                     |
|---------------------|-------------------------------------|
| Teacher             |                                     |
| Name                | Santiago José Urío Rodríguez        |
| Department          | Departamento de Gestión Empresarial |
| EMail               | surio@icade.comillas.edu            |

## DESCRIPTION OF THE SUBJECT

| Contextualization of the subject                                                                                                                                                                                                                                                                                                                                           |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Prerequisites                                                                                                                                                                                                                                                                                                                                                              |
| <p>There are formally no prerequisites.</p> <p>However, the development of the subject will benefit from the fact that the student has a basic knowledge about Economics as a science and its international dimension, addressed in the subjects of "Economic Approaches for International Relations" (First Year) and "International Political Economy" (Third year).</p> |

## Course contents

| Contents                                          |
|---------------------------------------------------|
| Introduction to International Business Management |



## International business and globalisation

Introduction to globalisation and international business

International trade and foreign direct investment

## The context of the multinational enterprise

Regional economic differences

National cultural differences

## Competing in the global markets

Entry into foreign markets

Organisation of international business

## EVALUATION AND CRITERIA

The use of AI to produce full assignments or substantial parts thereof, without proper citation of the source or tool used, or without explicit permission in the assignment instructions, will be considered plagiarism and therefore subject to the University's General Regulations.

| Evaluation activities                    | Evaluation criteria                                                                                                                                                                                                                                                                                                                                                                                              | Weight |
|------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------|
| Exam                                     | <ul style="list-style-type: none"><li>Understands and relates essential ideas of the subject</li><li>Knows and applies different theories, models and tools in solving practical problems</li><li>Uses detailed, structured, logical arguments, based on the adequate theoretical and analytical framework</li></ul>                                                                                             | 50     |
| Practical exercises / Problem resolution | <ul style="list-style-type: none"><li>Actively participate in group work sharing information and knowledge</li><li>Make decisions and solve practical problems using the theoretical foundation</li><li>Uses detailed, structured, logical arguments, based on the adequate theoretical and analytical framework</li></ul>                                                                                       | 20     |
| Individual / group monographs            | <ul style="list-style-type: none"><li>Uses diverse, relevant and complete sources of information in Spanish and a foreign language</li><li>Understands the bibliographic material and use it to create coherent arguments</li><li>Expresses in writing with precision and correction</li><li>Speaks with ease, fluency and clarity</li><li>Shows openness to criticism and review of his/her own ideas</li></ul> | 20     |



|                      |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |    |
|----------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----|
|                      | <ul style="list-style-type: none"><li>• Is responsible for compliance with agreed deadlines and conditions</li></ul>                                                                                                                                                                                                                                                                                                                                                                                    |    |
| Active participation | <ul style="list-style-type: none"><li>• Speaks with fluency, clarity and conviction</li><li>• Presents his/her opinions in a reasoned and synthetic way</li><li>• Shows openness to criticism and review of their own ideas</li><li>• Shows interest and curiosity about the topics discussed, beyond the qualification</li><li>• Evaluates his/her own work and that of others</li><li>• Recognises and values ??cultural and human diversity without falling into ethnocentric perspectives</li></ul> | 10 |

## Grading

- Incurrence in a serious academic fault, such as plagiarism of previously published materials or copying in an exam or other evaluated activity, may lead to the opening of a sanctioning file.

The improper use of ChatGPT or another Generative AI tool will be considered a serious offense, according to the General Regulations of the University, art. 168.2.e: "carrying out actions leading to falsify or defraud the academic performance evaluation systems." The consequences of this will be "temporary expulsion of up to three months or the prohibition to take the exam in the next call to the imposition of the sanction, in one or several subjects of which the student is enrolled, [...] apart from assuming the failure in the grade (0) in the respective subject, [...] [and] the prohibition to take the exam in that subject in the following call".

For these purposes, improper use means the use of technology to carry out any exam or work for which it has not been explicitly authorized by the professor. In the latter circumstance, a statement must be included warning of its use and the specific ways in which it has been used.

- To be able to take the final exam, it is a requirement not to have unjustifiably missed more than one third of the classes. If this requirement is not met, the student will lose the ordinary and extraordinary calls (article 93.1 of the General Regulations). Failure to attend the first hour of a double class means having missed the entire session, regardless of whether the student attends the second hour or not.

## RECOVERY EXAMINATION IN JULY

1. Students of 5th year with exemption from schooling, repeaters, in exchange or regulated practices, approved by the corresponding Head of Studies:
  1. It will be entirely the student's responsibility to take advantage of this curricular adaptation, communicating their situation by mail to the teacher in the first month of the course. Agree with the professor a monographic work of investigation or plan of readings, with a 25% weight that will be delivered before the ordinary examination.
  2. Theoretical-practical Ordinary Examination with a 50% weight.
2. Students who failed to pass in the ordinary call:
  1. Theoretical-practical exam <50%
  2. Continuous evaluation of the course <50%



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It is necessary both in the ordinary call and in the extraordinary call to obtain a 5.0 (out of 10) in the exam and a minimum of 5.0 (out of 10) in the continuous evaluation to pass the subject.

**NOTE:** Regarding the use of generative artificial intelligence tools, their misuse will be considered a serious offense, according to the General Regulations of the University, art. 168.2.e.

## BIBLIOGRAPHY AND RESOURCES

### Basic References

#### Textbook

Charles W.L. Hill, Thomas M. Hult. (2020): Global Business Today, 11th ed., Nueva York: McGraw-Hill

In compliance with current regulations on the **protection of personal data**, we would like to inform you that you may consult the aspects related to privacy and data that you have accepted on your registration form by entering this website and clicking on "download"

[https://servicios.upcomillas.es/sedelectronica/inicio.aspx?csv=02E4557CAA66F4A81663AD10CED66792](https://servicios.upcomillas.es/sedeelectronica/inicio.aspx?csv=02E4557CAA66F4A81663AD10CED66792)