

30162 - Management of International Relations

Syllabus Information

Academic Year: 2020/21

Subject: 30162 - Management of International Relations

Faculty / School: 175 - Escuela Universitaria Politécnica de La Almunia

Degree: 425 - Bachelor's Degree in Industrial Organisational Engineering

ECTS: 6.0

Year: 4

Semester: Second semester

Subject Type: Optional

Module: ---

1.General information

1.1.Aims of the course

The fundamental objective of the subject is to develop in the student the necessary skills to choose, among the different forms of access to foreign markets, the most appropriate options for the internationalization of the company.

1.2.Context and importance of this course in the degree

The course, Management of International Relations, is part of the Degree in Industrial Organisation Engineering taught by EUPLA. This is a fourth-year subject, located in the second semester and cataloged as an optional module, with a teaching load of 6 ECTS credits.

1.3.Recommendations to take this course

In order to study and pass the subject "Management of International Relations", it is not required to have previously passed any other subject of the study plan.

2.Learning goals

2.1.Competences

Upon passing the subject, the student will be more competent to ...

1. Ability to make decisions in international markets.
2. Ability to propose a strategic analysis.
3. Ability to choose the appropriate technique for market research and interpret results.
4. Ability to plan foreign trade and international marketing operations.

2.2.Learning goals

Ability to make decisions in international markets.

Ability to propose a strategic analysis.

Ability to choose the appropriate technique for market research and interpret results.

Ability to plan foreign trade and international marketing operations.

2.3.Importance of learning goals

The subject "Management of International Relations" constitutes one of the last steps in the formation of a Graduate in Engineering in Industrial Organization.

The increasing globalization of economies has produced the internationalization of companies. That is the reason to the study of this subject. Its objective is to facilitate a certain degree of specialization to the students in their future professional performance and that they are able to find the appropriate tools to analyze the problems related to foreign trade operations and international expansion.

3.Assessment (1st and 2nd call)

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

The course may be passed by passing the requirements of the CONTINUOUS EVALUATION or through the requirements of the CALL EVALUATION.

CONTINUOUS ASSESSMENT

To understand passed the continuous evaluation will be necessary:

? **The delivery and defense of a job.** The work will focus on the analysis and comment on the internationalization process carried out by a company (other possible topics can be agreed with the teacher). The work must be done individually. For the evaluation of this test, the synthesis capacity, the clarity of the exposition, the agile use of specialized terminology and the use of appropriate audiovisual means will be taken into account. To understand passed this part it will be necessary to obtain a grade of 5 or higher. The grade for the work will represent 20% of the final grade for the course.

? **Overcoming two tests or partial exams.** They will be scored from one to ten. A grade of 5 or more should be obtained on average between the two. The previous rule will not be applied if in any of the two tests a grade lower than 3 is obtained. The grade of these tests will represent 70% of the final grade for the course.

? **The weekly delivery of the practical exercises proposed in class.** These practical exercises will be evaluated from 0 to 10. The final grade for this section will be obtained from the sum of the partial grades divided by the number of tests required to complete. This section will represent 10% of the final grade for the course. To understand passed this part it will be necessary to obtain a grade of 5 or higher.

CALL EVALUATION

The evaluation of the student's learning will be carried out attending to two aspects: the evaluation of the theoretical-practical knowledge of the student and the oral defense of a job. Each of these parts must obtain a grade equal to or greater than 5 to understand the subject approved. If any of the tests is not passed, the numerical grade of the suspense will be that of the lowest grade obtained by the student.

Rules regarding work: The work will focus on the analysis and comment on the internationalization process carried out by a company. The work, which must be carried out individually, will be presented in writing and defended orally. The grade for the work will represent 20% of the final grade for the course. For the evaluation of this test, the synthesis capacity, the clarity of the exposition, the agile use of specialized terminology and the use of appropriate audiovisual means will be taken into account.

Rules regarding the assessment of theoretical and practical knowledge: To obtain a positive grade, the student must pass a final exam (obtain a grade of 5 or higher), which will be held on the date scheduled in the official exam calendar and in the one that the student will have to answer correctly to a set of questions related to the syllabus of the subject and the practical exercises carried out throughout the course. The exam grade will represent 80% of the final grade for the course.

4. Methodology, learning tasks, syllabus and resources

4.1. Methodological overview

The current subject is conceived as a stand-alone combination of contents, yet organized into two fundamental and complementary forms, which are: the theoretical concepts of each teaching unit, the solving of problems or the resolution of questions, at the same time supported by other activities such as public presentations.

If classroom teaching were not possible due to health reasons, it would be carried out on-line

4.2. Learning tasks

The course includes the following learning tasks:

- **Lectures:** Theoretical activities carried out mainly through exposition by the teacher, where the theoretical supports of the subject are displayed, highlighting the fundamental, structuring them into topics and or sections, interrelating them.
- **Practice Sessions:** Carried by teacher and students. Practical problems or cases for demonstrative purposes. This type of teaching complements the theory shown in the lectures with practical aspects.
- **Individual Tutorials:** Those carried out giving individual, personalized attention with a teacher from the department. Said tutorials may be in person or online.

4.3. Syllabus

The course will address the following topics:

First Topic: The context of internationalization

- The global business environment
- The international strategy: reasons and conditions

Second Topic: First steps

- The decision to enter international markets
- The process of internationalization: from the exporting company to the multinational company

Third Topic: Consolidation of the international company: organizational variables

- Structure and competitive strategy of the international company
- The external subsidiary: Types

Fourth Topic: Consolidation of the international company: sociocultural variables

- The influence of culture in international business
- Human resources and the internationalization of the company

Fifth Topic: The internationalization plan

- The internationalization plan: Implementation of the strategy

Practical content:

- Document management
- Use of information sources
- Use of the INCOTERMS

4.4.Course planning and calendar

The dates of the partial exams, practical works and exercises will be shown on the Moodle platform.

The dates of the final exams will be those that are officially published.

4.5.Bibliography and recommended resources

The resources of the course will be located at Moodle platform.

Bibliography: http://biblos.unizar.es/br/br_citas.php?codigo=30162&year=2019