



GENERAL INFORMATION

Data of the subject	
Subject name	International Business Strategy
Subject code	E900007205
Main program	Bachelor's Degree in International Relations
Involved programs	Grado en Relaciones Internacionales y Grado en Comun. Internal. - Bachelor in Global Communication [Fifth year]
Level	Reglada Grado Europeo
Quarter	Semestral
Credits	4,5 ECTS
Type	Optativa (Grado)
Department	Departamento de Gestión Empresarial
Coordinator	Santiago José Urío Rodríguez
Office hours	Tuesdays 17:00-18:00
Course overview	Overview of business management and the concepts and tools for the formulation and implementation of business strategy. Concepts and basic process of Strategic Management; Support tools for managers; Strategic planning and selection and implementation of the strategy; Critical analysis of the science of Strategic Management; Academic and business approach to management philosophy.

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
There are formally no prerequisites.

Course contents

Contents
Introduction to business strategy
The concept of strategy
Theory and practice in strategy work



Objectives and expectations: strategy and business success

Strategy design

Strategy analysis

Competitive advantage and strategy design

Corporate strategy

International strategy

Strategy implementation and control

Evaluation and implementation of strategies

Implementation and control

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
<p>Final written test with a practical orientation, based on the discussion of practical cases, allows students to demonstrate their applied knowledge to solve problems related to the strategy formulation, implementation and control. (30%)</p> <p>Mid-term tests: multiple choice tests. To prove the student is progressing in the comprehension of the subject (20%)</p>	<ul style="list-style-type: none">Understands and relates essential ideas of the subjectKnows and applies different theories, models and tools in solving practical problemsUses detailed, structured, logical arguments, based on the adequate theoretical and analytical framework	50 %
Group case presentations	<ul style="list-style-type: none">Uses diverse, relevant and complete sources of information in Spanish and a foreign languageUnderstands the bibliographic material and use it to create coherent argumentsSpeaks with ease, fluency and clarityShows openness to criticism and review of his/her own ideasIs responsible for compliance with agreed deadlines and conditions	30 %
	<ul style="list-style-type: none">Speaks with fluency, clarity and convictionPresents his/her opinions in a reasoned and synthetic wayShows openness to criticism and review of their own ideas	



Active participation	<ul style="list-style-type: none">Shows interest and curiosity about the topics discussed, beyond the qualificationEvaluates his/her own work and that of othersRecognises and values ??cultural and human diversity without falling into ethnocentric perspectives	20
----------------------	---	----

Grading

For the purposes of the normal development of the work sessions in the classroom, the teaching team of this subject values that the student maintains an active attitude of listening and participation, which keeps him/her connected with the reflections that is developed around the subject in the class. In this sense, the use of electronic devices outside of the moments reserved for them in the context of the class will be considered negatively.

- The incurrance of a serious academic fault, such as plagiarism of previously published materials or copying in your exam or other evaluated activity, may lead to the opening of a sanctioning file and the loss of two calls.

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 pass the subject in ordinary call, the student must pass each of the activities that are part of the final grade of the subject. The exercises that are not delivered under the exact conditions of place, date and time scheduled for each year, and communicated at the beginning of the course / semester in the schedule of the subject will not be taken into account.

- It is mandatory to attend all sessions of directed work. Students who do not attend any of these classes will obtain a grade of "0" (zero) in the group work corresponding to said class.

- Those students who have obtained an exemption from schooling must confront only the "exam" activity (SE1), and their final grade in the subject will be 100% formed by the qualification in that activity.

EVALUATION IN EXTRAORDINARY CALL OF JULY:

- Students who have not passed the exam in ordinary session must attend it. Once this examination has been completed, the established weightings will be applied as a general evaluation rule.
- Students who do not pass any of the other elements that make up the assessment of the subject must attend it. These students, in addition to examining all the subject matter, must perform a series of complementary practices defined by the teacher.

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.



COMILLAS

UNIVERSIDAD PONTIFICIA

ICAI

ICADE

CIHS

Syllabus
2025 - 2026

BIBLIOGRAPHY AND RESOURCES

Basic References

Textbooks

Richard Whittington, Patrick Regnér, Duncan Angwin, Gerry Johnson, Kevan Scholes (2023). Exploring Strategy. Text & Cases. Pearson Education Limited, Thirteenth edition

Journal articles

In Moodle you can find academic and informative articles prepared by academic and business reference institutions. Likewise, if necessary, class materials for work in the classroom will be provided in class. The use of these materials will be done according to the calendar established in the schedule of the subject.

Other materials and resources

The use of the Internet by the student is essential for news commentaries and the preparation of oral presentations.

To prepare some sessions of directed work, the student should make use of the databases of articles and academic literature that Comillas makes available to the university community.

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/sedeelectronica/inicio.aspx?csv=02E4557CAA66F4A81663AD10CED66792>