

## 30632 - International Company Management

### Syllabus Information

**Academic year:** 2023/24

**Subject:** 30632 - International Company Management

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

**Degree:** 432 - Joint Law - Business Administration and Management Programme

**ECTS:** 6.0

**Year:** 6

**Semester:** First semester

**Subject type:** Optional

**Module:**

### 1. General information

The main goal of this subject is that students learn to analyze and develop the process of internationalization of the company and to know the different strategies that are available to carry out this process

Knowledge and skills acquired in other subjects in the area of business organization are required, especially those in the area of Strategic Management.

For a better use, it is recommended to do the tasks proposed in the different subjects, as well as the continuous attendance to class, the active participation in it and the systematic work of the recommended materials.

These approaches and goals are aligned with the Sustainable Development Goals (SDGs) of the 2030 Agenda of United Nations (<https://www.un.org/sustainabledevelopment/es/>). Specifically, the activities planned in the subject will contribute to the achievement of goals 4, 5, 8 and 9.

### 2. Learning results

At the end of the subject, students are expected to be able to:

- Identify and analyze the degree of sector globalization.
- Understand and be able to explain the rationale for internationalization, its causes and consequences.
- Know the key elements for the development of a company's internationalization process.
- Apply simple techniques and models to solve internationalization problems, identifying the relevant variables.
- To have the ability to search for reliable sources of information to make appropriate decisions in the process of internationalization of the company.

### 3. Syllabus

1. The Globalization of the Economy and Markets
2. International Trade
3. Internationalization of the Company
4. International Market Entry Decisions
5. Forms of Entry into Foreign Markets
6. The Organization of Internationalized Companies
7. International Strategy Design
8. The internationalization of SMEs

The first units contextualise the current situation and consequences of globalisation (T1), review the background and reasons of international trade (T2) and explain and justify the internationalisation of the company (T3).

The following units introduce the internationalization decision-making process and its main elements (internationalization plan, T4, T5, T6). The different internationalization strategies used by to position itself in international markets are analyzed (T7). In a cross-cutting manner, the specific characteristics of small and medium-sized enterprises (SMEs) and how these characteristics influence their internationalization are highlighted (T8).

### 4. Academic activities

The learning process that has been designed is based on:

**Theoretical classes.** They are mainly based on the use of lectures to present the contents of the subject and the review of other periodical or specialized publications.

The **practical classes** will consist mainly of the analysis of a company case by work teams (if possible, multicultural) in which the knowledge acquired in the theoretical classes will be applied to a company case.

For the elaboration of the case analysis, each member of the group will have to prepare individually the analysis of each of the practices, which will be shared with the rest of their group mates during the practical classes of the subject. In each practice class, the members of the group will discuss their proposals and should elaborate a single common proposal that includes all the analyzed and justified aspects. In addition, practical classes may also be based on the analysis and discussion of press articles or similar, the resolution of exercises and the analysis of information available on the Internet.

Master classes: 30 hours

Practical classes: 30 hours

Personal Study: 90 hours

Assessment tests. 2-4h

6 ECTS = 150 hours

In principle, the teaching methodology and its evaluation is planned to be based on face-to-face classes . However, if circumstances so require, they may be carried out online.

## 5. Assessment system

The subject will be assessed in the first and second summons by means of a global assessment.

However, there is the option of passing a part of the subject (45% of the final grade) through the assessment of the internship designed for this purpose. The grade obtained will be maintained in both rounds. Specifically, there will be 2 or 3 intermediate exercises consisting of the analysis of one or more company cases on the topics of the program, which will be subsequently worked on in groups during the practical classes and presented in writing (25% of the final grade) and a final exercise consisting of the final presentation of the group work (20%). The student must actively participate in 85% of the practical classes for them to be valued.

Students who do not choose the previous option will be evaluated during the comprehensive exam by means of an analysis of a newspaper article or short case (45% of the final grade).

The remaining 55% of the grade will be assessed through a mandatory exam (in first and/or second call) to assess their knowledge of the subject (55% of their final grade). This test is composed of a series of questions such as test and short questions where reasoning skills are important. The ability to identify, understand, use, explain, apply and integrate correctly the terms and knowledge of the subject, reason/justify the international behavior of the company and the ability to propose viable international activities, such as an internationalization plan, will be assessed.