

27644 - Business Internationalization Planning

Información del Plan Docente

Academic Year	2017/18
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.Introduction

1.2.Recommendations to take this course

1.3.Context and importance of this course in the degree

1.4.Activities and key dates

2.Learning goals

2.1.Learning goals

2.2.Importance of learning goals

3.Aims of the course and competences

3.1.Aims of the course

3.2.Competences

4.Assessment (1st and 2nd call)

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

5.Methodology, learning tasks, syllabus and resources

5.1.Methodological overview

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 tasks

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.Syllabus

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

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.Course planning and calendar

5.5.Bibliography and recommended resources