

27337 - International Business Management

Información del Plan Docente

Academic Year	2018/19
Subject	27337 - International Business Management
Faculty / School	109 - Facultad de Economía y Empresa 228 - Facultad de Empresa y Gestión Pública 301 - Facultad de Ciencias Sociales y Humanas
Degree	454 - Degree in Business Administration and Management 448 - Degree in Business Administration and Management 458 - Degree in Business Administration and Management
ECTS	6.0
Year	4
Semester	Half-yearly
Subject Type	Optional
Module	---

1.General information

1.1.Aims of the course

1.2.Context and importance of this course in the degree

1.3.Recommendations to take this course

2.Learning goals

2.1.Competences

2.2.Learning goals

2.3.Importance of learning goals

3.Assessment (1st and 2nd call)

3.1.Assessment tasks (description of tasks, marking system and assessment criteria)

4.Methodology, learning tasks, syllabus and resources

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

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The practical sessions will mainly use participatory didactic methods such as the analysis of a business case by teams (between 3 and 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.

4.2.Learning tasks

The course includes 6 ECTS organized according to:

- o - 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 analysis and discussion of news and research articles and official information of International topics, the use of the case method, and solving exercises.
- 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.

4.3.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

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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 markes

7.3.1. Cost Lidership

7.3.2. Diferentiation

7.3.3. Focus Strategy

7.3.4. Clarifications

7.4. Positioning in international markets

Bibliography:

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Canals (1991), chapter 8 y 9

Canals (1994), chapter 7

Durán (2001), chapter 6

Theme 8: The internationalization of SMEs

4.4.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.

4.5.Bibliography and recommended resources