

## 27644 - Business Internationalization Planning

### Syllabus Information

**Academic Year:** 2020/21

**Subject:** 27644 - Business Internationalization Planning

**Faculty / School:** 109 - Facultad de Economía y Empresa

**Degree:** 450 - Degree in Marketing and Market Research

**ECTS:** 5.0

**Year:** 4

**Semester:** 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

Theoretical and practical lectures and tutorials will be held in order to introduce technical concepts and real examples necessary to correctly develop and international business plan.

Theoretical lectures: introduce the theoretical concepts together with real examples which facilitate the comprehension and tools to develop the international business plan.

In practical classes the students apply the theoretical knowledge develop an International business planning. Practical sessions will be devoted to work on teams using an International Operations Simulator.

Tutorials: the professors clarify their questions about the theoretical and/or practical contents of the subject.

Classroom materials will be available via Moodle. These include a repository of the lecture notes used in class, the course syllabus, as well as other course-specific learning materials, including a discussion forum. Students are expected to participate actively in the class throughout the semester.

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

The teaching methodology is planned to pivot around face-to-face classes. However, if it is necessary for health reasons, the classes can be given in a semi-presential way or online.

## 4.2. Learning tasks

This is a 5 ECTS course organized as follows:

? Lectures (1 ECTS: 20 hours). The teacher presents theoretical contents illustrated with relevant examples.

? Practice sessions (1 ECTS: 20 hours). They can include discussion and presentation of case studies, practical work outside the classroom (field work or visits), and seminars.

? Autonomous work (2.5 ECTS: 62.5 hours). Students do tasks such as study, readings, preparation of Practical sessions developing an international business plan and to implement it using an International Operations Simulator.

? Tutorials (0.4 ECTS: 4 hours). Office hours can be used to solved doubts and for follow-up of students' learning progress.

? Assessment tasks (0.1 ECTS: 2.5 hours). A final written examination.

The assessment will be prepared to be carried out as face-to-face examination. but if health circumstances do not allow it. they will be carried out by doing it entirely online or in a blended way. In the case of online exams. it is important to highlight that. the student may be recorded, and he or she can exercise his or her rights by the procedure indicated in.

[https://protecciondatos.unizar.es/sites/protecciondatos.unizar.es/files/users/lopd/gdocencia\\_reducida.pdf](https://protecciondatos.unizar.es/sites/protecciondatos.unizar.es/files/users/lopd/gdocencia_reducida.pdf)

The necessary software will be used to check the possibility of plagiarism. The detection of plagiarism or copying in an activity will imply that the activity or exam will be marked 0/10.

## 4.3. Syllabus

The course will address the following topics:

### **Topic 1: Globalization and internationalization**

- 1.1. Introduction
- 1.2. The globalization
- 1.3. The firm internationalization theory
- 1.4. The internationalization process
- 1.5. International businesses

### **Topic 2: Analysis of the potential for internationalization of the firm**

- 2.1. Introduction
- 2.2. Diagnostic of the potential for internationalization of the firm
- 2.3. Environment analysis
- 2.4. Internal firm analysis

### **Topic 3: Strategic Plan I: Market selection**

- 3.1. Introduction
- 3.2. Target markets identification and strategy
- 3.3. Criteria for evaluating international markets
- 3.4. Foreign market research
- 3.5. Market selection process

### **Topic 4: Strategic Plan II: Entry modes**

- 4.1. Introduction
- 4.2. Market entry strategies
- 4.3. Export
- 4.4. Licensing and franchising
- 4.5. Direct foreign investment
- 4.6. Entry mode selection

### **Topic 5: Operational plan**

- 5.1. Introduction
- 5.2. Product
- 5.3. Target market and price determination
- 5.4. Logistic, distribution and promotion
- 5.5. Financial resources...

#### **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 "Facultad de Economía y Empresa" website (<https://econz.unizar.es/>).

#### **4.5.Bibliography and recommended resources**