

MORE master basic syllabus

Title:

The international environment, overall views on the international business

Credit value:

3 ECTS

Mandatory/Optional:

Semester:

Lecturer/s:

Amaia Ferro Lizarralde

University:

University of the Basque Country UPV/EHU

Department:

Rationale:

This module tries to provide the student with the most relevant knowledge about the strategy of Internationalization of the company in the real context resulting from the current phenomenon of globalization.

All organizations today are immersed in globalization and the companies where our young people are going to interact are going to be global and internationalized, so we understand that students must understand the context in which companies move.

Through this Master we are going to train young professionals who are going to have to learn how to operate within these internationalized companies, relying on knowledge, experiences and tools that allow them to understand and cope with cultures, policies and international experiences.

Objectives:

After attending the course, the students will be able to:

- 1. To know sufficiently the current global environment of the international economy.*
- 2. Understand and apply the fundamental concepts and models of international business from a strategic perspective.*
- 3. Understand the nature, challenges and dilemmas that are inherent in the internationalization of a business.*
- 4. Knowledge multicultural management.*
- 5. Design internationalization strategies that are adapted to the industry, business life cycle, and targeted market of the organization.*
- 6. Internalize the structure and contents of the strategic internationalization model, analyzing how to carry out a good planning of the internationalization strategy.*

Skills: (according to the list of skills provided)

Subject skills	More Master Skills						
	L2.1	L2.2	L2.3	L2.4	L2.5	L2.6	L2.7
L3.1. Ability to understand the fundamentals of internationalization					X		
L3.2. Ability to understand the complexity of international and create their own environment					X		
L3.3. Ability to handle different tools for internationalization of SME.					X		X
L3.4. Ability to solve real case studies in order to implement their knowledge in internationalization					X		X

Teaching and learning methods:

The teaching and learning strategy will be based on frontal lectures. It is not necessary to buy books. On-line documents/links and or photocopies will be provided. There will be several in-class case discussions. Participation in such exercises and discussions is highly valued.

Lectures 24 hours

Guided Tutorial 6 hours

Total 30 hours

Allocation of student time:

	Attendance (classroom, lab, ...)	Non-attendance (lecture preparation, self-study...)
Lectures	24 hours	25
Tutorial	6 hours	20
Assignments		

Assessment:

Basic description of the assessment methodology

1. *Class attendance and active participation: 50 %*
2. *Individual assignments (written exam): 50 %*

Class attendance

Attendance of students in class is highly recommended, and students who miss more than ten percent (10%) of the scheduled class meetings due to unexcused absences might not pass the course. Lectures require attention and discussion from the students.

Individual assignments

Individual assignments help the students enhance their understanding of the topics of the Lecture and more generally of the models for operation and maintenance for marine energy arrays. They will reflect what studied done during the class attendance, based on real case-studies and helping developing a problem-solving attitude.

Team assignment (optional)

Depending on the development of activities in the class, team assignments may be given in order to develop team work capabilities and sharing responsibility among colleagues. Each team is required to give a presentation of the team assignment work, and the quality of the team work will be graded.

Assessment Matrix:

Subject skills	Assessment method			
	Exam	Presentation	Home work	Report
L3.1.	80%	20%		
L3.2.	80%	20%		
L3.3.	50%	25%	25%	
L3.4.	50%	25%	25%	

Programme:

Lesson 1	<p><i>The international environment, overall views on the international business:</i></p> <ol style="list-style-type: none"> 1. <i>Reasons to sell abroad: the wish and the need.</i> 2. <i>Overview of trends in current world trade</i> <p>Students will learn to contextualize the reasons that drive companies to the international market, as well as current trends within international markets. We will analyze the macro-trends and the cases in which the companies move and how all this affects directly to the context in which they move.</p> <p>We will review the different economic blocs and an analysis of the international context in which our companies operate. This will be linked to the cross cultural section, which will allow us to better understand the importance of this phenomenon.</p> <p><u>Distribution (6h theory +1,30 h practical classroom)</u></p>
Lesson 2	<p><i>The economic integration and its barriers:</i></p> <ol style="list-style-type: none"> 1. <i>Benefits and risks of internationalization.</i> 2. <i>Barriers to internationalisation</i> 3. <i>International economic integration: economic blocs</i> <p>In this section we will make a review of what are the most important benefits and risks that our companies assume in internationalization. They will also learn to know the most important barriers that companies have in their area of internationalization.</p> <p><u>Distribution (6h theory +1,30 h practical classroom)</u></p>
Lesson 3	<p><i>Internationalization and its context: how to manage international environments.</i></p> <ol style="list-style-type: none"> 1. <i>Approach to international context for SMEs: sectors and countries.</i> 2. <i>National and international organizations for international trade</i> 3. <i>Cross cultural management.</i> <p>We will analyze the most important companies, sectors and markets for our economy. As well as sources of information related to them. We will also review the most important international and national organizations related to internationalization and the international competitiveness of companies.</p> <p>All our students are going to work in globalized companies and therefore must know how to</p>

communicate between cultures and understand the different perspectives, which will give them a great competitive advantage in our global economy, so we will work on this topic in a specific way.

Distribution (6h theory +1,30 h practical classroom)

Lesson 4

Business internationalization process, how to built the international strategy in companies:

1. *Elaboration of the Internationalization Plan: Key issues.*
2. *Tools for strategic analysis.*
3. *Most common mistakes in a business internationalization process.*

In this section we are going to teach our students and handle them some tools so that they can understand the keys to the elaboration of a strategic plan of internationalization. We will also equip them with tools that allow them to better understand and analyze a company's strategy through practical sessions. We will learn finally through the most common errors in companies when they exercise their strategy of internationalization.

Distribution (6h theory +1,30 h practical classroom)

Resources:

Classrooms, Blackboard, laptop, projector, audio, ...

Bibliography:

Cavusgil, S. T. & Riesenberger, J. R. (2012). *International business: the new realities*. Boston: Prentice Hall.

Spulber, D.F. (2007) *Global competitive strategy*, Cambridge University Press.

Christopher A. Bartlett & Paul W. Beasmichs (2016) *Test, Cases and Readings in Cross-border Management*. MACGraw Hill.

Further comments: