

Approval date: 20/06/2022

COURSE GUIDE

International Business Management (23511D1)

Grado (Bachelor's Degree)	Grado en Administración y Dirección de Empresas	Branch	Social and Legal Sciences
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Module	Gestión Internacional y de los Recursos Humanos	Subject	Gestión de Empresas en el Marco Internacional
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Year of study	4 ^o	Semester	1 ^o	ECTS Credits	6	Course type	Elective course
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PREREQUISITES AND RECOMMENDATIONS

- Students are required to have a sufficient level of knowledge regarding:
 - Business Management.
 - Strategic Management.
- It is recommended to have at least a B1 level of English to attend this course.

BRIEF DESCRIPTION OF COURSE CONTENT (According to the programme's verification report)

- Definition and design of a firm's strategic internationalisation plan: the key strategic decisions to be made.
- International market-entry strategies.
- Export strategies, with particular reference to the management of exportation processes among SMEs.
- Cooperation strategies: types and characteristics.
- Strategic and organisational approaches in the multinational firm.
- The cultural sphere and human resource management in the multinational firm.

SKILLS

GENERAL SKILLS

- CG01 - Ability to learn and work autonomously.
- CG02 - Ability to analyse and search for information from a variety of sources applicable to the field of study.
- CG04 - Ability to work in a team.
- CG06 - Ability to analyse and summarise.
- CG07 - Ability to make decisions.
- CG08 - Problem-solving skills in economic and business contexts.



- CG14 - Ability to convey information, ideas and solutions to problems raised.
- CG15 - Ability to assume an ethical commitment at work.
- CG19 - Oral and written communication skills in Spanish.
- CG24 - Ability to apply knowledge to practice.

SUBJECT-SPECIFIC SKILLS

- CE32 - Understand the different economic policies and their application to a variety of real-world problems.
- CE39 - Understand what strategic plans are in the field of study, how they are designed and implemented.

TRANSFERABLE SKILLS

- CT01 - Manage and administer a company or organisation by understanding its competitive and institutional positioning and identifying its strengths and weaknesses. Be part of any division of a medium or large company or organisation and be able to perform with ease the assigned management tasks.

LEARNING OUTCOMES

- Ability to acquire, understand and systematize the characteristics of the different entry strategies in international markets and categories.
- Ability to understand and apply at a practical level the strategic and organizational approaches of multinational companies.

PLANNED LEARNING ACTIVITIES

THEORY SYLLABUS

- Chapter 1: internationalization and international competitiveness
 - 1.1.- Internationalization, Globalization and Competitiveness.
 - 1.2.- Competitive Advantage of Nations and Regional Clusters.
 - 1.3.- International Management Theories
- Chapter 2: Motives for internationalization.
 - 2.1.- Motives for internationalization.
 - 2.1.2.- Heterogeneous Strategic Objectives for Internationalization.
 - 2.1.2.- Market Barriers.
 - 2.2.- Basic Types of Foreign Operation Modes.
- Chapter 3: Export modes and International Licensing.
 - 3.1.- Channels of distribution.
 - 3.2.- Contractual joint ventures.
- Chapter 4: Foreign direct investment (F.D.I.)
 - 4.1.- Foreign Direct Investment.
 - 4.2.- International Equity Joint Ventures.
 - 4.3.- Configuration of Value Chain Activities:
 - 4.3.1.- Production.
 - 4.3.2.- Sourcing.
 - 4.3.3.- R&D.



- Chapter 5: Strategic international management
 - 5.1.- Strategic orientation of the multinational corporation.
 - 5.2.- Role Typologies for Foreign Subsidiaries.
 - 5.3.- Coordination and international control.
 - 5.4.- International Organizational Structures.
- Chapter 6: The role of culture and Human Resource Management in International Management
 - 6.1.- Country culture.
 - 6.2.- Corporate culture.
 - 6.3.- International Human Resource Management.
- Chapter 7: Multinational Corporations' Corporate Social Responsibility
 - 7.1.- Loss of Confidence, the Challenge of Responsibility and Sustainability.
 - 7.2.- Corporate Social Responsibility and the Stakeholder View.
 - 7.3.- CSR Management Model.
 - 7.4.- International Codes of Conduct.
 - 7.5.- CSR and Profitability.
 - 7.6.- CSR and Corporate Governance.

PRACTICAL SYLLABUS

CASE STUDIES:

- Case 1: Competitive Advantage of Nations and Regional Clusters: London Financial Cluster.
- Case 2: Motives for internationalization: SAP.
- Case 3: Export Modes: Herrenknecht.
- Case 4: Foreign Operation Modes: ThyssenKrupp.
- Case 5: International Coordination: Microsoft.
- Case 6: International Human Resource Management: Google.
- Case 7: Multinational Corporations' Corporate Social Responsibility: Coop/Remei.

RECOMMENDED READING

ESSENTIAL READING

- Dirk Morschett, Hanna Schramm-Klein & Joachim Zentes (2015) STRATEGIC INTERNATIONAL MANAGEMENT. Springer.

COMPLEMENTARY READING

- Darling, J. R., & Seristö, H. T. (2004). Key steps for success in export markets: A new paradigm for strategic decision making. *European Business Review*, 16(1), 28-43.
- Katsikeas, C. S., Leonidou, L. C., & Morgan, N. A. (2000). Firm-level export performance assessment: review, evaluation, and development. *Journal of the Academy of Marketing Science*, 28(4), 493-511.
- Witt (2019): "De-globalization: Theories, predictions, and opportunities for international business research". *Journal of International Business Studies*.
- Wolff, J. A., & Pett, T. L. (2000). Internationalization of small firms: An examination of export competitive patterns, firm size, and export performance.



Journal of small business management, 38(2), 34.

RECOMMENDED LEARNING RESOURCES/TOOLS

- <http://geert-hofstede.com/>
- <https://www.weforum.org/reports/the-global-competitiveness-report-2020>
- <http://business.nmsu.edu/programs-centers/globe/instruments/>
- <https://www.icex.es/icex/es/index.html>

TEACHING METHODS

- MD01 - Docencia presencial en el aula
- MD02 - Estudio individualizado del alumno, búsqueda, consulta y tratamiento de información, resolución de problemas y casos prácticos, y realización de trabajos y exposiciones.
- MD03 - Tutorías individuales y/o colectivas y evaluación

ASSESSMENT METHODS (Instruments, criteria and percentages)

ORDINARY EXAMINATION DIET

- Theoretical part (50% of the total). Consisting of a writing assessment with short answer questions. The students that have passed this part following the continuous evaluation system do not have to do this part on the final exam (this system is based upon passing two midterms. To opt for this system the student has to do and pass both midterms).
- Practice part (50% of the total). Consisting of the resolution of a case study based on the subjects of the course. The students that have passed this part following the continuous evaluation system do not have to do this part on the final exam (this system is based upon the attending, participation, and assessment of the practical activities proposed. To opt to this system the student has to do and attend to at least the 60% of the proposed activities).
- The final mark of the student will result in the mean of theoretical part and practice part, taking into account that the theoretical part has to be passed. If the student does not pass the theoretical part, the final mark will be the score of the theoretical part.
- Important: The student that does not attend the final exam will obtain a “no presented” final mark.

EXTRAORDINARY EXAMINATION DIET

- The structure of the exam will be similar to the one on the ordinary assessment session.
- The marks of the continuous evaluation system will be saved for the student that does not pass the ordinary examination. In this case, the students that have passed the practice part through the continuous evaluation system do not have to do the practice part on this examination.

SINGLE FINAL ASSESSMENT (evaluación única final)





The single final assessment (for those who apply and are allow to have it) will have this structure:

- Theoretical part (50% of the total). Consisting of a writing assessment with short answer questions.
- Practice part (50% of the total). Consisting of the resolution of a case study based on subjects of the course.

ADDITIONAL INFORMATION

It is recommended to have at least a B1 level of English to attend this course.

