

27644 - Business Internationalization Planning

Syllabus Information

Academic Year: 2019/20

Subject: 27644 - Business Internationalization Planning

Faculty / School: 109 - Facultad de Economía y Empresa

Degree: 450 - Degree in Marketing and Market Research

ECTS: 5.0

Year: 4

Semester: First semester

Subject Type: Optional

Module: ---

1.General information

1.1.Aims of the course

1.2.Context and importance of this course in the degree

1.3.Recommendations to take this course

2.Learning goals

2.1.Competences

2.2.Learning goals

2.3.Importance of learning goals

3.Assessment (1st and 2nd call)

3.1.Assessment tasks (description of tasks, marking system and assessment criteria)

4.Methodology, learning tasks, syllabus and resources

4.1.Methodological overview

The methodology followed in this course is oriented towards achievement of the learning objectives. A wide range of teaching and learning tasks are implemented, such as lectures, practice sessions and tutorials to introduce technical concepts and real examples necessary to correctly develop and international business plan.

Classroom materials will be available via Moodle. These include a repository of the lecture notes used in class, the course syllabus, as well as other course-specific learning materials, including a discussion forum.

Students are expected to participate actively in the class throughout the semester.

Further information regarding the course will be provided on the first day of class.

4.2.Learning tasks

This is a 5 ECTS course organized as follows:

- **Lectures** (1 ECTS: 20 hours). The teacher presents theoretical contents illustrated with relevant examples to facilitate the comprehension and tools to develop the international business plan.
- **Practice sessions** (1 ECTS: 20 hours). They can include discussion and presentation of case studies, practical work outside the classroom (field work or visits), and seminars. Students apply the theoretical knowledge develop in International business planning and work group using an International Operations Simulator.
- **Autonomous work** (2.5 ECTS: 62.5 hours). Students do tasks such as study, readings, preparation of practise

sessions developing an international business plan and to implement it using an International Operations Simulator.

- **Tutorials** (0.4 ECTS: 4 hours). Office hours can be used to solve doubts about the theoretical and/or practical contents of the course. and for follow-up of students' learning progress.
- **Assessment tasks** (0.1 ECTS: 2.5 hours). A final written examination.

4.3.Syllabus

The course will address the following topics:

Topic 1: Globalization and internationalization

- Introduction
- The globalization
- The firm internationalization theory
- The internationalization process
- International businesses

Topic 2: Analysis of the potential for internationalization of the firm

- 2.1. Introduction
- 2.2. Diagnostic of the potential for internationalization of the firm
- 2.3. Environment analysis
- 2.4. Internal firm analysis

Topic 3: Strategic Plan I: Market selection

- 3.1. Introduction
- 3.2. Target markets identification and strategy
- 3.3. Criteria for evaluating international markets
- 3.4. Foreign market research
- 3.5. Market selection process

Topic 4: Strategic Plan II: Entry modes

- 4.1. Introduction
- 4.2. Market entry strategies
- 4.3. Export
- 4.4. Licensing and franchising
- 4.5. Direct foreign investment
- 4.6. Entry mode selection

Topic 5: Operational plan

- 5.1. Introduction
- 5.2. Product
- 5.3. Target market and price determination
- 5.4. Logistic, distribution and promotion
- 5.5. Financial resources...

4.4.Course planning and calendar

Further information concerning the timetable, classroom, office hours, assessment dates and other details regarding this course will be provided on the first day of class or please refer to the "Facultad de Economía y Empresa" website (<https://econz.unizar.es/>).

4.5.Bibliography and recommended resources