

1. BASIC INFORMATION

Course	Fundamentals of International Business
Degree program	Global Bachelor's Degree in International Business
School	Social Sciences and Communication
Year	1º
ECTS	6
Credit type	Mandatory
Language(s)	English
Delivery mode	Face-to-face
Semester	2
Academic year	2024-2025
Coordinating professor	Ivan Hilliard
Professor	Ivan Hilliard

2. PRESENTATION

This course provides and introductory coverage of cultural, political and legal elements of social and economic environment that are essential for the development and performance of international business. Cultural issues include language, values, attitudes, beliefs, history, national identity, religion, cultural diversity and collision, etc. Political issues cover governmental institutions, electoral systems, international and diplomatic relations, ideologies, democratization process, political risk, etc. And, last, legal issues comprise law systems, enforcement procedures, intellectual property, etc.

3. COMPETENCIES AND LEARNING OUTCOMES

Core competencies:

- BS1: Students must demonstrate a deep knowledge and understanding of a field of study that is based on secondary education and that, whilst supported by advanced textbooks, involves acquaintance with the vanguard of their area of study.
- BS2: Students must apply their knowledge to their work and vocation in a professional way and must demonstrate their skills in sustaining arguments and solving problems within their field of study.
- BS3: Students must be able to gather data, usually within their field of study, interpret it and make judgments and considerations on relevant social, scientific or ethical issues.

Cross-Curricular competencies:

- CS4: Analysis and synthesis skills: Being able to break down complex situations into their constituent parts, and also to assess other alternatives and approaches in order to find the best solutions. Synthesis seeks to reduce complexity in order to facilitate understanding and/or problem solving.
- CS5: Capacity to apply knowledge: Being able to use knowledge acquired in academic contexts in situations that resemble as closely as possible the reality of the chosen future profession.

- CS10: Initiative and entrepreneurial spirit: The ability to decisively undertake difficult or risky actions. The ability to anticipate problems, suggest improvements and persevere in carrying them through, with a preference for initiating activities and completing them.
- CS16: Decision-making: The ability to make a choice between two or more existing alternatives to effectively resolve different situations or problems.

Specific competencies:

- SS 1. Capacity for evaluation and critical analysis of phenomena and agents that affect the social and political environment in different international scenarios.
- SS3: Ability to analyze the role of international organizations today as well as the role and scope of the influence of international cooperation agencies and organizations.
- SS4: Ability to identify and analyze the economic aspects of globalization linked to the internationalization of companies, foreign trade, and the global economy.
- SS13: Ability to analyze and evaluate, in international social environments, the new competitive markets when making strategic business decisions.
- SS19: Ability to understand and integrate oneself professionally in the different economic, organizational and hierarchical structures of multinational companies, knowing the relevant positions and the functions of each director and department.
- SS21: Ability to interpret accounting and financial information prepared in different countries, taking into account the adjustments and economic impacts of different accounting methods, as well as the adjustments required to obtain information according to international financial reporting standards.
- SS22: Ability to integrate oneself into different international environments, adapting successfully the business model to other geopolitical and cultural contexts.
- SS24: Ability to recognize technology and innovation strategies, as well as technological analysis tools and technological capabilities of the company.
- SS25: Ability to apply new trends in business administration such as knowledge management, innovation management, etc., which will allow one to achieve greater professional development and business success.

Learning outcomes:

- LO1: Understanding of fundamental concepts related to international business and international trade.
- LO2: Performance of activities related to the analysis and planning of business internationalization processes and projects and their implications, demonstrating the correct understanding of the developed concepts.

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

Competencies	Learning outcomes
BS1, CS6, SS1, SS3, SS25	LO1
BS2, BS3, CS4, CS5, CS10, CS16, SS4, SS13, SS19, SS21, SS22, SS24	LO2

4. CONTENT

- Introduction to international business. Fundamentals, challenges and opportunities and theories of international trade.
- Internationalization processes in companies
- Business internationalization perspectives. Strategic analysis, socio-political sectors and structures and international regulatory bodies. Free trade agreements.
- Internationalization policies in Spain. International agreements.
- Internationalization plan and introduction to instruments of foreign trade.

5. TEACHING-LEARNING METHODOLOGIES

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

- Master class
- Case study analysis
- Project-based Learning
- Problem-based Learning
- Simulation environments

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
Master classes	34 h

Trabajo autónomo	30 h
Evaluación formativa	10 h
Resolución de problemas	25 h
Tutoría	10 h
Actividades participativas grupales	20 h
Análisis de casos	15 h
Lecciones magistrales asíncronas	6 h
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
Pruebas de conocimiento	50%
Análisis de casos y resolución de problemas	20%
Informes escritos	10%
Observación del desempeño	10%
Exposiciones orales	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 5 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 5 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
Activity 1	Weeks 1-7
Activity 2	Week 8-13
Activity 3	Weeks 14-17
Exams	Week 16

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

9. BIBLIOGRAFÍA

The main reference works for this subject are:

- BALL, D. A. & Mc CULLOCH, W. (1999). *International Business, the challenge of global competition*. Irwin/McGraw-Hill.

The recommended reading is:

- BATEMAN, T. S. & SCOTT S. A. (2010). *Management, leading and collaborating in a competitive world*. McGraw-Hill.
- BEAMISH, P., MORRISON, A. J., INKPEN, A. & ROSENZWEIG, P. (2003). *International Management, Text and Cases*. Irwin/ McGraw-Hill.
- CZINKOTA, M.R., RONKAINEN, I.A., & MOFFETT, M.H. (2011). *International Business*, (8th edition). Wiley & Sons.

- DANIELS, J., RADEBAUGH, L. & SULLIVAN, D. (2007). *International Business, Environments and Operations*. Pearson.
- DERESKY, H. (2011). *International Management: Managing Across Borders and Cultures*, (7th Edition). Prentice Hall
- FRIEDMAN, T. (2005) *The World Is Flat: A Brief History of the Twenty-First Century*. Farrar, Straus and Giroux
- GHEMAWAT, P. (2007). *Redefining Global Strategy: crossing borders in a world where differences still matter*. Harvard Business Press.
- JOHNSON, D. & TURNER, C. (2003). *International Business, Themes and Issues in the Modern Global Economy*. Routledge.
- KOOTNZ, H. & WEILRICH, H. (2005). *Management, a global perspective*. McGraw-Hill.
- MORRISON, J. (2005). *The International Business Environment*. Palgrave.
- RUGMAN, A. M. & COLLINSON, S. (2009). *International Business*, (5th Edition). Pearson Education

10. EDUCATIONAL GUIDANCE AND DIVERSITY 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@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.