

A large, light gray, stylized profile of a man wearing a cap, facing right, serves as a background for the upper half of the page.

International
Business

**Bachelor's Degree in
Economics and
International
Business**



UNIVERSIDAD
NEBRIJA

SYLLABUS

Course: International Business

Degree: Bachelor's Degree in Economics and International Business

Type: Core

Languages: This course will be taught in English

Modality: In-Person and Online

Credits: 6

Year: 1st

Semester: Fall Semester

Professors and contact information: Daniela Gutiérrez Pérez and Miguel Marinas.

1. COMPETENCIES AND LEARNING OUTCOMES

1.1. Competencies

Basic competencies

CB1; CB2; CB3; CB4; CB5

General competencies

CG4; CG7; CG9; CG11

Specific competencias

CE7; CE12; CE14; CE24; CE28; CE29

1.2. Learning outcomes

At the end of this course, the student should:
Know the fundamentals of international business.

2. CONTENTS

2.1. Prerequisites

None.

2.2. Description

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

2.3. Covered Topics

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 culture shock
- Nation Concept.
- Customs and traditions
- Verbal and non-verbal language
- Behavioral practices affecting business
- Religion.

3.POLITICAL AND LEGAL ENVIRONMENTS

- Political environment
- Political ideologies
- Freedom and Democracy
- Political risk
- Legal Environment
- Intellectual property and protection of rights

4.ECONOMIC ENVIRONMENTS

- Macro and microeconomic analysis
- Economic Freedom
- Macroeconomic measures. Country Report
- Microeconomic measures. Market/sector report

5.INFLUENCES OF GOVERNMENT AND INTERNATIONAL ORGANIZATIONS

- Reasons for government intervention
- Economic relations between countries
- Instruments for government intervention
- International organizations and their level of intervention

2.4. Individual / Group Assignments

During the course, activities, reports or projects, or others with similar objectives or nature, may be developed: Divided into groups, the students will carry out during the course a compulsory work consisting of the analysis and strategic approach to the international expansion of the company.

Activity 1: International Business case study

Activity 2: International Business Analysis

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

- Daniels, J. D., Radebaugh, L. H., & Sullivan, D. P. (2021). *International Business: Environments and Operations*. Pearson education.
- Hill, C.W.L. and Hult, GTM (2020). *Global Business Today* (11th Edition). Mc Graw-Hill.
- Mazzucato M, Parris S (2015). High-growth firms in changing competitive environments: the US pharmaceutical industry (1963 to 2002). *Small Business Economics*, 44(1), 145–170
- Santi C, Santoleri P (2017). Exploring the link between innovation and growth in Chilean firms. *Small Business Economics* 49: 445–467
- Vallejo-Martos, M. C. (2011). The Organizational Culture of Family Firms as a Key Factor of Competitiveness. *Journal of Business, Economics and Management*, 12(3), 451–481. <https://doi:10.3846/16111699.2011.599407>
- Zhang, Z., Lee, M.K.O., Huang, P., Zhang, L. and Huang, X. (2005). A framework of ERP systems implementation success in China. *International Journal of Production Economics*, 98(1), 56-80. <https://doi.org/10.1016/j.ijpe.2004.09.004>