

1.- SUBJECT FACT SHEET

Title	International Business Management
Degree	International Relations
Course	4
ECTS credits	4,5
Nature	Elective
Department	Business Management
Language	English
Descriptor	International Business Management is an introductory course to the company in an international context. The first block addresses what the company and its values are, as well as its organisation, planning and control. The second block addresses the main strategic decisions to be faced by a company in an internationalisation process and delves into the singularities of international management of some of the key functional areas.

Professor's Information	
Professor	
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Appointments	Mornings (2h/w): by email

2.- SPECIFIC SUBJECT DATA

Context
Contribution of the degree towards job profile
The process of globalisation is probably the force that has been modifying the business environment to a greater extent. An environment whose configuration is marked by increasingly porous commercial, financial or cultural barriers that are leading to increasingly interdependent national economies. Operating in a context like this, with increasing complexity, is a challenge for companies. And not only for large multinational companies: in fact, we could increasingly identify business management with the management of international companies, although the distinction between the domestic or international nature of a company is still valid. Although this subject emphasises the multinational company, due to its extraordinary role in international investment and trade, its general objective is to provide the student with an overview of the keys of the context that frames the international dimension of business operations. A framework approached from the necessary interdisciplinarity - economic, political, ethical, cultural, strategic required for effective decision making within the international company.
Prerequisites
There are formally no prerequisites. 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).

GOALS	
General skills obtained from the course	
Abilities	
CGI1	Analyse and synthesise
CGI4	Oral and written communication
CGI5	Knowledge of a foreign language
CGI8	Problem solving
CGI9	Decision taking
Interpersonal	
CGP11	Ability to both criticize and self-criticize
CGP12	Teamwork
CGP15	Recognition and respect towards diversity and multi-culturalism
CGP16	Work in an international context
CGP17	Ethical commitment
Sistemic	
CGS22	Leadership
CGS24	Ability to learn and work on one's own
Specific skills obtained from the subjects	

Conceptual	
CE6-MEN	General knowledge of a business company and understanding of the fundamentals of business management

AGENDA AND SUBJECT MATTERS

Program
Subject 0: Introduction
Topic I: THE ENTERPRISE
Subject 1: The company and its values
1.1 Company and organisation concept
1.2 Business culture: definition
1.3 Business ethics: definition
1.4 The vision, mission and values
1.5 Corporate Social Responsibility
Subject 2: Business organisation
2.1 Key elements of a business organisation
2.2 Organisational design
2.3 Organisational design dimensions
2.4 Business organisations structures
2.5 Evolution of organisations. Change and knowledge management
Subject 3: Objectives, planning and control
3.1 Business objectives: concept and types
3.2 Business planning: concept and types of plans
3.3 Business control
3.4 Business planning and control systems
Topic II: THE CONTEXT OF THE INTERNATIONAL ENTERPRISE
Subject 4: International business and globalisation
4.1 Introduction to globalisation and international business
4.2 International trade and foreign direct investment
Subject 5: The context of the multinational enterprise
5.1 Regional economic differences
5.2 National cultural differences
Subject 6: Competing in the global markets
6.1 Entering into foreign markets
6.2 Multinational Enterprise organisation

TEACHING METHODOLOGY

Classroom methodology	Skills	Attendance requirement
AF1. Master class. Sessions in which the teacher defines and clarifies specific concepts and terminology, identifies the main debates and lines of thought on the subject in question, and illustrates his/her explanations with examples and experiences related to the contents. The teacher interacts	CE6 CG11 CG15 CGP15 CGP16	100%

with the students, enhancing their active participation to discuss, debate or delve into nuances and aspects of more complex, controversial, multidimensional content or with a greater ideological component.		
<p>AF2. Practical exercises / problem solving. Posed by the teacher from appropriate materials for each type of content in order that students (working as a team or individually and guided by the teacher) can put into practice the knowledge acquired, identifying problems, assessing and discussing decision alternatives and arguing selected proposals.</p> <p>Alternatively, the case takes the form of comments made by students based on current news selected by them on topics directly related to the contents of the subject. Within this type of activity, the realisation of One-minute papers is also contemplated. Brief activity with a question at the end of a session in order to check the understanding of essential concepts and reinforcement of the CE23 7 student's attention.</p>	CE6 CGI1 CGI8 CGI9 CGP11 CGP12 CGS24	100%
<p>AF4. Individual / group presentations. Public presentation and defence in the classroom of the justification, objectives and main findings of the research work that has to be done throughout the course.</p>	CGI1 CGI4 CGP11	100%
Out of class Methodology	Skills	
<p>AF5. Individual study and documentation. Reading of the basic documentation and complementary materials proposed by the teaching team (or suggested for the search by the student) so that students can understand and reflect on the essential contents of the subject, acquiring the theoretical foundation necessary to address the different activities proposed in the course.</p>	CE6 CGI1 CGP11 CGS24	0%

EVALUATION AND QUALIFICATION CRITERIA

Evaluation activities	Evaluation criteria	Weight
SE1. 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 %
SE2. 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%
SE4. 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 	20%

	<ul style="list-style-type: none"> • Is responsible for compliance with agreed deadlines and conditions 	
SE5. 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 • Evaluates his/her own work and that of others • Recognises and values cultural and human diversity without falling into ethnocentric perspectives 	10%

IMPORTANT CLARIFICATIONS about the evaluation

- 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.

WORK PLAN SUMMARY

SUMMARY STUDENT WORK HOURS			
Attendance			
Classes of Theory	Classes of Practice	Academically driven activities	Evaluation
20	15	10	2
Out of class			
Autonomous work on theoretical contents	Autonomous work on practical contents	Collaborative works	Study hours
15	18	18	15

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 Bibliography

Textbooks

Stephen P. Robbins & Mary A. Coulter (2017): Management, 14th ed., Pearson

Charles W.L. Hill, Thomas M. Hult. (2017): Global Business Today, 10th ed., Nueva York: McGraw-Hill

Other materials

Additional Bibliography

Monographies

Journal articles

Other materials and resources