

## 27644 - Business Internationalization Planning

### Información del Plan Docente

<b>Academic Year</b>	2016/17
<b>Academic center</b>	109 - Facultad de Economía y Empresa
<b>Degree</b>	450 - Degree in Marketing and Market Research
<b>ECTS</b>	5.0
<b>Course</b>	4
<b>Period</b>	First semester
<b>Subject Type</b>	Optional
<b>Module</b>	---

### **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 has been designed for this course is based on the following activities:

Theoretical and practical lectures will be held in order to introduce technical concepts and real examples necessary to correctly develop and international business plan.

## 27644 - Business Internationalization Planning

Practical sessions will be devoted to work on teams developing an international business plan and to implement it using an International Operations Simulator

The lectures, practical classes and the timetable of the assessment activities will be communicated via the Universidad de Zaragoza e-learning platform (ADD).

### 5.2.Learning activities

The programme offered to the students to help them achieve the learning results includes the following activities:

- 1.- Theoretical lectures: introduce the theoretical concepts together with real examples which facilitate the comprehension and tools to develop the international business plan.
- 2.- In practical classes the students apply the theoretical knowledge and International business planning is implemented in a context of business game.
- 3.-Tutorials: the professors clarify their questions about the theoretical and/or practical contents of the subject.

### 5.3.Program

#### Unit 1: Globalization and internationalization

- 1.1. Introduction
- 1.2. The globalization process
- 1.3. The firm internationalization theory
- 1.4. The internationalization process
- 1.5. International businesses

#### Unit 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

## 27644 - Business Internationalization Planning

2.4. Internal firm analysis

### **Unit 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

### **Unit 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

### **Unit 5: Operational plan**

5.1. Introduction

5.2. Product

5.3. Target market and price determination

5.4. Logistic, distribution and promotion

## 27644 - Business Internationalization Planning

5.5. Financial resources

**5.4.Planning and scheduling**

**5.5.Bibliography and recommended resources**