



Negocios
Internacionales
**Grado en Creación
Administración y
Dirección de
Empresas**



UNIVERSIDAD
NEBRIJA

GUÍA DOCENTE

Subject: Negocios Internacionales

Degree: Grado en Economía y Negocios Internacionales

Level: optativa

Language: English

Mode: Presencial/Semipresencial/A distancia

Credits: 6

Course: 3º

Semester: 1º

Professor: Dr. D. Geoffrey Ditta

1. COMPETENCES AND LEARNING RESULTS

1.1. Competences

CB1 That students know how to possess and understand knowledge in an area of study that starts from the base of general secondary education, and is usually found at a level that, although supported by advanced textbooks, also includes some aspects that they imply knowledge coming from the vanguard of their field of study.

CB2 That students know how to apply their knowledge to their work or vocation in a professional manner and possess the skills that are usually demonstrated through the elaboration and defense of arguments and the resolution of problems within their area of study.

CG2 To conceive the teaching profession as a process of permanent learning adapting to scientific, pedagogical and social changes throughout life and committed to innovation, the quality of teaching and the renewal of teaching practices, incorporating reflection processes in the action and the contextualized application of experiences and well-founded validity programs.

CG6 Understand the complexity of the educational processes in general and of the teaching-learning processes in particular

CG4 Master economic and business terminology, and use it in the appropriate contexts

CG7 Identify the relevant elements for decision making

CG9 Develop critical reasoning

CG11 Actively participate in interdisciplinary and international teams

CE2 Know the legal and economic foundations of business activity

CE5 Evaluate the consequences of different action alternatives, and select the best given the objectives

CE10 Apply knowledge to diverse situations based on quantitative and qualitative information

CE14 Receive and transmit information on economic aspects and the international management of companies in the English language.

CE15 Know and apply the tools to support management functions to define, implement and control company policies

1.2. Learning results

That students know how to apply their knowledge to their work or vocation in a professional manner and possess the skills that are usually demonstrated through the elaboration and defense of arguments and the resolution of problems within their area of study.

That students have the ability to gather and interpret relevant data (usually within their area of study) to make judgments that include a reflection on relevant social, scientific or ethical issues.

That the students can transmit information, ideas, problems and solutions to a specialized and non-specialized public.

That students have developed those learning skills necessary to undertake further studies with a high degree of autonomy.

2. CONTENTS

2.1. Previous requirements

None

2.2. Content Description

International Business is an introduction to internationalization from the point of view of the company. The different business functions, such as finance, production, marketing, or human resources have their own specificities and dynamics in the international context. In addition to the main topics already mentioned, the impact on the international business of culture, internationalization strategies, the structure of the international organization, the influence of geography, the international legal context, expatriation, and risk will be studied. of exchange. Using cases and other current examples, the student will learn how the company has to deal with internationalization.

The subject has as its object the introduction to the student in the world of international business, where he can understand all the relevant aspects when carrying out an internationalization of a company.

Advantages, disadvantages or risks to be assumed are studied in this subject, with special emphasis on the different environments that affect international business:

- Cultural environments, where issues such as religion, customs, traditions, idea nation, labor relations are studied.
- Economic environments, in which economic factors are analyzed, both at the macroeconomic and microeconomic or sectoral levels, such as economic freedom, type of market economy, macroeconomic characteristics of the country such as GDP, unemployment, inflation
- Political and legal environments, where issues such as the political ideologies of the destination country, legal frameworks that protect business, the political risk associated with the country, security issues related to intellectual property or rights are studied

In addition to these environments, the influence of governments and different international organizations on international business will also be studied.

2.3. Detailed content

1. INTRODUCTION, BASIC NOTIONS AND CONCEPTS
 - Why companies do International Business
 - Reasons for the growth of International Business
 - Risks of International Business
 - The phenomenon of Globalization

2. CULTURAL ENVIRONMENTS
 - Cultural awareness and cultural shock
 - Nation Concept.
 - Customs and traditions
 - Verbal and non-verbal language
 - Behavioral practices that affect business
 - Religion.

3. POLITICAL AND LEGAL ENVIRONMENTS
 - Political environment
 - Political ideologies
 - Freedom and Democracie
 - Political risk
 - Legal environment
 - Intellectual property and protection of rights

4. ECONOMIC ENVIRONMENTS
 - Macroeconomic and microeconomic economic analysis
 - Economic freedom
 - Macroeconomic measures. Country report
 - Microeconomic measures. Market / sector report

5. GOVERNMENT AND INTERNATIONAL ORGANIZATION INFLUENCES
 - Reasons for government intervention
 - Economic relations between countries
 - Instruments for government intervention
 - International organizations and their level of intervention

2.4. Directed activities

During the course students will develop some of the following activities, practices, memories or projects, or others of similar objectives or nature:

Directed Activity 1 (AD1): International Business Case Studies

Directed Activity (AD2): Analysis of business news.

2.5. Actividades formativas

Actividades formativas:		
Tipo de actividad modalidad presencial	Horas	Presencialidad %
A1 Clase Magistral/ Fundamentos Teóricos	45	100%
A2 Clases prácticas. Seminarios y talleres	9	100%
A3 Tutoría	9	100%
A4 Trabajos o ejercicios de los estudiantes	18	0%
A5 Actividades a través de recursos virtuales	6	50%
A6 Acceso e investigación sobre contenidos complementarios	6	0%
A7 Estudio individual	51	0%
A13 Evaluación	6	100%

Tipo de actividad modalidad a distancia	Horas	Presencialidad %
A9 Clases asíncronas	12	0%
A10 Clases prácticas. Síncronas o asíncronas	12	0%
A3 Tutoría	24	0%
A4 Trabajos o ejercicios de los estudiantes	18	0%
A5 Actividades a través de recursos virtuales	12	0%
A6 Acceso e investigación sobre contenidos complementarios	12	0%
A7 Estudio individual	54	0%
A13 Evaluación	6	100%

3. EVALUATION SYSTEM

3.1. Grading system

The system of final grades will be expressed numerically as follows:

- 0 - 4.9 Suspension (SS)
- 5.0 - 6.9 Approved (AP)
- 7.0 - 8.9 Remarkable (NT)
- 9.0 - 10 Outstanding (SB)

The mention of "matrícula de honor" may be granted to students who have obtained a grade equal to or greater than 9.0.

3.2. Evaluation Criteria

Ordinary Session:

Evaluation system	Percentage
Attendance and participation in class	10%
Presentation of works and projects (Individual practices and teamwork)	30%
Partial test (written / presentation work)	10%
Final examination in person	50%

Extraordinary Session:

Evaluation system	Percentage
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Presentation of works and projects (Individual internships and teamwork)	30%
Final Exam	70%

3.3. Restrictions

Minimum mark

To be able to make average with the previous weights, it is necessary to obtain at least a grade of 5 in the final test.

Assistance

The student who, unjustifiably fails to attend more than 25% of the classes may be deprived of the right to be examined in the ordinary call.

Writing rules

Special attention will be paid to the works, practices and written projects, as well as to the exams both to the presentation and to the content, taking care of the grammatical and orthographic aspects. Failure to comply with acceptable minimums may result in points being deducted from said work.

3.4. Warning about plagiarism

Antonio de Nebrija University will not tolerate plagiarism or copy in any case. Reproduction of paragraphs from audit texts other than the student's (Internet, books, articles, peer's work ...) will be considered plagiarism, when the original source from which they come is not cited. The use of quotations can not be indiscriminate. Plagiarism is a crime.

If this type of practice is detected, it will be considered a Serious Offense and the sanction provided in the Student's Regulation may be applied.

4. BIBLIOGRAPHY

Basic bibliography:

DANIEL P., SULLIVA, J. & LEE, H. International Business. Environments and operations. Ed. Pearson. 2013

HILL, CHARLES. International Business. Ed. Mc.GrawHill. 2015

Complementary:

In addition to the basic bibliography, the course will be complemented by abundant case studies, market reports, readings, in relation to the different topics discussed.