

27644 - Business Internationalization Planning

Syllabus Information

Academic year: 2024/25

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

The goal of the subject is that the student knows the process of internationalization of the company, its conceptual framework, internationalization strategies, the elements of its planning and different tools to carry out this process. In the practical classes, students will form teams to manage the internationalization process applying foreign trade tools in a business game context.

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 goal 8. Decent Work and Economic Growth Goal 8.2. Achieve higher levels of economic productivity Target 8.3 Promote development-oriented policies that support productive activities

2. Learning results

Upon completion of the subject, the student will be able to:

- Understand the environment in which the organization operates, the functioning of the company and its functional areas, and the tools of analysis.
- Analyze, evaluate and make decisions in relation to the product variable.
- Analyze and evaluate marketing strategies for the internationalization of the business activity.

3. Syllabus

Unit 1: Globalization and Internationalization

Unit 2: Diagnosis of the company's internationalization potential

Unit 3: Strategic Plan I: Market selection

Unit 4: Strategic Plan II: Input modes

Unit 5: Operational Plan

4. Academic activities

Face-to-face activities

Master classes: 25 hours.

Practical classes: 25 hours.

Non-face-to-face activities

Personal Study: 73 hours.

Assessment tests. 2 hours.

5 ECTS = Total 125 hours

5. Assessment system

Continuous Assessment. First call

Students who choose the continuous evaluation system will obtain the grade by adding the grade of each of the following three activities three following activities, being mandatory to opt for this system the completion of all of them:

- 1) Results of the virtual company with respect to three business indicators: economic profitability, market share and degree of internationalization of the company (up to 6 points).
- 2) Final presentation of the company's internationalization plan and the results obtained from its implementation (up to 2 points).
- 3) A final exam type test of theoretical-practical nature with 5 blocks of questions similar to the global test (up to 2 points)

Global test. First and second call. Students who do not opt for continuous evaluation or who do not pass the subject by continuous evaluation or who want to improve their grade, will have the right to take a theoretical-practical test structured in 5 blocks on basic concepts developed throughout the subject. Those students who obtain at least a score of 5 points will pass the subject. The global test will be carried out at locations, dates and time limit previously established, in person, but if health circumstances require it , it will be carried out online

6. Sustainable Development Goals

8 - Decent Work and Economic Growth