

1. BASIC INFORMATION

Course	GLOBAL BUSINESS
Degree program	MARKETING
School	SOCIAL SCIENCES FACULTY
Year	FIRST
ECTS	6 ECTS
Credit type	COMPULSORY
Language(s)	ENGLISH
Delivery mode	ON SITE
Semester	2 nd SEMESTER
Academic year	2025 - 2026
Coordinating professor	JAVIER MUÑOZ DE PRAT
Professor	NADIA AHMADOUCHE

2. PRESENTATION

Given the current situation of the Spanish economy in general and Spanish companies in particular, it is necessary to know how to understand and manage the basic rudiments of internationalization. Mainly due to the company's need to enter international markets and consolidate itself in them as an option given the situation in the national market.

The subject "Global Economy and Foreign Trade" aims to transmit to the student the tools and skills necessary for the development of a global and long-term strategy in the management of company resources for its internationalization. The main emphasis is on planning access to different international markets by the company, specifically SMEs.

The objective at the end of the course is for the student to be able to master the internationalization strategies that can be applied in any type of company in an international environment.

Therefore, it is essential that the student understands and develops all the variables of the international marketing mix. To do this, they must understand and analyse the information existing in the global international environment and in the business environment to make these decisions in the management of the company.

In summary: General approaches to international economic dynamics and economic sectors. Study of the main instruments and policies of foreign, national, regional, and global trade, as the main economic action in international relations.

3. COMPETENCIES AND LEARNING OUTCOMES

Core competencies:

- CB2: That students know how to apply their knowledge to their work or vocation professionally 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.
- CB3: That students have the ability to collect and interpret relevant data (generally within their area of study) to make judgments that include reflection on relevant social, scientific or ethical issues

Cross-curricular competencies:

- CT04: Written communication / Oral communication: Ability to transmit and receive data, ideas, opinions and points of view in order to achieve understanding and action. Verbal communication being through words and gestures and written communication through writing and/or graphic supports.
- CT05: Analysis and problem solving: Being able to critically evaluate information, break down complex situations into their constituent parts, recognise patterns, and consider other alternatives, approaches and perspectives in order to find optimal solutions and effective negotiations.

Specific competencies:

- CE22: Ability to rigorously justify marketing proposals, based on objective, national and international databases, avoiding subjectivity and bias in market research.
- • CE25: Ability to propose new ideas and look for marketing solutions taking into account cultural, ethnic, demographic diversity, etc. From the market that allow the company to improve its positioning.
- • CE26: Ability to apply new technologies in planning marketing activities in the company's target market

Learning outcomes:

The aim of this course is for the student to understand the basic tools of economic analysis, enabling them to

- LO1 Have an overview of international businesses, being able to understand the phenomenon of globalization. Understand the differences between countries and cultures.
- LO2 Know the structures of multinational companies and their management.
- LO3 Identify global organizations. Relate marketing in a multinational company context.

The following table shows the relationship between the competencies developed during the course and the learning outcomes pursued:

Competencies	Learning outcomes
CB2, CB3, CT3, CT6, CT9, CE22, CE25, CE26	LO1: Have an overview of international businesses, being able to understand the phenomenon of globalization. Understand the differences between countries and cultures.
CB2, CB3, CT3, CT6, CT9, CE22, CE25, CE26	LO2 Know the structures of multinational companies and their management.
CB2, CB3, CT3, CT6, CT9, CE22, CE25, CE26	LO3 Identify global organizations. Relate marketing in a multinational company context.

4. CONTENT

Topic 1 -. Internationalization and International Marketing (Industry Analysis)

Topic 2- Environments and international marketing

Topic 3 - Stages of internationalization

Topic 4 – Forms of Entry and Contracting

Topic 5- Payment methods, logistics and Incoterms

Topic 6- Competitiveness and Foreign Sector of Spain

Topic 7- Economic blocks: regionalization of the economy

Topic 8- Multinational corporations and their role in the economy

5. TEACHING-LEARNING METHODOLOGIES

The types of teaching-learning methodologies used are indicated below:

- Masterclasses (lectures).
- Cooperative learning.
- Problem-based learning.
- Project-based learning.
- Simulation environments.
- Case Method

6. LEARNING ACTIVITIES

Listed below are the types of learning activities and the number of hours the student will spend on each one:

Campus-based mode:

Learning activity	Number of hours
Masterclasses	46h
Autonomous work	35h
Oral presentations	10h
Problems, exercises, and cases resolution	14h
Teamwork activities	20h
Knowledge Test	3h
Tutorials	12h
Projects and Problem Solving	10h
TOTAL	150h

7. ASSESSMENT

Listed below are the assessment systems used and the weight each one carries towards the final course grade:

Campus-based mode:

Assessment system	Weight
Knowledge tests	50%
Exercises and problems solving Oral exhibition (presentation)	5%
Case Problem Solving	15%
Projects	20%
Reflexive Diary	10%

When you access the course on the *Campus Virtual*, you'll find a description of the assessment activities you have to complete, as well as the delivery deadline and assessment procedure for each one.

7.1. First exam period

To pass the course in the first exam period, you must obtain a final course grade of at least 5 out of 10 (weighted average).

In any case, you will need to obtain a grade of at least 5.0 in the final exam in order for it to count towards the final grade along with all the grades corresponding to the other activities.

7.2. Second exam period

To pass the course in the second exam period, you must obtain a final grade of at least 5 out of 10 (weighted average).

In any case, you will need to obtain a grade of at least 5.0 in the final exam in order for it to count towards the final grade along with all the grades corresponding to the other activities.

The student must deliver the activities not successfully completed in the first exam period after having received the corresponding corrections from the professor, or those that were not delivered in the first place.

8. SCHEDULE

This table shows the delivery deadline for each assessable activity in the course:

Assessable activities	Deadline
Cola Cao in China Case (ICEX)	Week 1
Cluster Assignment	Week 5
Joint Venture Activity	Week 7
Ways of Payment	Week 10
Campofrio Case	Week 11
Final Assignment	Week 15

This schedule may be subject to changes for logistical reasons relating to the activities. The student will be notified of any change as and when appropriate.

9. BIBLIOGRAPHY

The main reference work for this subject is:

- Ronen, S., & Shenkar, O. (2017). Navigating global business: A cultural compass. Cambridge University Press.

The recommended bibliography is:

- Daniels, J. D., Radebaugh, L. H., & Sullivan, D. P. (2019). International business: Environments and operations. Pearson.
- Cumming, D., Johan, S., Khan, Z., & Meyer, M. (2023). *E-Commerce policy and international business. Management International Review*, 63(1), 3-25.

10. EDUCATIONAL GUIDANCE DIVERSITY & INCLUSION UNIT

From the Educational Guidance and Diversity Unit we offer support to our students throughout their university life to help them reach their academic achievements. Other main actions are the students inclusions with specific educational needs, universal accessibility on the different campuses of the university and equal opportunities.

From this unit we offer to our students:

1. Accompaniment and follow-up by means of counselling and personalized plans for students who need to improve their academic performance.
2. In terms of attention to diversity, non-significant curricular adjustments are made in terms of methodology and assessment for those students with specific educational needs, pursuing an equal opportunities for all students.
3. We offer students different extracurricular resources to develop different competences that will encourage their personal and professional development.
4. Vocational guidance through the provision of tools and counselling to students with vocational doubts or who believe they have made a mistake in their choice of degree.

Students in need of educational support can write to us at:

orientacioneducativa.uev@universidadeuropea.es

11. ONLINE SURVEYS

Your opinion matters!

The Universidad Europea encourages you to participate in several surveys which help identify the strengths and areas we need to improve regarding professors, degree programs and the teaching-learning process.

The surveys will be made available in the “surveys” section in virtual campus or via e-mail.

Your assessment is necessary for us to improve.

Thank you very much for your participation.