



Course guide

205107 - 205107 - International Business

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Unit in charge: Terrassa School of Industrial, Aerospace and Audiovisual Engineering
Teaching unit: 732 - OE - Department of Management.

Degree: MASTER'S DEGREE IN TECHNOLOGY AND ENGINEERING MANAGEMENT (Syllabus 2016). (Compulsory subject).

Academic year: 2024 **ECTS Credits:** 7.5 **Languages:** English

LECTURER

Coordinating lecturer: Lafuente Gonzalez, Esteban Miguel

Others: Susin Carrasco, Esther Margarita

DEGREE COMPETENCES TO WHICH THE SUBJECT CONTRIBUTES

Specific:

CE01-MEM. The ability to describe the main management theories.

CE04-MEM. The ability to apply theoretical and fundamental principles of technology and engineering business management in conditions of uncertainty.

CE05-MEM. The ability to analyse the need for physical and financial resources in process and project management in technological settings.

CE06-MEM. The ability to optimally assign physical and financial resources in process and project management in technological settings.

CE08-MEM. The ability to evaluate the results of process and project development in technological settings subject to levels of process uncertainty.

CE09-MEM. The ability to include aspects of internationalisation in decision making.

Transversal:

CT1a. ENTREPRENEURSHIP AND INNOVATION: Being aware of and understanding how companies are organised and the principles that govern their activity, and being able to understand employment regulations and the relationships between planning, industrial and commercial strategies, quality and profit.

CT2. SUSTAINABILITY AND SOCIAL COMMITMENT: Being aware of and understanding the complexity of the economic and social phenomena typical of a welfare society, and being able to relate social welfare to globalisation and sustainability and to use technique, technology, economics and sustainability in a balanced and compatible manner.

CT3. TEAMWORK: Being able to work in an interdisciplinary team, whether as a member or as a leader, with the aim of contributing to projects pragmatically and responsibly and making commitments in view of the resources that are available.

TEACHING METHODOLOGY

The proposed class on 'International Business' promotes the interlocking between theory rooted in the strategic management and international business frames and practical applications throughout the class sessions. Accordingly, the student's involvement and commitment in both theory and practical sessions is critical to ensure an efficient learning process.

The theory sessions deal with the analysis of theoretical concepts related to the different subjects of the course. In parallel to the theory development, increased emphasis on students' participation will contribute to enrich the in-class debate.

Practical sessions will promote the analysis of real case-studies on different aspects of international business in a wide array of economic sectors and contexts. In this case, successful learning will become evident if the student can put into practice and use the different tools discussed and analyzed in class to solve the analyzed topics of interest. Practical sessions also contribute to cultivate teamwork culture by developing different activities (collaborative and competitive) and by promoting students' active involvement in the resolution of the different tasks assigned to them.

LEARNING OBJECTIVES OF THE SUBJECT

The core objective of this course is to equip students with the knowledge necessary for better understanding how managers do international businesses as well as the conditions under which managerial actions embedded in the strategy-making's arsenal turn advantageous for organizations playing in the international arena.

The proposed course on 'International Business' embraces two main areas: a managerial approach that helps understand how businesses capitalize on their available resources and capabilities and how organizations pursue superior performance through the creation or development of different international business strategies; and a more institutional approach to international business that deals with the analysis of the regulatory framework governing international business relationships.

STUDY LOAD

| Type | Hours | Percentage |
|--------------------|-------|------------|
| Hours medium group | 30,0 | 16.00 |
| Self study | 127,5 | 68.00 |
| Hours large group | 30,0 | 16.00 |

Total learning time: 187.5 h

CONTENTS

Module 1: Globalization and the Internationalization of Organizations

Description:

- 1.1 Globalization: Definition and economic scope, globalization of markets and production
- 1.2 Pros and Cons of Globalization
- 1.3 Multinational enterprises vs. countries: Differences in objective function and productivity

Related activities:

- In-class work
- Final exam / project

Full-or-part-time: 27h

- Theory classes: 6h
- Practical classes: 6h
- Self study : 15h



Module 2: How to go international?

Description:

- 2.1 Strategies to Do International Business: Definitions and main characteristics
- 2.2 Low Commitment and High Commitment Entry Modes: Categorization and main features
- 2.3 Example of business internationalization using different entry modes

Related activities:

- In-class and take-home assignments
- Case studies
- Final exam / project

Full-or-part-time: 42h

- Theory classes: 6h
- Practical classes: 6h
- Self study : 30h

Module 3: The Organization: Objective Function, Operations and Strategy Making

Description:

- 3.1 The Organization: Definition and economic / operational scope
- 3.2 Resources and Capabilities: Types of resources, capability creation/development processes
- 3.3 Economic and Financial Architecture of the Organization
- 3.4 Business Operations: Description of processes and tasks performed within the organization

Related activities:

- In-class and take-home assignments
- Case studies
- Final exam / project

Full-or-part-time: 44h 30m

- Theory classes: 6h
- Practical classes: 6h
- Self study : 32h 30m

Module 4: European Institutional Law

Description:

- 4.1 Overview of EU institutional law
- 4.2 Evolution and constitutional foundations of the EU
- 4.3 The Court of justice: The system of judicial remedies and the role of the national courts
- 4.4 EU external relations: Mixed agreements
- 4.5 European labor Law: Free movement of workers, European fundamental social rights, Equality and non discrimination

Related activities:

- In-class and take-home assignments
- Case studies

Full-or-part-time: 32h

- Theory classes: 6h
- Practical classes: 6h
- Self study : 20h

Module 5: European Competition Law

Description:

- 5.1 Key concepts of competition policy and economics
- 5.2 Methods for defining and identifying relevant markets
- 5.3 The rules to vertical and horizontal agreements
- 5.4 The abuse of a dominant market position.
- 5.5 European Intellectual Property Law: EU and international legal framework
- 5.6 Trade mark and designs
- 5.7 Copy rights and digital age

Related activities:

- In-class and take-home assignments
- Case studies
- Final exam / project

Full-or-part-time: 42h

- Theory classes: 6h
- Practical classes: 6h
- Self study : 30h

GRADING SYSTEM

Students' evaluation will take into consideration their involvement in the different debates in class as well as their commitment in the development of the different tasks assigned to them. Also, it will include the results of the different case studies that help evaluate the knowledge and learning of student during the course. A detailed description of the grading system is presented below:

- In class work (SC): Short case studies 30%
- Take home assignments (LC): Case studies 30%
- Final Exam / Final Project (FE) 40%

$$\text{Final Grade} = (0.30 \times \text{SC}) + (0.30 \times \text{LC}) + (0.40 \times \text{FE})$$

Additionally, we have incorporated a protocol to deal with students with unsatisfactory results. More concretely, students with an unsatisfactory performance in the subject—that is, final mark below 5 in a 10-point scale—are allowed to re-take the final project to improve their mark. After the publication of the final mark, students in this situation (final mark below 5) will be assigned a new project and will have to hand-in this new project in the period of (the following) 2 weeks at the latest (no exceptions). This new project accounts for 40% of the final mark (FE) and—in case of a satisfactory outcome—the mark obtained in this project will substitute that attained during the regular course, and the student's final mark will be re-computed for reporting purposes.

For those students who meet the requirements and submit to the reevaluation examination, the grade of the reevaluation exam will replace the grades of all the on-site written evaluation acts (tests, midterm and final exams) and the grades obtained during the course for lab practices, works, projects and presentations will be kept.

If the final grade after reevaluation is lower than 5.0, it will replace the initial one only if it is higher. If the final grade after reevaluation is greater or equal to 5.0, the final grade of the subject will be pass 5.0.

RESOURCES

Other resources:

- Besanko, David; Dranove, David; Shanley, Mark; Schaefer, Scott (2009). Economics of Strategy. Fifth edition. New Jersey: John Wiley & Sons.
- Hill, Charles W.L. (2011). International Business: Competing in the Global Marketplace. 8th edition, McGraw Hill.
- Hirschey, Mark (2008). Fundamentals of Managerial Economics. Ninth edition. McGraw Hill.
- Porter, Michael (1985). Competitive Advantage: Creating and Sustaining Superior Performance. Free Press, New York, and Collier Macmillan, London,; 2nd ed., Free Press.
- Porter, Michael (2008). The Five Competitive Forces that Shape Strategy. Harvard Business Review, January, 78-93.

Shindler, Robert (2012). Pricing Strategies: A Marketing Approach. SAGE Publications.