

30162 - Management of International Relations

Syllabus Information

Academic Year: 2019/20

Subject: 30162 - Management of International Relations

Faculty / School: 175 - Escuela Universitaria Politécnica de La Almunia

Degree: 425 - Bachelor's Degree in Industrial Organisational Engineering

ECTS: 6.0

Year: 4

Semester: Second semester

Subject Type: Optional

Module: ---

1.General information

1.1.Aims of the course

The fundamental objective of the subject is to develop in the student the necessary skills to choose, among the different forms of access to foreign markets, the most appropriate options for the internationalization of the company.

1.2.Context and importance of this course in the degree

The course, Management of International Relations, is part of the Degree in Industrial Organisation Engineering taught by EUPLA. This is a fourth-year subject, located in the second semester and cataloged as an optional module, with a teaching load of 6 ECTS credits.

1.3.Recommendations to take this course

In order to study and pass the subject "Management of International Relations", it is not required to have previously passed any other subject of the study plan.

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 current subject is conceived as a stand-alone combination of contents, yet organized into two fundamental and complementary forms, which are: the theoretical concepts of each teaching unit, the solving of problems or the resolution of questions, at the same time supported by other activities such as public presentations.

4.2.Learning tasks

The course includes the following learning tasks:

- **Lectures:** Theoretical activities carried out mainly through exposition by the teacher, where the theoretical supports of the subject are displayed, highlighting the fundamental, structuring them into topics and or sections, interrelating them.

- **Practice Sessions:** Carried by teacher and students. Practical problems or cases for demonstrative purposes. This type of teaching complements the theory shown in the lectures with practical aspects.
- **Individual Tutorials:** Those carried out giving individual, personalized attention with a teacher from the department. Said tutorials may be in person or online.

4.3.Syllabus

The course will address the following topics:

First Topic: The context of internationalization

- The global business environment
- The international strategy: reasons and conditions

Second Topic: First steps

- The decision to enter international markets
- The process of internationalization: from the exporting company to the multinational company

Third Topic: Consolidation of the international company: organizational variables

- Structure and competitive strategy of the international company
- The external subsidiary: Types

Fourth Topic: Consolidation of the international company: sociocultural variables

- The influence of culture in international business
- Human resources and the internationalization of the company

Fifth Topic: The internationalization plan

- The internationalization plan: Implementation of the strategy

Practical content:

- Document management
- Use of information sources
- Use of the INCOTERMS

4.4.Course planning and calendar

The dates of the partial exams, practical works and exercises will be shown on the Moodle platform.

The dates of the final exams will be those that are officially published.

4.5.Bibliography and recommended resources

The resources of the course will be located at Moodle platform.

Bibliography: http://biblos.unizar.es/br/br_citas.php?codigo=30162&year=2019