

Course title	<i>International Business Management</i>
Credits	4
University	UCM
Language of the course	Spanish or English
Learning outcomes	<p>At the end of this course, students should:</p> <p>LO1. Understand the different theoretical approaches of international business to explain the strategies and methods of internationalization of firms in European.</p> <p>LO2. Have knowledge on the fundamental aspects of Europe as a political, economic, cultural and societal process in past and present times for analyzing the international competence.</p> <p>LO8. have acquired analytical skills to conduct research in international business under supervision, as well as present and report, clearly and comprehensively, both orally and in written form knowledge concerning questions of internationalization of firms in Europe so that overall, students are able to formulate research questions, understand academic literature, collect and analyze data, critically reflect on research findings and weave this into the scientific-academic presentation of their own research results.</p>
Course objectives	<p>Nowadays, internationalization, in its different phases, has become a necessity for companies, even those that are successful in national markets. This subject focuses on the study of the process of firms' internationalization.</p> <p>The student will acquire sufficient knowledge to analyze the processes of internationalization in the company and in this way will be able to propose and carry out different entry mode options into international markets.</p> <p>The purpose of this course is:</p> <ul style="list-style-type: none"> - To train the student in the search of relevant information for making decisions about the internationalization of companies. - To enhance the ability of analyzing the processes of firms' internationalization. - To develop online activities in the context of the internationalization of companies. - To develop skill development on the use of electronic mail as a working tool for training activities and professional purposes
Content	<ol style="list-style-type: none"> 1. Principles of the international business 2. The process of internationalization of the company 3. International strategies 4. Entry modes for international markets: Exports and Arm's length agreements 5. Entry modes for international markets: Foreign direct investment 6. Implementing the internationalization of the company
Work format(s)	<p>Lecture</p> <p>Teaching will consist of a combination of formats i.e.: lectures, hands- on workshops, responsive teaching classes, case reports</p> <p>Students are expected to be present, demonstrate active participation during contact hours and prepare courses in case of responsive teaching sessions</p>
Manner of assessment	50% Final exam; 25% teamwork presentations and essays; 20% intermediate tests; 5% active participation.
Literature (required/ recommended)	<p>Handouts, reader, medialinks, video materials, case reports Cavusgil, S.T.; Knight, G.; Riesenberger, J.R. (2013). A framework for international Business, Pearson-Prentice-Hall.</p> <p>Hill, C.W.L. (2014). International Business. Competing in the global marketplace. 10th edition. McGraw Hill.</p> <p>Lasserre, P. (2012). Global Strategic Management. Palgrave MacMillan. 3rd edition.</p>