

COURSE: INTERNATIONAL BUSINESS AND MANAGEMENT VIDEOCONFERENCE

Language	English
Level of Spanish required	Not required
Hours	45h
Credits	6 ECTS

Introduction

The Spanish culture courses by videoconference are spread out over the semester. During this time, the student has access to the study materials, a syllabus of practical exercises, complementary self-learning materials, etc. offered weekly in the Campus Virtual so the students can work with it whenever they want. These materials, alongside synchronous group videoconferences (from Monday to Thursday) or asynchronous depending on the time zones (almost half of the course hours), and individualized tutorials also by videoconference (almost half of the course hours), as well as the use of forums to be in contact with the class group will be the basis of your learning.

The personalized attention, the professionalism of our teachers, the quality of the materials and constant feedback are our guarantee of success.

Course description

This course is an introduction to all of the international business disciplines: international management, international finance, international marketing, international accounting, international business operations, international business law, and more.

In the class, students will learn the vision and the tools required in order to effectively manage all of the challenges that globalization, changing world markets, and cultural differences demand by exploring the world of international business and management. The course explains the “whats” and the “whys” of global differences as it covers industries, competitors, regions, and markets from the perspective of practicing managers. At the same time, the course will approach the different areas of international business by providing an overview of all the contributions and points of contact with the disciplines that constitute the foundation of international business and management.

Methodology

The class will be based in lectures as well as practices with examples of International Business and Management. We will be paying attention to both technical and human variables to understand how critical the relationship between business and culture is. The professor will provide lecture notes and other supplementary material that he will be uploading on the course website at least one day before the scheduled lecture.

Certification and assessment

During the course, the student will do continued work through the virtual campus with the materials provided by the teacher. Also, will participate actively in the group videoconferences, the forums and the individualized tutorials, by videoconference too.

To obtain the ECTS credits a final grade will be necessary, based on the following percentages:

30% Continued work through the Campus Virtual

30% Participation in the videoconferences and tutorials

40% Exam or written work

Syllabus

- **Overview**
 - Globalization
- **Country Differences**
 - Differences in Economic Development
 - Differences in Culture
 - Ethics, Corporate Social Responsibility, and Sustainability
 - Political Economy and legal systems
- **Global Trade and Investment**
 - Government Policy and International Trade
 - Foreign Direct Investment
 - Regional Economy Integration
- **Strategy and Structure of International Business**
 - Strategy of International Business
 - Organization of International Business
- **Business Operations**
 - Global Marketing and R&D
 - Global Human Resource Management

Bibliography

Hill, Charles W. L. (2017). International business: competing in the global marketplace. New York: McGraw-Hill/Irwin, 11th ed.

Deresky, Helen (2017). International management: managing across borders and cultures, text and cases. Boston [etc.]: Pearson Education, 9th ed., global ed.

Forsgren, M. (2008). *Theories of the Multinational Firm. A multidimensional Creature in the Global Economy*. United Kingdom: Edward Elgar Publishing Limited, 1st ed.

Koen, Carla I. (2005). *Comparative International Management*. London [etc.]: McGrawHill Education, 1st ed.

Pla-Barber, José.; León-Darder, Fidel (2016). *Dirección internacional de la empresa*. Madrid: McGraw-Hill, 1ª edición.