

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

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| Code | 44483 |
| Name | Internationalisation |
| Cycle | Master's degree |
| ECTS Credits | 2.5 |
| Academic year | 2019 - 2020 |

Study (s)

| Degree | Center | Acad. year | Period |
|---|----------------------|-------------------|---------------|
| 2212 - M.U. en Dirección de Empresas. MBA 15-V.2 | Faculty of Economics | 2 | First term |

Subject-matter

| Degree | Subject-matter | Character |
|---|--|------------------|
| 2212 - M.U. en Dirección de Empresas. MBA 15-V.2 | 5 - Growth and survival of the company | Obligatory |

Coordination

| Name | Department |
|----------------------------|--|
| LINARES NAVARRO, ESMERALDA | 105 - Business Administration 'Juan José Renau Piqueras' |

SUMMARY

The subject Internationalisation belongs to the subject area of Growth and Survival and deepens knowledge on the internationalisation strategies introduced in the subject Formulation of Strategies.

The process of globalisation has led many companies to leave their natural geographical borders in order to maintain their competitive positions. Some of these companies have become multinationals. This phenomenon has generated new competitive scenarios and new business realities that require the study of their management.

This course provides students with the necessary knowledge of internationalisation strategy regarding its management, both in terms of the internationalisation process, as well as forms of entry into foreign markets, the organisational structure, and the human resources of international companies.



PREVIOUS KNOWLEDGE

Relationship to other subjects of the same degree

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

Other requirements

It is recommended that before taking this course students study (44472) Formulation of Strategies and (44473) Implementation of Strategies in the Management module.

OUTCOMES

2212 - M.U. en Dirección de Empresas. MBA 15-V.2

- Know and identify the principles of action and master plans of corporate social responsibility that allow the implementation of strategies aimed at improving confidence in the company, the relations with its environment, its image, its legitimacy and its social prestige.
- Prepare, write and publicly present business reports and projects in a clear and coherent manner, defend them with rigour and tolerance and respond satisfactorily to criticisms relating to them.
- Seek, select and assess information from the different actors in the environment, both through traditional methods and information and communication technologies, to use it effectively in the face of problems and situations related to business activity.
- Make both individual and collective decisions in professional practice as a company manager.
- Integrate the international dimension of the economic activity into the business strategy.

LEARNING OUTCOMES

- Analyse and assess the attractiveness of different international markets and understand the different modes of entry and operation in foreign markets. To be able to argue which would be the most suitable for the company given its objectives, resources, capacities, and the conditions of its competitive environment.
- Identify the strategic approach to international competition that best responds to the conditions of the environment and the vision of the company, and determine the international asset configuration that best fits the characteristics of the company and its activity within the framework of integration-sensitivity.
- Design the organisational structure and the coordination and control mechanisms that best fit a company's international strategy.
- Analyse and evaluate the convenience of using local or expatriate managers in external subsidiaries.



DESCRIPTION OF CONTENTS

1. The internationalisation of a company: reasons and conditions

2. A company's internationalisation process

3. Entry modes into international markets

4. Strategic approaches to international

5. Organisational structure and HR management in the international company

6. The strategy of the external subsidiary

7. International corporate

WORKLOAD

| ACTIVITY | Hours | % To be attended |
|----------------|--------------|------------------|
| Theory classes | 15,00 | 100 |
| Tutorials | 10,00 | 100 |
| TOTAL | 25,00 | |

TEACHING METHODOLOGY

This course is structured in four sessions. Most of the sessions have a theoretical and practical nature. The sessions are informative and student participation is encouraged. Likewise, the flipped teaching methodology is used, which requires students to prepare the contents of each of the sessions beforehand based on the recommended reading lists and materials supplied in advance by the lecturers. The classroom will focus on more practical questions to apply theoretical knowledge and resolve doubts. The activities will be diverse: discussion of articles or readings, analysis and resolution of practical cases, debates, reports, search and analysis of information, and oral presentation.



EVALUATION

This subject will be evaluated through various techniques (observation, oral presentations, and academic papers) from the activities carried out. The capacity of the student in the development of the mentioned skills will be evaluated.

The evaluation system is weighted as follows:

Continuous evaluation (exercises, cases, and participation in class): 50% of the final mark.

Final work (proposed internationalisation plan): 50% of the final mark.

The final mark will be the result of the weighted sum of the marks obtained in the final work and in continuous evaluation – provided that the final work has passed. If the final work does not receive a pass mark, then students may resit it.

The mark given for continuous evaluation will remain unchanged in a resit. It is not possible to design a test within the framework of a resit that is capable of reflecting and assessing the objectives for which these activities are intended.

Plagiarism is severely penalised. Evidence of a student copying any individual or collective work will result in automatic failure of the course.

REFERENCES

Basic

- Pla, J. y León, F. (2004): Dirección de Empresas Internacionales. Pearson.
- Hollensen, S. (2016): Global Marketing. 7th. edition. Pearson.
- Pla, J. y León, F (2016): Dirección Internacional de la Empresa. Mc Graw Hill.

Additional

- Bradley, F. y Calderón, H. (2005): Marketing Internacional. Pearson



- Buckley, P.T. and Ghauri, P.N. (2015): International Business Strategy: Theory and Practice. Routledge.
- Morschett, D.; Schramm-Klei, H. and Zentes, J. (2015): Strategic International Management: Text and Cases. Springer Gabler. 3rd edition.

ADDENDUM COVID-19

This addendum will only be activated if the health situation requires so and with the prior agreement of the Governing Council

English version is not available