

## 27337 - International Business Management

### Información del Plan Docente

Academic Year	2016/17
Academic center	109 - Facultad de Economía y Empresa 228 - Facultad de Empresa y Gestión Pública 301 - Facultad de Ciencias Sociales y Humanas
Degree	454 - Degree in Business Administration and Management 458 - Degree in Business Administration and Management 448 - Degree in Business Administration and Management
ECTS	6.0
Course	4
Period	Half-yearly
Subject Type	Optional
Module	---

### 1. Basic info

#### 1.1. Recommendations to take this course

#### 1.2. Activities and key dates for the course

### 2. Initiation

#### 2.1. Learning outcomes that define the subject

#### 2.2. Introduction

### 3. Context and competences

#### 3.1. Goals

#### 3.2. Context and meaning of the subject in the degree

#### 3.3. Competences

#### 3.4. Importance of learning outcomes

### 4. Evaluation

### 5. Activities and resources

#### 5.1. General methodological presentation

The learning process that is designed for this subject is based on the use of different teaching methods. The theoretical lectures will be based on the use of expository teaching forms, which consist of the presentation of the topics included in the program and the revision of the contents on this subject that appear in newspapers or journals. However, we may also use other methods to facilitate the participation of students in the teaching-learning process.

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The practical classes mainly use participatory and didactic teaching methods and they will consist mainly of the analysis of a case study (a firm) for teams of 4 or 5 members, preferably with one foreign student in each group. This analysis has been broken down into 7 parts, so that in the first 6 will apply the concepts and methods explained in the theory as it progresses. And on the 7th, all previous analyzes are jointly applied.

In addition, to facilitate the teaching-learning process of students, the subject will be included in the ADD (<https://moodle2.unizar.es/add/>) of the University of Zaragoza. There the student may find the material used during the lessons of theory and practice, as well as other information and tools for learning.

To access the ADD, a user name is required and also a password (correspond to your e-mail). If you do not know this information please contact the secretary's office of your school.

### **5.2.Learning activities**

1:Theoretical classes will use the magisterial lesson to present the contents of the subject.

2:Practical classes: they can implement the knowledge acquired in the theoretical classes and demonstrate the ability to work in group and inter-personal communication skills. The development of practical classes will be based on the use of the case method and solving exercises. However, we can also use other teaching methods such as analysis and discussion of readings in class.

3: individual and group tutorials, in the office or through ADD: allow a more direct and personal support to students to explain questions about course content, guiding them in the study and resolution of exercises or proposed cases.

### **5.3.Program**

Theme 1: Globalization of Markets

1.1. Introduction

1.2. International relations between National Economies

1.3. Towards a global economic environment

Bibliography:

Canals (1994), chap. 1

Daniels and Radebaugh (2000), chap. 1

Theme 2: International Trade

2.1. Introduction

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2.2. Reasons for International Trade: The Pure Theory of International Trade

2.3. Trade Barriers: Definition, Causes and Types

2.4. Current Development of International Trade

2.4.1. The Current International Trade

2.4.2. The EU Single Market: Effect on prices, costs and structural changes in firms

Bibliography:

Canals (1994), chap. 1

Rugman and Hodgetts (1996), chap. 6

Theme 3: The Internationalization of Firms

3.1. Introduction

3.2. The Foreign Direct Investments (FDI)

3.3. Explanatory theories of FDI

3.4. Determinants of the Internationalization of the firm

3.5. Determinants of International Competition: Analysis of the Competitive advantages.

Bibliography:

Duran (2001), chap. 2

Navas and Wars (1998), chap. 18

Porter (1991), chap. 3

Theme 4: International Market Strategy

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4.1. Introduction

4.2. The Design of an Internationalization Plan

4.3. Entry Modes in international markets

Bibliography:

Canals (1991), chap. 7

Canals (1994), chap. 5 and 6

Theme 5: International Design Strategies

5.1. Introduction

5.2. Competitive Strategy in international markets

5.2.1. Cost leadership strategy

5.2.2. Differentiation strategy

5.2.3. Concentration in a segment

5.2.4. Clarifications

5.3. International Positioning: Where compete?

5.4. Strategic decisions to compete internationally

Basic bibliography (in order of importance):

Canals (1991), chap. 8 and 9

Canals (1994), chap. 7

Duran (2001), chap. 6

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### Theme 6: The Organization of internationalized companies

#### 6.1. Introduction

#### 6.2. Types of Companies (I): Concept

##### 6.2.1. Multinational Firm

##### 6.2.2. International Firm

##### 6.2.3. Global Firm

##### 6.2.4. Transnational Firm

#### 6.3. Types of Companies (II): Characteristics

#### 6.4. Organizational designs for firms in international markets

#### Bibliography:

Barlett and Ghoshal (1991), chap. 3 and 4

Duran (2001), chap. 9

Rugman and Hodgetts (1996), chap. 9

### Theme 7: International Alliances or Cooperation Agreement

#### 7.1. Introduction

#### 7.2. A Theoretical Approach to Alliances

#### 7.3. Nature and Type of Alliances

#### 7.4. Sharing resources in an Alliance

#### 7.5. Advantages and Disadvantages of an Alliance

#### 7.6. Requirements of the Implementation of an Alliance

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Bibliography:

Canals (1994), chap. 9

Duran (2001), chap. 7

Gomes-Casseres (1998)

Theme 8: The internationalization of SMEs

### 5.4.Planning and scheduling

	Schedule	ECTS
<b>Activities in the classroom</b>		<b>2,4</b>
Theory	2 hours a week	1,2
Practice	2 hours a week	1,2
<b>Other activities</b>		<b>3,6</b>
Group Tutorial		
Global Exam		
Homework, study and tests, among others		

### 5.5.Bibliography and recommended resources

UPDATED BIBLIOGRAPHY IS AVAILABLE THROUGH THE WEBSITE OF THE LIBRARY:

<http://psfunizar7.unizar.es/br13/eBuscar.php?tipo=a>