

39762 - Management of International Relations

Syllabus Information

Academic year: 2024/25

Subject: 39762 - Management of International Relations

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

Degree: 608 -

ECTS: 6.0

Year: 4

Semester: Second semester

Subject type: Optional

Module:

1. General information

The subject, International Relations Management, is part of the **Degree in Industrial Organization Engineering** that teaches at **EUPLA**. This is a **fourth year** subject, located in the second semester and catalogued as an **elective** of the company module, with a work load of **6 ECTS credits**.

The main objective of the subject is to develop in the student the necessary competences to know how to choose the most suitable options for the internationalization of the company.

2. Learning results

1. Interpret and use the most appropriate tariff classification for each international trade operation.
2. Recognize and value the different forms of access to international markets.
3. Detect and select the information that will be useful in the internationalization process.
4. Assess the importance and scope of marketing in the company's international strategy.
5. Design an international marketing plan.
6. Adapt and differentiate the main marketing variables-mix in a multicultural context.

3. Syllabus

Part One: The context of internationalization

- The global business environment
- International strategy: motives and conditions

Second part: First steps

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

Third part: Consolidation of the international company: organizational variables

- Structure and competitive strategy of the international company
- The foreign subsidiary: Type

Part four: Consolidation of the international company: sociocultural variables

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

Part five: The internationalization plan

- The internationalization plan: Implementation of the strategy

4. Academic activities

Theoretical sessions

- The basic contents of the subject will be presented according to the program.

Practical sessions

- Documentation management
- Use of information sources
- Examination and solution of case studies

Preparation and oral defense of an academic paper

Personal study

5. Assessment system

The evaluation will be based on two aspects:

- **assessment of theoretical and practical knowledge**
- **oral defense of a paper**

Each part must obtain a grade equal to or higher than 5 to pass. If any of the parts are not passed, the grade will be the lowest grade obtained by the student.

Standards with respect to work:

The work will focus on the analysis and commentary of the internationalization process carried out by a company. The paper will be presented in writing and defended orally.

The grade of the work will represent 20% of the final grade of the subject.

For the evaluation of this test will be taken into account the capacity of synthesis, the clarity of the exposition, the agile use of specialized terminology and the use of appropriate audiovisual means.

Theoretical-practical knowledge assessment standards:

To pass this part, the student must meet one of two conditions:

- Pass a final exam (obtain a grade of 5 or higher) to be held on the date scheduled in the official exam calendar official examination schedule.
- Passing two mid-term exams (obtaining a grade of 5 or more on average between the two; the above rule will not be applied if a grade lower than 4 is obtained in any of the two exams) to be held throughout the subject.

In the evaluation of the exams and controls will be taken into account not only the adequacy of the student's answers to the content of the subject, but also the grammatical and spelling clarity of their answers.

The grade for this part will represent 80% of the final grade for the subject.

6. Sustainable Development Goals

5 - Gender Equality

17 - Partnerships for the Goals