

**Información del Plan Docente**

<b>Academic Year</b>	2017/18
<b>Faculty / School</b>	109 - Facultad de Economía y Empresa 228 - Facultad de Empresa y Gestión Pública 301 - Facultad de Ciencias Sociales y Humanas
<b>Degree</b>	454 - Degree in Business Administration and Management 448 - Degree in Business Administration and Management 458 - Degree in Business Administration and Management
<b>ECTS</b>	6.0
<b>Year</b>	4
<b>Semester</b>	Half-yearly
<b>Subject Type</b>	Optional
<b>Module</b>	---

**1.General information****1.1.Introduction****1.2.Recommendations to take this course****1.3.Context and importance of this course in the degree****1.4.Activities and key dates****2.Learning goals****2.1.Learning goals****2.2.Importance of learning goals****3.Aims of the course and competences****3.1.Aims of the course****3.2.Competences****4.Assessment (1st and 2nd call)****4.1.Assessment tasks (description of tasks, marking system and assessment criteria)****5.Methodology, learning tasks, syllabus and resources****5.1.Methodological overview**

The learning process that has been designed for this course is based on the use of different teaching methods. Lectures will consist of the presentation of the topics included in the Syllabus, and the revision of the contents that appear on this

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topic in periodicals or specialized publications. However, other teaching methods may be used to facilitate the participation of students in the teaching-learning process.

The practical sessions will mainly use participatory didactic methods such as the analysis of a business case by teams of 4 or 5 members, preferably with a foreign student in each group. This analysis has been divided into 7 parts, so that in the first 6, the concepts and methods explained in the theory sessions are applied as they progress in it. And in the 7th, all previous analyses are applied together.

In addition, in order to facilitate the teaching-learning process of students, the subject will be included in the virtual platform ADD (<https://moodle2.unizar.es/add/>) of the University of Zaragoza. There the student will be able to find the material used during the theory and practice classes, as well as other useful information and tools for learning.

In order to access the virtual platform ADD, the university e-mail and its password are required as the user name. If you do not know this information you have to contact with the secretary department of your school.

Further information regarding the course will be provided on the first day of class.

### 5.2.Learning tasks

The course includes 6 ECTS organized according to:

- Lectures (3 ECTS): 30 hours. They are use to present the contents of the course.
- Practical sessions (3 ECTS): 30 hours. Implementation of the knowledge acquired in the lectures and demonstration of the ability to work in group and inter-personal communication skills. The development of practical sessions will be based on the use of the case method and solving exercises. However, we can also use other teaching methods such as analysis and discussion of readings in class.
- Problem-based learning / Laboratory (ICT tool) / Individual and / or group seminars / tutorials in the office or through ADD that allow a more direct and personalized support to the students to explain their doubts about the contents of the course, guide them in their study and in the resolution of the exercises or cases proposed; student's autonomous work (9 ECTS): 90 hours

### 5.3.Syllabus

#### Theme 1: Globalization of Markets

1.1. Introduction

1.2. International relations between National Economies

1.3. Towards a global economic environment

Bibliography:

Canals (1994), chapter 1

Hill (2015), chapter 1

Pla y León (2016), chapter 1

### **Theme 2: International Trade**

2.1. Introduction

2.2. Reasons for International Trade: The Pure Theory of International Trade

2.3. Trade Barriers: Definition, Causes and Types

2.4. Current Development of International Trade

2.4.1. The Current International Trade

2.4.2. The EU Single Market: Effect on prices, costs and structural changes in firms

Bibliography:

Canals (1994), chapter 1

Rugman y Hodggets (1996), chapter 6

Theme 3: The Internationalization of Firms

3.1. Introduction. The Foreign Direct Investments (FDI)

3.2. Explanatory theories of FDI

3.3. Determinants of the Internationalization of the firm

3.4. [The Competitive Advantage of Nations:](#)

Bibliography:

Durán (2001), chapter 2

Pla y León (2016), chapter 4

Porter (1991), chapter 3

Theme 4: Entry decisions in international markets

4.1. Introduction.

4.2. The design of an International Plan

4.3. The Selection of the foreign market

Bibliography:

Canals (1994), chapter 5 y 6

CEEI CV (2011)

Pla y León (2016), chapter 3 y 10

Theme 5: Entry modes in international markets

5.1. Introduction.

5.2. The exports

5.3. The Foreign Direct Investments (FDI): Subsidiaries

5.4. Cooperation Agreement I: Concept and Typology

5.5. Cooperation Agreement II: Resources, Advantages, Implantation

5.6. Entry Mode selection

Bibliography:

Durán (2001), chapter 7

Navas y Guerras (2016), chapter 7

Pla y León (2016), chapter 3

Theme 6: The Organization of internationalized companies

6.1. Introduction.

6.2. Coordination and control Tools.

6.3. Types of Companies (I): Concept

6.4. Types of Companies (II): Characteristics.

6.5. Organizational designs for firms in international markets.

Bibliography:

Barlett y Ghoshal (1991), chapter 3 y 4

Pla y León (2016), chapter 6

Rugman y Hodgetts (1996), chapter 9

Theme 7: International Design Strategies

7.1. Introduction

7.2. Corporate Strategies in international markets.

7.2.1. Vertical integration

7.2.2. Horizontal Strategy

7.2.3. Diversification

7.3. Competitive Strategies in international markets

7.3.1. Cost Leadership

7.3.2. Differentiation

7.3.3. Focus Strategy

7.3.4. Clarifications

7.4. Positioning in international markets

Bibliography:

Canals (1991), chapter 8 y 9

Canals (1994), chapter 7

Durán (2001), chapter 6

Theme 8: The internationalization of SMEs

### 5.4.Course planning and calendar

The calendar of the lectures, practical sessions and exams of the course will be made public on the website of the school.

The course planning specifying the classroom activities to be carried out at each session will be published in the virtual platform ADD of the University of Zaragoza at the beginning of the course, as well as the dates of delivery of the evaluable activities. In case of changes in the schedule will be notified by email through the ADD.

### 5.5.Bibliography and recommended resources

[BB: Bibliografía básica / BC: Bibliografía complementaria]

- |           |   |
|-----------|---|
| <b>BB</b> | Bartlett, Christopher A.. La empresa sin fronteras : la solución transnacional / Christopher A. Bartlett, Sumantra Ghoshal ; traducción Isabel Botella Cifuentes Madrid : McGraw-Hill, D. L. 1991           |
| <b>BB</b> | Canals, Jordi. Competitividad internacional y estrategia de la empresa / Jordi Canals ; prólogo de Rafael Termes . - 1a. ed. Barcelona : Ariel, 1991  |
| <b>BB</b> | Canals, Jordi. La internacionalización de la empresa : cómo evaluar la penetración en mercados exteriores / Jordi Canals; prólogo de Carlos Espinosa de los Monteros Madrid [etc.] : McGraw-Hill, D.L. 1999 |
| <b>BB</b> | Durán Herrera, Juan José. Estrategia y economía de la empresa multinacional / Juan José Durán Herrera Madrid : Pirámide, cop. 2001  |
| <b>BB</b> | Hill, Charles W.L. Negocios internacionales : cómo competir en el mercado global / Charles W. L. Hill ; revisión técnica José Efrén Cornejo Garza...[et.al.]. México : McGrawHill , D.L. 2015               |
| <b>BB</b> | Pla Barber, José. Dirección internacional de la empresa / José Pla Barber, Fidel León Darder. Madrid [etc.] : McGraw-Hill Education , D.L. 2016   |
| <b>BB</b> | Porter, Michael E.. La ventaja competitiva de las naciones / Michael E. Porter . - 1ª ed. Esplugues de Llobregat (Barcelona) : Plaza & Janés, [1991]  |
| <b>BB</b> | Rugman, Alan M.. Negocios internacionales : un enfoque de administración estratégica / Alan M. Rugman, Richard M. Hodgetts . - Reimp México [etc.] : McGraw-Hill, 1999                                      |

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