



Gestión Internacional
de la Empresa /
International Business
Management

Grado en Economía y
Negocios Internacionales



UNIVERSIDAD
NEBRIJA

SYLLABUS

Course: International Business Management

Degree: Grado en Economía y Negocios Internacionales

Type: Mandatory

Languages: This course will be taught in English

Modality: In-Person and Online

Credits: 6

Year: 2nd

Semester: Fall Semester

Professors and contact information: Olga Butenko Nesterenko

1. COMPETENCIES AND LEARNING OUTCOMES

1.1. Competencies

Basic competencies

CB1
CB2
CB3
CB4
CB5

General competencies

CG4
CG6
CG7
CG8
CG11

Specific competencies

CE5
CE7
CE14
CE24
CE30

1.2. Learning outcomes

At the end of this course, the student should:

- Know the specific characteristics of international business management.

2. CONTENTS

2.1. Prerequisites

None.

2.2. Description

The course introduces the student to the context of the multinational company as an evolution of the domestic company. Once this process of global transformation of the company is understood, the student will study in depth the impact of all the variables that make up the business structure. Next, a selection of multinational models from different regions will be studied, such as: the American model, the Japanese model (Keiretsus), the Korean model (Chaebols), the European models and the case of Spain.

2.3. Covered Topics

1. **The traditional generic process of internationalization**
 Concept, models and activities of the internationalization process
 The objective of internationalization: reasons and advantages; risks and difficulties
 Stages of the internationalization process
 Models of internationalized companies
 Sequence of internationalization in blocks
2. **International Strategy**
 Strategic alternatives for the internationalization of the company
 Conceptual framework for the development of internationalization strategies
 Sequence of strategic planning in the internationalization process
 Concretization of international development strategies
 International competitiveness factors and the country's national brand
 Identification and opening of new countries and subsidiary models
3. **The American Model**
 Background and development
 Analysis of the different variables
4. **The Japanese Model. Keiretsus**
 Background and development
 Analysis of the different variables
 Keiretsus and Kaizen
5. **The Korean Model. Chaebols**
 Background and development. Five-year plans of development
 Analysis of the different variables
 Chaebols
6. **Reflections on Europe and the Spanish case**
 Background and development.
 Analysis of the different variables
 Spanish country background and population characteristics
 Spain's traditional position vis-à-vis multinationals
 The 21st century and Spanish multinationals

2.4. Individual / Group Assignments

During the course, some of the following activities, internships, reports or projects, or others with similar objectives or nature, may be developed:

Directed Activity 1 (AD1): Analysis of the internalization process of a local company. Divided into groups, students will carry out during the course a mandatory work consisting of the analysis and strategic approach to international expansion of that company.

2.5. Learning Activities

In-Person Learning	Hours	Attendance %
AF1 Lecture / Theoretical Foundations	45	100%
AF2 Case Studies	9	100%
AF3 Tutorial	9	100%
AF4 Individual / Group Assignments	18	0%
AF5 Online Assignments	6	50%
AF6 Extracurricular Materials	6	0%
AF7 Self Study	57	0%

Online Learning	Hours	Attendance %
AF8 Online Lecture	12	50%
AF9 Online Case Studies	12	0%
AF5 Online Assignments	48	0%
AF6 Extracurricular Materials	18	0%
AF7 Self Study	24	0%
AF10 Online Tutorial	12	100%
AF11 Individual / Group Assignments	24	50%

Methodologies:

In-Person: MD1, MD2, MD3, MD4

Online: MD1, MD2, MD3, MD4

3. GRADING RUBRICS

3.1. Grades

Grades are calculated as follows:

- 0 - 4.9 Fail (SS)
- 5.0 - 6.9 Pass (AP)
- 7.0 - 8.9 Notable (NT)
- 9.0 - 10 Outstanding (SB)

The mention of "Matrícula de Honor" may be awarded to students who have obtained a grade equal to or greater than 9.0.

3.2. Evaluation criteria

Ordinary Session

Modality: In-Person

Evaluation Criteria	Percentage
S1 Attendance and Participation	10%
S2 Individual / Group Assignments	30%
S3 Midterm Exam (On-Site)	10%
S4 Final Exam (On-Site)	50%

Modality: Online

Evaluation Criteria	Percentage
S10 Participation (Forums and Supervised Activities)	10%
S2 Individual / Group Assignments	30%
S4 Final Exam (On-Site)	60%

Extraordinary Session

Modality: In-Person

Evaluation Criteria	Percentage
S2 Individual / Group Assignments	30%
S4 Final Exam (On-Site)	70%

Modality: Online

Evaluation Criteria	Percentage
S2 Individual / Group Assignments	30%
S4 Final Exam (On-Site)	70%

3.3. Restrictions

Minimum Grade

To be able to qualify for inclusion of the above evaluation criteria percentages in the calculation of the final grade, it is necessary to obtain at least a grade of 5.0 in the final test.

Attendance

Student who have missed more than 25% class meetings (unexcused) may be denied the right to take the final exam in the ordinary session.

Writing Standards

Special attention will be given to written assignments, as well as to exams, regarding both presentation and content in terms of grammatical and spelling aspects. Failure to meet the minimum acceptable standards may result in point deduction.

3.4. Plagiarism Warning

Nebrija University will not tolerate plagiarism under any circumstances. Reproducing content from sources other than a student's own work (the internet, books, articles, and peers' work, among others) without proper citation will be considered plagiarism.

If these practices are detected, they will be considered a serious offense, and the sanctions provided for in the Student Regulations may be applied.

4. BIBLIOGRAPHY

Required Reading

Daniels, J., Radebaugh L. and Sullivan D. (2021). *International Business. Environments & Operations*. (17th edition). Pearson.

Hill, C. (2022). *International Business: Competing in the Global Marketplace*. (14th edition). McGraw Hill.

Luthans F., Doh J. (2023). *International Management: Culture, Strategy and Behaviour*. (12th edition). McGrawHill.

Recommended Reading

Cable, V., (2021). *Money and Power: The World Leaders Who Changed Economics*. Atlantic Books.

Friedman, W. (2020) *American Business History: A Very Short Introduction*. Oxford University Press.

Gerber J. (2023). *International Economics*. (8th edition). Pearson.

Haghirian, P. (2019). *Routledge Handbook of Japanese Business and Management*. Routledge editorial.

Koontz, G., Wehrich H., Cannice M. (2019). *Essentials of Management. An International Innovation and Leadership Perspective*, 11th Edition. McGraw Hill.

Landes, D., Mokyr J. (2012). *The Invention of Enterprise: Entrepreneurship from Ancient Mesopotamia to Modern Times*. Princeton University Press.

Sunil, K., Porteux, J.(2022). *The South Korean Economy*, Agenda Publishing.