



TECHNICAL SHEET OF THE SUBJECT

Data of the subject	
Subject name	International Business
Subject code	E000008504
Mainprogram	Bachelor's Degree in Business Administration and Management
Credits	6,0 ECTS
Type	Business in Spain
Department	Departamento de Gestión Empresarial

Teacher Information	
Teacher	
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Teacher	
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SPECIFIC DATA OF THE SUBJECT

Contextualization of the subject
Contribution to the professional profile of the degree
<p>The process of globalisation is probably the strongest force that has been changing the business environment. This environment is marked by commercial, financial and cultural barriers that are becoming ever more porous and are therefore driving the interdependent growth of national economies. Operating in this increasingly complex environment poses a challenge for companies. It is not only large multinational companies that are affected: we can in fact connect, with increasing ease, business management and the management of international companies. However, there still exists a difference between the domestic and international nature of a company.</p> <p>Although this subject places an emphasis on multinational companies, due to its extraordinary prominence in investment and international trade, the subject's general objective is to provide</p>



the student with an encompassing view on the key context of the international aspect of business operations. The framework arises from the need to be multidisciplinary in economics, politics, ethics, culture and strategy, in order to make decisions efficiently from within the heart of an international company.

Prerequisites

No formal requirements, however, the subject assumes a basic knowledge of economics as a science and the meaning and function of business, addressed, respectively, in the subjects of Economy (First year of E2/E4) and Fundamentals of Business Management (First year of E2/E4).

Competencies - Objectives

Competences

GENERALES

CG01	Capacidad de análisis y síntesis	
	RA01	Comprende pormenorizadamente el material bibliográfico propio de la materia
	RA02	Ordena, clasifica y resume de manera lógica y coherente los contenidos del material bibliográfico propio de la materia
CG02	Resolución de problemas y toma de decisiones	
	RA01	Es capaz de identificar las limitaciones que afectan a la toma de decisiones y de buscar una decisión satisfactoria
	RA02	Toma decisiones y resuelve problemas prácticos haciendo uso de contenidos teóricos y conforme a metodologías reconocidas de resolución de problemas
CG04	Capacidad de gestionar información proveniente de fuentes diversas	
	RA01	Busca y utiliza documentación de distintas fuentes, proveniente de diversas vías, para sus actividades de aprendizaje, discriminando conforme a su valor y a la utilidad de cada una de ellas
	RA02	Desarrolla pensamiento crítico, cuestionando la información gestionada, generando conclusiones y puntos de vista propios
	RA03	Es claro, preciso, exacto y relevante en el uso de la información, profundizando con lógica e imparcialidad
CG06	Comunicación oral y escrita en la propia lengua	
		Se expresa por escrito con precisión, con corrección gramatical y ortográfica y de



	RA01	Se expresa por escrito con precisión, con corrección gramatical, ortográfica, y de forma estructurada, inteligible y convincente
	RA02	Se expresa oralmente con soltura, fluidez y claridad y de forma estructurada, inteligible y convincente
	RA03	Se comunica eficazmente al idear soluciones a problemas complejos
CG07	Comunicación en una lengua extranjera	
	RA01	Busca e utiliza documentación para sus actividades de aprendizaje en idioma inglés, siendo capaz de realizar una lectura comprensiva
	RA02	Se expresa por escrito y oralmente en idioma inglés con precisión y corrección, con soltura, fluidez y claridad y de forma estructurada, inteligible y convincente
CG09	Habilidades interpersonales: escuchar, argumentar y debatir	
	RA01	Expone sus opiniones de forma razonada y sintética
	RA02	Se muestra abierto e interesado por las opiniones y aportaciones de los demás, enriqueciendo también así su propia argumentación
CG11	Capacidad crítica y autocrítica	
	RA01	Evalúa el trabajo y las ideas propios y los de los demás
	RA02	Es capaz de realizar el proceso de dar y recibir feedback de forma asertiva, mejorando la integración y la confianza de los grupos de trabajo
CG14	Capacidad para aprender y trabajar autónomamente	
	RA01	Busca y encuentra recursos adecuados para el desarrollo eficaz de sus actividades de aprendizaje
	RA02	Desarrolla las habilidades necesarias para la investigación independiente
CG17	Capacidad de elaboración y transmisión de ideas, proyectos, informes, soluciones y problemas	
	RA01	Argumentar de manera independiente y crítica sobre conceptos y teorías diversas
	RA02	Conocer y aplicar diferentes teorías, modelos y herramientas en la resolución de problemas prácticos
ESPECÍFICAS		
CEOPT03	Conoce el contexto internacional de la empresa, y el sentido de las estrategias de	



	internacionalización
RA1	Comprende las claves del contexto socio-económico, político y cultural que enmarcan la internacionalización de las organizaciones, y su trascendencia para la supervivencia de las organizaciones
RA2	Conoce y utiliza los principales modelos y herramientas disponibles para la ayuda a la toma de decisiones de internacionalización de las organizaciones
	Argumenta y critica acerca de las distintas implicaciones éticas de la internacionalización empresarial

THEMATIC BLOCKS AND CONTENTS

Contents - Thematic Blocks

PART 1: GLOBALISATION AND INTERNATIONAL BUSINESS

Topic 1: Introduction to globalisation and international business

- 1.1. The globalisation of markets and production**
- 1.2. The drivers of globalisation**
- 1.3. Companies in a changing global economy**
- 1.4. Globalisation and society**

Topic 2: International trade and direct foreign investment

- 2.1. The theory of international trade**
- 2.2. International business and foreign direct investment**
- 2.3. Public policies regarding foreign direct investment**

PART 2: THE CONTEXT OF MULTINATIONAL BUSINESS

Topic 3: Regional economic differences

- 3.1. Political systems**
- 3.2. Economic systems**
- 3.3. Economic development and multinational business**

Topic 4: National cultural differences

- 4.1. The concept of culture**



4.2. Social structures

4.3. Values and Belief systems

4.4. Language and education

PART 3: COMPETING IN THE GLOBAL MARKET

Topic 5: Entry into foreign markets

5.1. International strategy as a framework

5.2. Basic decisions in order to enter foreign markets

5.3. Entry methods

Topic 6: Organisation of multinational business

6.1. Organisational structures

6.2. Cultural organisation

6.3. Global value chains

Transversal topic: The ethical dimension of international management

TEACHING METHODOLOGY

General methodological aspects of the subject

This subject is taught following a participation-based method that is orientated to the fundamental theories that contribute to an in-depth and diverse understating of the reality of making business decisions and its practical application as a professional.

In-class Methodology: Activities

TA1. Lectures in which the lecturer defines and clarifies concepts and specific terminology, identifies the main debates and lines of thought on the subject in question and illustrates their explanations with examples and experiences related to the content. The lecturer interacts with students, promoting their active participation in discussing, debating and expanding on the various aspects of the most complex, polemical and multidimensional contents or contents with a significant ideological component.

TA2. Case-study analysis and resolution posed by the lecturer using the appropriate materials for each case with the objective of enabling the students (working in a group, individually or guided by the lecturer) to put into practice the knowledge they have acquired, identifying problems, evaluating and debating alternatives and arguing the selection of different proposals. Alternatively, students prepare cases based in recent news dealing with international business.



TA3. Class discussions and debates of resolving cases or as an individual activity, the students must challenge different ideas and personal views on controversial aspects of the topic in question. Students need to have done previous research work on which to base and form their arguments which will be used throughout the debate.

TA4. Oral presentation of research work. Public presentation and defence in class of the reasoning, objectives and main findings of research work carried out throughout the year.

Non-Presential Methodology: Activities

TA6. Independent study. Reading of basic documents and complimentary materials suggested by the teaching staff (or searches suggested for the students) with the objective of enabling the student to understand and think about the key content of the subject, acquiring the fundamental theories needed to tackle the different activities carried out during the course.

TA7. Monographic research. Development of a research project derived from a research question related to the course contents that has been found by the student, with the objective of systemizing or generating knowledge, diagnostics and action proposals for the individual case.

TA8. Tutorial sessions aimed at solving problems and problems that arise through the learning process as well as to teach certain skills.

SUMMARY STUDENT WORKING HOURS

CLASSROOM HOURS			
Lecciones de carácter expositivo	Ejercicios y resolución de casos y de problemas	Simulaciones, juegos de rol, dinámicas de grupo	Exposición pública de temas o trabajos
24.00	20.00	15.00	6.00
NON-PRESENTIAL HOURS			
Estudio individual y/o en grupo y lectura organizada	Trabajos monográficos y de investigación, individuales o colectivos	Ejercicios y resolución de casos y de problemas	
35.00	25.00	25.00	
ECTS CREDITS: 6,0 (150,00 hours)			

EVALUATION AND CRITERIA

Evaluation activities	Evaluation criteria	Weight
	<ul style="list-style-type: none"> Understanding and ability to relate essential course ideas 	



<p>AA1. A theoretical and practical final test based on a case analysis</p>	<ul style="list-style-type: none">• Knowing and applying different theories, models and tools to resolve practical problems• Using detailed, structured, logical and fundamental arguments within an adequate theoretical and analytical framework	<p>50</p>
<p>AA2. Written group research project and presentation of the topic</p>	<ul style="list-style-type: none">• Using diverse, relevant and complete information sources in both Spanish and a foreign language• Understanding of bibliographical material and using it to form coherent arguments• Expressing oneself correctly and with precision• Expressing oneself orally with fluency and clarity• Displaying openness to critique and reviewing own ideas• Being responsible in meeting deadlines and conditions set• Appreciation of group work on behalf of other work group members	<p>25</p>
<p>AA3 Individual active participation in lectures, case study discussion, debates and contribution to other student's presentations</p>	<ul style="list-style-type: none">• Expressing oneself orally with fluency and clarity and conviction• Expressing ones opinions in a coherent and reasoned manner• Displaying openness to critique and reviewing own ideas• Showing interest and curiosity for the topics dealt with above and beyond the needs of the assessment• Evaluating own work and that of others• Recognising and valuing cultural and human diversity without following ethnocentric perspectives	<p>15</p>
	<ul style="list-style-type: none">• Active participation in group work, sharing information and	



<p>AA4. Analysis (and proposal of solutions) of case studies and press release comments</p>	<p>knowledge</p> <ul style="list-style-type: none"> • Making decisions and resolving practical problems making use of fundamental theory • Using detailed, structured, logical and fundamental arguments within an adequate theoretical and analytical framework 	<p>10</p>
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WORK PLAN AND SCHEDULE

Activities	Date of realization	Delivery date
Resolution of case studies in class and press release comments (oral or written)	Consult the weekly plan	After completion
Final Project	After week 2	Week 14
Oral presentation of final project	After week 11	Weeks 11 to 14
Active participation in lectures, in debates and in case study resolution sessions	All sessions	All sessions
Final written exam	Consult exam calendar set by Head of Studies	Consult exam calendar set by Head of Studies

BIBLIOGRAPHY AND RESOURCES

Basic bibliography

Text books

- Hill, C.W.L., Udayasankar, K., Chow Hou, W. (2014): *Global Business Today*, 8ª ed., Nueva York: McGraw-Hill (global edition).
- Daniels, J.D; Radebaugh, L.H.; Sullivan, D.P. (2014): *International Business: Environments and Operations*, 15ª ed., Harlow: Pearson Education (global edition)

Articles

Provided to the student through the SIFO platform

Web pages

Academy of International Business, <http://aib.msu.edu/>

globalEDGE, <http://globaledge.msu.edu/>



ICEX, <http://www.icex.es>

World Trade Organization, <http://www.wto.org/>

Real Instituto Elcano, <http://www.realinstitutoelcano.org>

UNCTAD, <http://www.unctad.org>

Global Compact, <http://www.unglobalcompact.org/>

World Business Council for Sustainable Development, <http://www.wbcsd.org>

Notes

Se proporcionan a los alumnos a través de la plataforma virtual / Provided to the student through the SIFO platform

Complementary Bibliography

Additional reading

Text books

- Hill, C.W.L. (2014): International Business. Competing in the Global Marketplace, 10th ed. Nueva York: MacGraw-Hill (global edition).
- Rugman, A.M.; Collinson, S. (2012): International Business, 6th ed., Nueva York: McGraw-Hill.
- Brooks, I.; Weatherston, J.; Wilkinson, G. (2011): The International Business Environment: Challenges and Changes, 2^a ed, Harlow: Prentice Hall.

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