



COMILLAS

UNIVERSIDAD PONTIFICIA

ICAI

ICADE

CIHS

Syllabus
2019 - 2020

TECHNICAL SHEET OF THE SUBJECT

Data of the subject	
Subject name	International Business
Subject code	E000008095
Mainprogram	Bachelor's Degree in Business Administration and Management
Involved programs	Grado en Administración y Dirección de Empresas (E-2) [Cuarto Curso] Grado en Administración y Dirección de Empresas y Grado en Derecho (E-3) [Quinto Curso] Grado en Administración y Dirección de Empresas con Mención en Internacional (E-4) [Cuarto Curso] Grado en Administración y Dirección de Empresas y Grado en Relaciones Internacionales (E-6) [Quinto Curso] Grado en Administración y Dirección de Empresas (E-2) - Bilingüe en inglés [Cuarto Curso]
Credits	6,0 ECTS
Type	Optativa (Grado)
Department	Departamento de Gestión Empresarial
Coordinator	Laura Fernández-Méndez

Teacher Information	
Teacher	
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SPECIFIC DATA OF THE SUBJECT

Contextualization of the subject

Contribution to the professional profile of the degree

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.

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 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

CG02	Resolución de problemas y toma de decisiones
CG04	Capacidad de gestionar información proveniente de fuentes diversas



CG06	Comunicación oral y escrita en la propia lengua	
CG07	Comunicación en una lengua extranjera	
CG09	Habilidades interpersonales: escuchar, argumentar y debatir	
CG10	Capacidad de liderazgo y trabajo en equipo	
	RA01	Participa y contribuye de forma activa y profesional al trabajo de grupo, compartiendo con los otros miembros información, conocimientos y experiencias
	RA02	Contribuye al establecimiento de procesos cooperativos y a la consecución de acuerdos y objetivos comunes, con escucha activa y con comunicación eficaz
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	
ESPECÍFICAS		
CE14	Conocimiento y aplicación de las herramientas de apoyo al directivo para la definición, la implantación y el control de la estrategia de la empresa	
CEOPT01	Conocimiento y comprensión de los elementos dinámicos de la ventaja competitiva de la empresa asociados a la tecnología, la innovación y la información	
CEOPT02	Conocimiento histórico y científico del gobierno corporativo que permita al alumno diseñar un sistema eficiente del gobierno de la empresa	
CEOPT03	Conoce el contexto internacional de la empresa, y el sentido de las estrategias de internacionalización	
		Comprende las claves del contexto socio-económico, político y cultural que



	RA1	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
CEOPT04		Capacidad para analizar los problemas empresariales desde la Teoría de las Organizaciones

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
AA1. A theoretical and practical final test	<ul style="list-style-type: none"> Understanding and ability to relate essential course ideas Knowing and applying different theories, models and tools to 	



<p>based on a case analysis</p>	<p>resolve practical problems</p> <ul style="list-style-type: none"> 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>20 %</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>
<p>AA4. Analysis (and proposal of solutions)</p>	<ul style="list-style-type: none"> Active participation in group work, sharing information and knowledge Making decisions and resolving 	



of case studies and press release comments	practical problems making use of fundamental theory • Using detailed, structured, logical and fundamental arguments within an adequate theoretical and analytical framework	15 %
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Ratings

ADDITIONAL NOTES ABOUT Assessment and Grading

In order to pass the subject a minimum grade of "5" is required in both the final exam and all other assessment activities carried out throughout the course.

Those students that, for any reason, have been granted educational dispensation, must carry out a theoretical-practical examination on all aspects covered by the subject which must be passed in order to progress.

With regards to the July re-sit exam, the following students must attend:

- a. Those that have not passed the final exam, in which case, they must take a written exam during the re-sit exam period, with their final grade based on the weightings expressed above.

Those that have not reached the minimum grade of "5" in conjunction with the remaining assessments. In this case, they must take a re-sit exam arranged during the re-sit exam period and, in addition, must carry out the practical activities as established by the lecturer.

BIBLIOGRAPHY AND RESOURCES

Basic Bibliography

Libros de texto / 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)

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>



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

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

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

Notes

Provided to the student through the Moodle platform

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>