

## 27337 - International Business Management

### Syllabus Information

**Academic Year:** 2020/21

**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:** 448 - First semester

454 - First semester

458 - First semester

**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 methodology followed in this course is oriented towards the achievement of the learning objectives. A wide range of teaching and learning tasks are implemented, such as lectures, practice sessions and laboratory sessions.

### 4.2.Learning tasks

This course is organized as follows:

- **Lectures** (30 hours). 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.
- **Practice sessions** (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 practice 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. The practice 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.

- **Autonomous work and study** (90 hours). 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.

### 4.3.Syllabus

This course will address the following topics:

- **Topic 1: Globalization of Markets**
  - 1.1. Introduction
  - 1.2. International relations between National Economies
  - 1.3. Towards a global economic environment
- **Topic 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
- **Topic 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
- **Topic 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
- **Topic 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
- **Topic 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.
- **Topic 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 market
  - 7.3.1. Cost Leadership
  - 7.3.2. Differentiation
  - 7.3.3. Focus Strategy
  - 7.3.4. Clarifications
- 7.4. Positioning in international markets

- **Topic 8: The internationalization of SMEs**

#### 4.4. Course planning and calendar

Further information concerning the timetable, classroom, office hours, assessment dates and other details regarding this course, will be provided on the first day of class or please refer to the Moodle website (<https://moddle2.unizar.es>); Academic calendar website (<https://academico.unizar.es/calendario-academico/calendario>); or the website of your corresponding faculty (Zaragoza: <https://econz.unizar.es/>, Huesca: <http://fegp.unizar.es/>, Teruel: <http://fcsht.unizar.es/>).

#### 4.5. Bibliography and recommended resources

- **Topic 1**
  - Canals (1994), chapter 1
  - Hill (2015), chapter 1
  - Pla y León (2016), chapter 1
- **Topic 2**
  - Canals (1994), chapter 1
  - Rugman y Hodggets (1996), chapter 6
- **Topic 3**
  - Durán (2001), chapter 2
  - Pla y León (2016), chapter 4
  - Porter (1991), chapter 3
- **Topic 4**
  - Canals (1994), chapter 5 y 6
  - CEEI CV (2011)
  - Pla y León (2016), chapter 3 y 10
- **Topic 5**
  - Durán (2001), chapter 7
  - Navas y Guerras (2016), chapter 7
  - Pla y León (2016), chapter 3
- **Topic 6**
  - Barlett y Ghoshal (1991), chapter 3 y 4
  - Pla y León (2016), chapter 6
  - Rugman y Hodggets (1996), chapter 9
- **Topic 7**
  - Canals (1991), chapter 8 y 9
  - Canals (1994), chapter 7
  - Durán (2001), chapter 6