

## 1. BASIC INFORMATION

<b>Course</b>	Internationalization Strategies
<b>Degree program</b>	International Business
<b>School</b>	Social Sciences and Communication
<b>Year</b>	3rd
<b>ECTS</b>	6
<b>Credit type</b>	Mandatory
<b>Language(s)</b>	English
<b>Delivery mode</b>	On-campus
<b>Semester</b>	S6
<b>Academic year</b>	2024-2025
<b>Coordinating professor</b>	Felipe Graeml Reis
<b>Professor</b>	

## 2. PRESENTATION

This course is an introduction to Internationalization Strategies and focus on understanding concepts of competitive business strategies, competitive advantage, cost leadership, product differentiation, corporate and business level strategies.

Also, business growth theories and methods, restructuring and cooperation are topics discussed and used on this course. Internal analysis of resources and capabilities fitting to external macro and specific environments are used to evaluate and select good strategies for the company internationalization. The student will learn basic concepts of strategic internationalization, learn how to use tools and methods, learn how to develop strategies, and finally how to put them in action.

## 3. COMPETENCIES AND LEARNING OUTCOMES

### Core competencies:

- 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.
- BS4: Students must be able to convey information, together with ideas, problems and solutions to a specialized or non-specialized audience.

### 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.
- CS7: Ethical values: The ability to think and act according to universal principles based on individual worth and full development of the human personality, and which entails a commitment to certain social values.

- CS8: Information management: The ability to find, select, analyze and integrate information from different sources.
- CS12: Critical reasoning: The ability to analyze an idea, phenomenon or situation from different points of view and take a personal approach to it based on rigor and objective reasoning, and not on intuition.
- CS13: Problem solving: The ability to resolve a confusing issue or a complicated situation that stands in the way of achieving a goal and where there is no predefined solution.
- CS17: Teamwork: The ability to actively participate and cooperate with other people, areas and/or organizations to achieve common goals.

#### **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.
- SS2: Capacity to define, design, explain, and apply the international business process and the different phases that comprise it: planning, organization, management and control.
- SS6: Ability to assimilate and take into account in decision-making the socio-economic reality of the different geopolitical, geo-economic and socio-cultural issues, as well as their particularities.
- SS7: Ability to use the management tools available in the area of marketing and commercial management, in the context of international business.
- SS8: Capacity to use the management tools available in the area of administration and finance, in the context of international business.

#### **Learning outcomes:**

- LO1: Know and understand how to formulate and implement international business strategies.
- LO2: Understand and evaluate industry and strategic development methods.
- LO3: Know how to evaluate and select international growth strategies
- LO4: Know how to use the right tools to improve the competitiveness of the company through the improvement of the company's internationalization strategy.

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

<b>Competencies</b>	<b>Learning outcomes</b>
BS2 CS4, CS7 SS1, SS2	<ul style="list-style-type: none"> <li>• LO1: Know and understand how to formulate and implement international business strategies.</li> </ul>
BS2 CS4, CS7 SS1, SS2	<ul style="list-style-type: none"> <li>• LO2: Understand and evaluate industry and strategic development methods.</li> </ul>
BS3, BS4 CS8, CS12, CS13, CS17 SS6, SS7, SS8	<ul style="list-style-type: none"> <li>• LO3: Know how to evaluate and select international growth strategies</li> </ul>
BS3, BS4 CS8, CS12, CS13, CS17 SS6, SS7, SS8	<ul style="list-style-type: none"> <li>• LO4: Know how to use the right tools to improve the competitiveness of the company through the improvement of the company's internationalization strategy.</li> </ul>

## 4. CONTENT

- Competitive business strategies. Competitive advantage, cost leadership, product differentiation, based on the characteristics of the sector.
- Corporate competitive strategies. Product and geographic diversification.
- Business Growth. Internal, external, mergers, acquisitions, restructuring and cooperation.
- Strategic profiles of companies, analysis of capabilities and resources, value chain and experience curve.
- Evaluation and selection of strategies.
- Strategic planning and control

## 5. TEACHING-LEARNING METHODOLOGIES

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

- Masterclasses
- Case Method
- Cooperative learning
- Problem-based learning

## 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	32h
Individual Work	30h
Problem Solving	25h
Group Participation Activities	20h
Formative assessment	10h
Tutorials	10h
Case Studies	15h
Asynchronous Masterclasses	8h
<b>TOTAL</b>	<b>150h</b>

## 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%
Performance Observation	10%
Case Studies and Problem Solving	20%
Written reports	10%
Oral presentations	10%

When you access the course on *Virtual Campus*, you'll find a description of the assessment activities you must 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 5,0 out of 10 (weighted average).

In any case, you will need to obtain a grade of 5,0 in the final exam 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 5,0 in the final exam 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 reasons relating to the activities. The student will be notified of any change as and when appropriate.

## 9. BIBLIOGRAPHY

The recommended Bibliography is:

- JOHNSON, G.; SCHOLLES, K.; WHITTINGTON, R; ANGWIN, D. y REGNER, P. (2017): Exploring Corporate Strategy, 10th Edition, Pearson Education.
- GUERRAS MARTIN, L.A. y NAVAS LÓPEZ, J.E. (2013): Fundamentals of strategic management, Civitas Thomson Reuters, Pamplona.

## 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](mailto: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.