

Syllabus

Subject

Subject / Group	21242 - International Business / 46
Degree	Degree in Tourism - Fourth year
Credits	6
Period	1st semester
Language of instruction	Spanish

Professors

Lecturers	Office hours for students					
	Starting time	Finishing time	Day	Start date	End date	Office / Building
Cristina Canet Moyà c.canet@uib.es	17:00	18:00	Monday	09/09/2019	30/06/2020	despacho profesores asociados

Context

Students will be taught knowledge, skills and abilities which they will use in their professional lives to assess and take appropriate decisions with regards to the international business of the organization where they work.

Requirements

This course has no prerequisites, but it is recommended that students have already passed previous courses of business organization of the first, second and third year of the Degree in Business Administration, that is, the subjects such as "Introduction to business", "Designing Organizations", and specially "Business strategy".

Skills

Specific

- * Saber aplicar els coneixements d'administració i direcció d'empreses al seu treball o vocació d'una manera professional i tenir les competències que solen demostrar-se per mitjà de l'elaboració i la defensa d'arguments i la resolució de problemes dins de l'àrea d'administració i direcció d'empreses (CB2).
- * Preparar la presa de decisions en les diferents fases del procés administratiu en empreses i organitzacions, especialment pel que fa als aspectes operatiu i tàctic, i aproximar-se a la presa de decisions de l'àmbit estratègic (CE 2.3.4).

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Generic

- * Capacitat per treballar en equip (CG1).
- * Poder transmetre informació, idees, problemes i solucions a un públic tant especialitzat com no especialitzat (CB4).

Basic

- * You may consult the basic competencies students will have to achieve by the end of the degree at the following address: <http://www.uib.eu/study/grau/Basic-Competences-In-Bachelors-Degree-Studies/>

Content

The course examines in detail one of the major strategic decisions of a firm: its international business strategy. We analyze economic globalization presently happening in the world, and its implications for business strategy. The course adopts the perspective of economic analysis because it can provide a compact and consistent basis for evaluation and formulation of the business strategy. In addition, throughout the course many real-world examples will be introduced and explained so as to drive economic reasoning in practice, and thus allow for a better understanding of the theory. The world of international business, now more than ever, is continuously changing and, therefore, although some real examples will be obsolete in the future, the analysis and insights that are derived from them will remain.

Range of topics

Part I. Globalization

1. Globalization of markets and firms
2. International economics
3. Semiglobalization: differences among countries

Part II. Internationalization strategies

5. Global value creation: horizontal and vertical expansion
6. Adaptation
8. Arbitrage

Teaching methodology

In order to develop and evaluate the competencies stated above, this section describes the activities faced by the student throughout the course. In this regard, note that, in order to foster autonomy and individual work of students, the course will be part of Campus Extens, which incorporates the use of web platform. Using Moodle platform will allow students an online communication and distance learning with the teacher, teaching materials as electronic documents, etc.

In-class work activities (1.8 credits, 45 hours)

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Modality	Name	Typ. Grp.	Description	Hours
Theory classes	Theory	Large group (G)	Teach the knowledge that students must acquire. Students will have diverse teaching materials and basic reference texts to complete and deepen the understanding of the theory explained in class.	22
Practical classes	Class presentations	Large group (G)	A part of class participation will consist of class presentation of a topic, decided at the beginning of the course by the student and the professor.	20
Assessment	Exam 1	Large group (G)	In the middle of the semester, students will carry out an examination to assess the acquisition of the basic knowledge up to that moment. The examination will last a maximum of 2 hours.	1.5
Assessment	Exam 2	Large group (G)	At the end of the semester, students will carry out an examination to assess the acquisition of the basic knowledge after partial exam 1 and up to that moment. The examination will last a maximum of 2 hours.	1.5

At the beginning of the semester a schedule of the subject will be made available to students through the UIBdigital platform. The schedule shall at least include the dates when the continuing assessment tests will be conducted and the hand-in dates for the assignments. In addition, the lecturer shall inform students as to whether the subject work plan will be carried out through the schedule or through another way included in the Aula Digital platform.

Distance education tasks (4.2 credits, 105 hours)

Modality	Name	Description	Hours
Individual self-study	Readings, comments, and problem solving	Reading of theoretical texts, case studies and financial press to discuss in the Practice classes. Resolution of the exercises proposed. Preparation of presentations.	40
Individual self-study	Study	The student must study on its own all content presented in the course.	45
Group self-study	Team work	Develop the ability for teamwork, and apply the acquired knowledge.	20

Specific risks and protective measures

The learning activities of this course do not entail specific health or safety risks for the students and therefore no special protective measures are needed.

Student learning assessment

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Next table shows the evaluation procedures. The student will get a grade in each activity. The final grade will be obtained as a weighted mean of all activities. To pass the subject, the final overall grade should be at least a 5 over 10. Both exams 1 and 2 are the only recoverable activities.

Frau en elements d'avaluació

In accordance with article 33 of Regulation of academic studies, "regardless of the disciplinary procedure that may be followed against the offending student, the demonstrably fraudulent performance of any of the evaluation elements included in the teaching guides of the subjects will lead, at the discretion of the teacher, a undervaluation in the qualification that may involve the qualification of "suspense 0" in the annual evaluation of the subject".

Class presentations

Modality	Practical classes
Technique	Other methods (non-retrievable)
Description	A part of class participation will consist of class presentation of a topic, decided at the beginning of the course by the student and the professor.
Assessment criteria	
Final grade percentage:	30%

Exam 1

Modality	Assessment
Technique	Objective tests (retrievable)
Description	In the middle of the semester, students will carry out an examination to assess the acquisition of the basic knowledge up to that moment. The examination will last a maximum of 2 hours.
Assessment criteria	
Final grade percentage:	35%with a minimum grade of 3

Exam 2

Modality	Assessment
Technique	Objective tests (retrievable)
Description	At the end of the semester, students will carry out an examination to assess the acquisition of the basic knowledge after partial exam 1 and up to that moment. The examination will last a maximum of 2 hours.
Assessment criteria	
Final grade percentage:	35%with a minimum grade of 3

Resources, bibliography and additional documentation

There is one basic text book, and some complementary ones, to follow the course. Along the semester, additional material will be provided to students through Campus Extens.

Basic bibliography

Ghemawat, Pankaj, 2008, Redefinng global strategy, Harvard Business School Press.

Complementary bibliography





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Head, Keiht, 2008, Elements of multinational strategy, Springer.
Guillén, Mauro, 2005, The rise of Spanish Multinationals, Cambridge University Press.

