

International Business and Management

Language: English

Level of Spanish required: Not required

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.

Assessment

Exam: 40%

Essay: 40%

Assistance and class participation: 20%

Syllabus

1. The context
2. Beginning internationalization
3. Multinational companies
4. New international trends

Weekly program

WEEK ONE

Classes	Subjects
Class 1	General business environment.
Class 2	Strategic management: Managing People and Organizations.

WEEK TWO

Classes	Subjects
Class 3	Business Writing & Presentation Skills.
Class 4	Financial Management.

WEEK THREE

Classes	Subjects
Class 5	Production and Operations Management.
Class 6	Marketing Management.

WEEK FOUR

Classes	Subjects
Class 7	International Experience
Class 8	Deciding on foreign market entry.

WEEK FIVE

Classes	Subjects
Class 9	Choosing entry modes.
Class 10	Field Consulting Project.

WEEK SIX

Classes	Subjects
Class 11	Strategy and organization of multinational companies.
Class 12	The foreign subsidiary company strategy.

WEEK SEVEN

Classes	Subjects
Class 13	Impact of culture in international business.
Class 14	Human resources in multinational companies.

WEEK EIGHT

Classes	Subjects
Class 15	New international trends.

Class 16	New international companies: case study.
Class 17	Final Exam

Bibliography

- 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.]: McGraw-Hill Education, 1st ed.
- Pla-Barber, José.; León-Darder, Fidel (2016). Dirección internacional de la empresa. Madrid: McGraw-Hill, 1ª edición.
- Hill, Charles W. L. (2017). International business: competing in the global marketplace. New York: McGraw-Hill/Irwin, 11th ed.