

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

Code	44483
Name	Internationalisation
Cycle	Master's degree
ECTS Credits	2.5
Academic year	2022 - 2023

Study (s)

Degree	Center	Acad. year	Period
2212 - Master's Degree in Business Management. MBA	Faculty of Economics	2	First term

Subject-matter

Degree	Subject-matter	Character
2212 - Master's Degree in Business Management. MBA	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.

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

2212 - Master's Degree in Business Management. MBA

- 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 (RD 1393/2007) // NO CONTENT (RD 822/2021)

- 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. International Corporate Social Responsibility (CSR)

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, other methodologies like flipped teaching can be 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 assessment system is weighted as follows:

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

Final team 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 team work and in continuous assessment– provided that the final team work has passed.

If the final work does not receive a pass mark, it can be retrieved on the second call.

Continuous Assessment activities of an individual nature will be recoverable. On the other hand, the Continuous Assessment activities of a team work nature will not have this option since it is not possible to design a test within the framework of the second call that is capable of reflecting and assessing the objectives for which these activities are intended.

If a student is unable to attend a session for justified reasons, he/she must contact the teacher before the session to establish an alternative evaluation process.

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

REFERENCES

Basic

- 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.

