

International Business (21152)

Degree/study: IBE

Course: second

Term: third

Number of ECTS credits: 5

Hours of student's dedication: 125

Language or languages of instruction: english

Professor: Jose Luis Martin Marín Arandia

1. Presentation of the subject

Conducting business internationally involves a unique set of challenges. Diverse cultures, laws, languages, and currencies add to the complexity of putting together and managing international business ventures. This course will help you prepare for these type of activities by exploring a number of questions which focus on various aspects of international business. The primary vehicle for accomplishing this will be class discussions built around presentations by the instructor and students as well as cases dealing with a range of issues, countries and industries.

2. Competences to be attained

G.2 Ser capaz de justificar con argumentos consistentes las propias posturas, así como de defenderlas públicamente. Managerial Perspective.

G4. Ser capaz de utilizar la lengua inglesa en todos los ámbitos laborales (leer, escribir y hablar en un registro alto).

G6. Ser capaz de trabajar en equipo, participando activamente en las tareas y negociando ante opiniones discrepantes hasta llegar a posiciones de consenso.

G7. Desarrollar la capacidad de razonamiento autónomo con distancia crítica en temas o cuestiones controvertidas.

G8. Aceptar la diversidad de puntos de vista como un ingrediente fundamental de la vida académica y consustancial a la sociedad contemporánea, y ser capaz de dar a conocer las propias opiniones dentro del respeto a las opiniones divergentes.

G11. Ser capaz de aplicar con flexibilidad y creatividad los conocimientos adquiridos y de adaptarlos a contextos y situaciones nuevas.

G13. Demostrar un nivel de conocimientos suficientes para la actuación profesional.

G14. Conocer los diferentes contextos en los que trabaja: la coyuntura económica, el sector, el mercado, la empresa y el departamento.

G16. Utilizar la información adecuada en la formulación de propuestas y la resolución de problemas.

G18. Aplicar los conocimientos y procedimientos relevantes a un abanico de situaciones complejas.

G19. Identificar los factores claves de un problema.

G20. Demostrar una aproximación crítica ante situaciones diversas.

3. Contents

1. Should we expand internationally?
 - a. Course Intro
 - b. Globalization, Regionalism, Nationalism
 - c. Regional Economic integration
2. Why countries trade?
 - a. Main traditional trade theories
 - b. Modern theories on developing competitive advantage
3. Government intervention in trade
4. How do we go about entering an international market and structuring an international opportunity?
5. Analyzing environmental forces in international Business.
 - a. Legal environment
 - b. Political environment
 - c. Economical environment
 - d. Cultural environment
6. Selecting entry mode
 - a. Exporting
 - b. Licensing
 - c. Franchising
 - d. Joint Venture
 - e. Strategic Alliance
 - f. FDI
7. Trends in global business

4. Assessment

Course grade will be structure as follows:

1. Seminars	20 %
2. Team presentation	30 %
3. Final Exam	50 %

In order to pass the course, **100% of presence in seminars is mandatory**. Also punctuality is an important issue. Class begins at 9 A.M and entry will be allowed **no later than 5 minutes**. Students are allowed to enter class during break time, without right to record assistance. There is no minimum grade required in the Final Exam for the integration of the final grade.

Recovery exam: Students presenting on recovery period will be graded only on the basis on an exam which will account for 100% of the grade. Additionally, only students that fail first call will have the right to present the recovery exam.

Homework and class activities

- This part includes all activities develop inside or outside class, individually or in teams, as well as written case analysis.
- Participation has two main components: the attendance and the cases of the subject.
- Attendance is a requirement for each class, including practice classes. Missing class more than three times will lead to a null grade for class participation.
- The cases are a central component of this subject. As opposed to the usual traditional teaching, this subject intends to promote active acquisition of knowledge. With this aim in mind, the subject replaces half of the traditional classes with case discussion and practical activities sessions. Discussion sessions are essentially debates and dialogues between professor and students. This requires previous preparation, including:

Team Presentation

Teams will be assigned with a topic to be presented on class. Presentations must include the following sections:

Team A: Theoretical presentation (reading analysis and critique). Time allocated to this section: 45 minutes (35% of the grade will be allocated to the quality of the summary - 30% to the analysis and 20% to the critique). **Critique is as important as the analysis section.**

Team B: Application section. In this section team is responsible for developing a learning activity (mini-case, debate, workshop, role playing, and exercise) which **involve all the class**, based on theory presented (or related to) in the first part of the presentation. Time allocated to this section: 45 minutes. (For the grade the following aspect will be taken in account: creativity,

application of the theoretical background, level of difficulty and class involvement)

5. Bibliography and teaching resources

5.1. Basic bibliography

Global Business Today.

Charles W.L. Hill

Fifth Edition. 2011-2012.

McGraw Hill

5.2. Additional bibliography

International Business. Competing in the Global Marketplace.

Charles W.L. Hill

Sixth Edition. 2012.

McGraw Hill

International Business: The Challenge of Global Competition.

Donald Ball ; Wendell H. McCulloch,; Michael Geringer; Michael S Minor;
Jeanne M. McNett.

11th Edition. 2010-2011.

McGraw Hill

5.3. Teaching resources

Newspapers

Wall Street Journal, the Financial Times.

Magazines

Business Strategy Review, Harvard Business Review, MIT Sloan Management Review

6. Methodology

In the course, different pedagogical methodologies are used in order to reach the objectives:

1. Plenary sessions
2. Analysis of business problems and case studies
3. Textbook and readings guided classroom discussions and lectures
4. Preparation of group and individual assignments
5. Lectures

7. Activities Planning

COURSE SCHEDULE		
Apr – 11	Introduction to the course	
Apr – 12	Case method	
Apr – 18	Globalization	Case: Go global or No
Apr – 19	Globalization	
Apr - 25	Reading 1: The globalization of markets	TEAM 1 (A&B)
Apr - 26	Regional Economic Integration	
Apr - 30	Seminar 1	Exercise: Benefits of trade
May - 2	Macroforces in IB	
May - 3	Reading 2: The competitive advantage of nations	TEAM 2 (A&B)
May – 7	Seminar 2	Exercise: Alpha & Beta
May – 9	Reading 3: Managing Risk in unstable world	TEAM 3 (A&B)
May - 14	Seminar 3	Exercise on selecting international markets
May – 16	Macro forces in IB	
May - 17	Reading 4: Distance Stills matters	TEAM 4 (A&B)
May – 23	Government Intervention in trade	

May 28	Seminar 4	Case: Vietnam Case Reading: Managing global expansion: a conceptual framework Team presentations on International market research
May 30	Selecting International Markets	
May 31	Born Global companies	
June - 4	Seminar 5: Reading 5: Going global Lessons from late movers	TEAM 5,6&7 (A&B)
June - 6	Born Gobal Companies	Case: Mas d'en Gil
June – 11	Seminar 6. Reading 6: The entrepreneur's path to global expansion	TEAM 8,9,10 (A&B)
June - 13	Wrap Up	