

**COURSE DATA****Data Subject**

Code	40068
Name	Global bussiness planning
Cycle	Master's degree
ECTS Credits	5.0
Academic year	2023 - 2024

Study (s)

Degree	Center	Acad. Period
2069 - Master's Degree in International Business Administration	Faculty of Economics	1 First term

Subject-matter

Degree	Subject-matter	Character
2069 - Master's Degree in International Business Administration	1 - Global business planning	Obligatory

Coordination

Name	Department
PLA BARBER, JOSE	105 - Business Administration 'Juan José Renau Piqueras'

SUMMARY

This course offers an integrative approach to international business that helps students make explicit connections across concepts and functions and develop the skills needed to address various international business issues and problems. Students will gain a broad understanding of the environment, the players, and policies at work in both the core and functional areas of international business. Moreover, the course provides problem-solving strategies designed to give students the analytical skills and tools they need to meet the many challenges in today's global business environment



PREVIOUS KNOWLEDGE

Relationship to other subjects of the same degree

There are no specified enrollment restrictions with other subjects of the curriculum.

Other requirements

Students will complete a degree with skills in management

COMPETENCES (RD 1393/2007) // LEARNING OUTCOMES (RD 822/2021)

2069 - Master's Degree in International Business Administration

- Analyse the external and internal environment of a given organisation operating across several countries.
- Evaluate and prioritise international business development opportunities
- Construct an international business plan for an organisation
- Discuss and evaluate the implications for implementation of a business plan
- Design and justify a programme of performance monitoring

LEARNING OUTCOMES (RD 1393/2007) // NO CONTENT (RD 822/2021)

Make a complete internal analysis as well as the environment of a company that operates simultaneously in different countries

Evaluate and prioritize intentional business opportunities

Design and be able to establish the guidelines for the implementation of the business plan of an international company

Design and justify a performance monitoring program

DESCRIPTION OF CONTENTS

1. Global environment

2. Globalization, ethics and corporate social responsibility



3. Strategic management in a global environment

4. Theory on Multinational Companies

5. Market choose

6. Entry forms and processes of internationalization

7. Born global companies

8. Organizational structure in firms internationalization

9. Formalization, centralization and socialization in global companies

10. output control versus direct control of organizational behavior

11. strategic approaches to international competition: global, multi-domestic, transnational

12. Management of the subsidiary and subsidiary roles

13. Knowledge transfer and innovation in international business

14. The role of international managers

15. Expatriates versus domestic managers

**16. Models of cultural differences****WORKLOAD**

ACTIVITY	Hours	% To be attended
Theory classes	50,00	100
Development of individual work	50,00	0
Study and independent work	30,00	0
TOTAL	130,00	

TEACHING METHODOLOGY

Class sessions will be conducted as workshops with the expectation that a high degree of participation will enhance the learning experience for the student. The workshops will combine facilitated group activities by the students with short periods of inputs from the lecturer, the latter serving to highlight key concepts, or to fill in gaps in student understanding. The group activities will vary in their nature, but will all lead towards the students developing the main output of the module, an international business plan, and will stress integration and implementation within this context. Students will be encouraged to engage in regular reflection about their own performance and about their contribution to the overall learning experience.

Class sessions will be supplemented by the use of available communications technology to extend students' learning beyond the classroom, and to encourage a sense of continuous engagement with the module activities. In addition, students will study privately and collaborate in learning sets. Tutor support will be available throughout the course of the module.

EVALUATION

Assessment will be based on a mixture of individual and group work. In determining grades, specific assignments will be weighted as follows. Contribution to in-class participation and assessment of homework: **60%**

Exam: **40%**

Contribution to in-class participation will be assessed based on the following criteria: the frequency and quality of students' interventions, their preparation of the various subjects, and their proactive attitude and contribution to positive group dynamics.

The assessment of homework will be based on the following criteria:



- Application of the relevant content covered in the course.
- Demonstrated ability for critical analysis and rationale of the information used.
- Structure and clarity of the documents delivered.
- Formal aspects.

REFERENCES

Basic

- Morschett, D. Schramm-Klein, H and Zente, J. (2010): StrategiC International Management. Text and Cases. Ed. Gabler.
Laserre, P. (2012): Global Strategic Management. Ed. Palgrave.
Pla Barber, J and León, F. (2004): Dirección de Empresas Internacionales. Ed. Prentice-Hall. (complementary for students that can manage Spanish)