



DE1124
International
Business



UNIVERSIDAD
NEBRIJA

Centro de Estudios Hispánicos

International Business

Hours: 45

Credits: 6 ECTS

Prerequisites: None

Instructor name: Santiago López

E-mail: mlopezd@nebrija.es

Office hours: By appointment

1. Course Description

This course explores challenges facing modern corporations in organizing cross-border activity. This course offers a global perspective on long term change in the world economy, and the interaction between countries, regulatory systems and business firms. The course is focused on current literature in management, economics, and organization theory. Emphasis is placed on empirical research. Students are expected to critique papers, present material to the class, and write a term paper based on a real international business project.

2. Learning Objectives

Students who successfully complete this course will be able to:

- ✓ Demonstrate their knowledge of International Business.
- ✓ Think critically and solve business scenarios
- ✓ Demonstrate awareness of their role in the global management
- ✓ Use information systems to face real business settings
- ✓ Analyze international economic-business problems and develop relevant solutions

3. Formative Activities

Educational activities will be developed by means of different didactic strategies:

- ✓ Theory and Practice
- ✓ Collective and individual tutoring
- ✓ In-class presentations
- ✓ Team work assignments
- ✓ Workshops and additional training

4. Methodology

The course syllabus follows the Communicative Approach methods, based on the core principles of procedure conception and constructive acquisition of knowledge. The methodology is based on the teaching-learning procedures, focused on the learner, which encourages active participation and results in the development of general and specific competencies that provide knowledge, capacities and attitudes for their future professional careers.

5. Evaluation

The form of assessment is based on the core principles of the educational assessment, i.e., an active and participative teaching-learning process focused on the learner. The instructor uses numerous and differentiated

forms of assessment to calculate the final grade received for this course. For the record, these are listed below. The content, criteria and specific requirements for each assessment category will be explained in greater detail in class.

5.1. Grading system

In the Spanish educational system, it is required to quantitatively express the result of each student's evaluation. In order to do so, Nebrija faculty uses different strategies and instruments such as: papers, exams, tests, projects, self-evaluation activities, etc.

The final grade consists of three parts: class participation (daily work), International business plan/case study and exams:

- 20% Active in-class participation (attendance, discussions, presentations, etc.)
- 32% International business plan (paper + class activities related to Int bus plan)
- 16% International business News/Media (online + class activities)
- 32% Final exam

Therefore, the final grade is the average between attendance and participation, daily work and exams, presentations, projects and essays. Student should get at least 4 in the average score of Midterm and final exams in order to be able to pass this course.

Active participation in class is evaluated by means of different activities such as:

- Activities and exercises correction;
- Reflection upon the different contents in the course
- Oral activities (individual, in pairs or in groups). Fluency, correction, adequacy and relevance are taken into account.
- Daily work makes reference to any activity or task that is done inside or outside of the classroom, whether during the class time or at any other time.
- Exams/papers/projects

The course includes a midterm and a final written exam on theoretical concepts and course facts. Also, two projects will be elaborated, both including an oral presentation in front of the class. If a student, unjustifiably, does not do or submit an exam, paper or project, it will be graded with a '0'.

*** A minimum grade of 5 must be obtained in a final exam/ final project in order to pass the course.**

5.2. Attendance, participation and grading policies

5.2.1. Attendance policy

Attendance is mandatory. The maximum number of absences allowed is 6. In case of missing 7 or more sessions in one course, the student will receive a zero in his/her participation and attendance grade. In addition, not attending classes will not excuse the student from handing in in any homework, papers or essays previously assigned.

The following situations must be considered:

- There are 8 sessions of class per week. Each session of class will count as an absence.
- Two delays of more than 15 minutes will be considered an absence. The entrance to class will not be allowed after 30 minutes once it has started.
- There are no excused absences. E.g.: Not attending class because of sickness will count as an absence. The student is responsible for catching up with any homework done while absent.
- Exams dates have been officially approved by the University, therefore, they will not be changed.*

*Except for those courses where the professor will set up specific dates and inform the students at the beginning of the program.

Active Participation

“Attendance” and “participation” are different issues. The methodology used in class demands from the student a daily participation regarding the following;

- Debates about different topics;
- Questions posed in class;
- Opinions and comments;
- Documents and texts;
- Proactive activities

5.2.2. Criteria to evaluate participation

Criteria to evaluate participation	Grade
The student participates very actively in the class activities. S/he successfully does the requested tasks. S/he contributes to a good development of the course, encourages his/her classmates and favor debate in class.	8.5 - 10
The student participates actively in the class activities. S/he does the requested tasks and submits them on time. Shows great interest to learn.	7 - 8.4
The student, occasionally, makes interesting remarks, but s/he basically answers when s/he is asked. S/he does not show a clear interest in the course. Misses classes occasionally.	5 - 6.9
The student does not participate unless s/he is asked. S/he has unjustified absences and delays. His/her attitude is not very participative.	0 - 4.9

The participation grade could be lowered by absences. But when a student has 5 or more absences, the grade for participation will be 0.

5.2.3. Criteria to evaluate Daily Work

Criteria to evaluate Daily Work	Grade
The student always does all the work demanded by the professor, not only during the class but also at home. He/she always or almost always meets the deadlines established.	8.5 - 10
The student almost always does all the work demanded by the professor, not only during the class but also at home. Occasionally, he/she submits work after the established deadline.	7 - 8.4
The student occasionally does the work demanded by the professor, not only during the class but also at home. He/she does not normally meet the established deadlines and even occasionally does not submit the work.	5 - 6.9
The student never or almost never does the work demanded by the professor. He/she never or almost never meets the established deadlines.	0 - 4.9

Workshop (International business news. Cases studies)

Student should be able to read, analyze, summarize and present in front of the class different material related to international business activities, providing a clear, logical and critical understanding of these business scenarios and being able to find out the connection between the theoretical part of the course and these real business situations.

International business plan: "US company going global"

International business plan	Duration/Length	Weighting
Group project (2&3 people)	4.000-6.000 words	32%

5.2.4. Grading criteria

Number Grade	Letter Grade	Percentage
10	A+	100%
9.5 – 9.9	A	95 – 99 %
9 – 9.4	A-	90 – 94 %
8.5 – 8.9	B+	85 – 89 %
7.5 – 8.4	B	75 – 84 %
7 – 7.4	B-	70 – 74 %
6.5 – 6.9	C+	65 – 69 %
6 – 6.4	C	60 – 64 %
5 – 5.9	C-	5 – 59 %
0 – 4.9	F	0 – 49 %

5.3. Warning on plagiarism

When writing a University paper or essay and reference is made to certain authors, it is mandatory to cite them by means of a footnote or a direct reference. In no case it is acceptable that a student uses a text, no matter how brief it is, written by somebody else without putting it in inverted commas, as this means s/he is trying to make it look as his/her own. This is called plagiarism and in a university context it could be penalized with expulsion.

6. Bibliography

Readings:

Compulsory readings will be provided by the teacher.

General Reference:

D. Ball International business. McGraw-Hill, 2012.

M. Czinkota International business. Vinley, 2011.

Online Reference & Research Tools:

International Monetary Fund: <http://www.imf.org/external/index.htm>

World Bank: <http://data.worldbank.org/>

<http://www.icex.es/icex/es/index>

<http://www.export.gov/>

7. Lecturer Brief CV

Manuel Santiago López Domínguez has undertaken postgraduate studies of Business administration (ICADE) and holds a degree in Latin American studies (Complutense University) together with a Bachelor degree in International business administration (Lincoln University). He has a Master in Human resources and business administration (Complutense University) and is the University International trade specialist (UNED). Apart from teaching activities he has an extensive professional experience working on a multinational business environment.

8. Office Hours

Tutorial schedule will be confirmed in the first couple of sessions, to guarantee that the time schedule suits the needs of students and instructor. However, it is always advisable to make an appointment with the lecturer beforehand in order to ensure availability.

Campus Madrid Princesa
E-mail: mlopezd@nebrija.es

9. Course Content

Week 1: General overview (SWOT), product and industry

Week 2: Analysis of foreign target market

Week 3: Marketing strategy (segmentation, positioning, pricing and promotion)

Week 4: Placement (logistics, customs, documents, distribution strategy) and general Budget (financial viability)

Lecture: (16 lessons)

Week 1:

- International business Research. Presentation of International business plan
- The challenging world of international business
- International trade and foreign direct investment
- International trade and global policies

Week 2:

- Political, legal and trade forces
- Sociocultural forces
- The international economic activity of the nations (Balance of payments)
- Economic integration realities
- International financial markets

Week 3:

- Marketing internationally
- Organizational design of firms to face international business activities
- Strategic planning in international business
- Entry modes
- Review I. (Study guide. Weeks 1&2)

Week 4:

- Export and import practices
- Multinational financial management
- International accounting and taxation
- Review II. (Study guide. Weeks 3&4)