

GENERAL INFORMATION

Data of the subject	
Subject name	International Business Management
Subject code	E000006067
Main program	Bachelor's Degree in International Relations
Involved programs	Grado en Relaciones Internacionales y Grado en Comun. Internal. - Bachelor in Global Communication [Cuarto Curso]
Level	Reglada Grado Europeo
Quarter	Semestral
Credits	4,5 ECTS
Type	Obligatoria (Grado)
Department	Departamento de Gestión Empresarial

Teacher Information	
Teacher	
Name	Santiago José Urío Rodríguez
Department	Departamento de Gestión Empresarial
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DESCRIPTION OF THE SUBJECT

Contextualization of the subject
<p>Prerequisites</p> <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

Evaluation activities	Evaluation criteria	Weight
Exam	<ul style="list-style-type: none">• Understands and relates essential ideas of the subject• Knows and applies different theories, models and tools in solving practical problems• Uses detailed, structured, logical arguments, based on the adequate theoretical and analytical framework	50
Practical exercises / Problem resolution	<ul style="list-style-type: none">• Actively participate in group work sharing information and knowledge• Make decisions and solve practical problems using the theoretical foundation• Uses detailed, structured, logical arguments, based on the adequate theoretical and analytical framework	20
Individual / group monographs	<ul style="list-style-type: none">• Uses diverse, relevant and complete sources of information in Spanish and a foreign language• Understands the bibliographic material and use it to create coherent arguments• Expresses in writing with precision and correction• Speaks with ease, fluency and clarity• Shows openness to criticism and review of his/her own ideas• Is responsible for compliance with agreed deadlines and conditions	20
Active participation	<ul style="list-style-type: none">• Speaks with fluency, clarity and conviction• Presents his/her opinions in a reasoned and synthetic way• Shows openness to criticism and review of their own ideas• Shows interest and curiosity about the topics discussed, beyond the qualification	10



- Evaluates his/her own work and that of others
- Recognises and values ??cultural and human diversity without falling into ethnocentric perspectives

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.
- 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:
 - a. 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.
 - b. Theoretical-practical Ordinary Examination with a 50% weight.
2. Students who failed to pass in the ordinary call:
 - a. Theoretical-practical exam <50%
 - b. Continuous evaluation of the course <50%

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.

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>