

Course Syllabus

Name of course: International Business Graduation Project

Year: 2020-2021

Code: P230001406, P436001410, P705001406 and P729001410

Coordinating professor: Francesco Cortellese

Degree program: Global Bachelor's Degree In International Business

School: Social Sciences and Communication

Languages: English

1. BASIC INFORMATION

Course	International Business Graduation Project
Degree program	Global Bachelor Degree in International Business
School	Social Sciences and Communication
Year	2020
ECTS	6 credits ECTS
Credit type	Degree Requirement
Language(s)	English
Delivery mode	Face-to-face
Semester	1 ^º - 2 ^º
Academic year	2020-2021
Coordinating professor	Dr Francesco Cortellese

2. PRESENTATION

The International Business Graduation Project is a written work where students use competencies acquired during their degree to develop innovative research. Students could choose to elaborate either an “International Business Plan Project” or an “International Investigation Project”. Both modalities should:

- Effectively develop a business plan / research project about start a new business or a new line within an existing economic activity at international level.
- Learn to work in a team in an effective and efficient way
- Develop behaviours and attitudes of students in alignment with good practice codes, ethics and social responsibility.

3. COMPETENCIES AND LEARNING OUTCOMES

Basic Skills:

- 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.

- BS4: Students must be able to convey information, together with ideas, problems and solutions to a specialized or non-specialized audience.
- BS5: Students must have developed the necessary learning skills so as to undertake subsequent studies with autonomy.

Cross-disciplinary skills:

- CS1: Self-learning skills: The ability to choose the most effective strategies for controlling our own learning environment and acting autonomously throughout the learning process.
- CS2: Self-confidence: The ability to assess our own results, performance and capabilities with the inner conviction that we are capable of meeting the demands of a task or challenge.
- 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.
- CS8: Information management: The ability to find, select, analyze and integrate information from different sources.
- 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
- 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.
- CS14: Innovation and creativity: The ability to propose and develop original ideas and value-added solutions to certain problems, and which could also be adapted and applied to different problems in other areas.
- CS16: Decision making: The ability to make a choice between two or more existing alternatives to effectively resolve different situations or problems.
- CS17: Teamwork: The ability to actively participate and cooperate with other people, areas and/or organizations to achieve common goals.

Specific skills:

- 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.

- SS15: Ability to perform market analysis prior to making decisions on international expansion and business growth.
- 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.
- SS22: Ability to integrate oneself into different international environments, adapting successfully the business model to other geopolitical and cultural contexts.
- SS23: Ethical behavior in business respecting human rights and the impact of productive activities on the environment both in the country of origin and in the different markets in which it operates.
- 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: Effectively develop a business plan / research project about the internationalization of a new business or a new line within an existing economic activity.
- LO2: Learn to work in a team in an effective and efficient way
- LO3: Develop behaviors and attitudes of students in alignment with good practice codes, ethics and social responsibility.
- The table below shows the relation between the competencies developed during the course and the envisaged learning outcomes:

Competencies	Learning outcomes
BS.1, BS.2, BS.4, BS.5 CS.2, CS.5, CS.8, CS.10, CS.12, CS.13, CS.14, CS.16 SS.1, SS.2, SS6, SS15, SS19, SS25	LO1
BS.2 CS.1, CS.2, CS.10, CS.12, CS.13, CS.14, CS.16, CS.17, SS15, SS19, SS22, SS25	LO2
BS.2, BS.4, BS.5 CS.1, CS.2, CS.5, CS.10, CS.12, CS.13, CS.14, CS.16, CS.17 SS.1, SS15, SS19, SS22, SS23, SS25	LO3

4. CONTENT

The International Business Graduation Project is a written work either an “International Business Plan Project” or an “International Investigation Project” The specific content of the two types of work is flexible:

Content	
Business Plan	Investigation Project

<ul style="list-style-type: none"> - Cover - Index - Figure/table index - Executive summary - Introduction - Objectives - Develop a SWOT analysis - External analysis: <ul style="list-style-type: none"> o PESTEL analysis, Business/Industry Overview; o Develop a market analysis: - Develop a strategic plan (timeline) - Internal analysis - Price/Sales - Develop the financial plan 	<ul style="list-style-type: none"> - Cover; - abstract - Index; - Introduction; - Research justification and objective(s); - Literature review and theoretical framework; - Methodology - Discussion result; - Limitation; - Conclusion - Bibliography
<ul style="list-style-type: none"> - Cover; - Executive summary - Index; - Introduction; - Environmental analysis, competitive landscape and customer analysis; - Strategic plan; - Marketing and sales plan; - Supply chain management (SCM) and operations plan; - Human resources plan - Financial plan; - Legal plan; - Information and technology systems; - Risks and contingency plan; - Other issues applicable to the specific business model; - Conclusion - Bibliography 	

5. TEACHING-LEARNING METHODOLOGIES

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

The tutor will correct the work presented. The director will be responsible for the organization of the course

6. LEARNING ACTIVITIES

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

Type of educational activity	Number of hours
Activity type A: Lectures	10h
Activity type B: Individual work	50h

Activity type C: Written reports	25h
Activity type D: Formative evaluation	20h
Activity type E: Oral presentation	5h
Activity type F: Search for resources and selection of information sources	10h
Activity type G: Tutorials	30h
TOTAL	150 h

7. ASSESSMENT

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

Learning outcomes	Learning activity	Type of educational activity	Content	
			Business Plan	Investigation Project
LO1, 2, 3	Activity 1	Type A, B, C, F, G	LU 1: - Cover; - Index; - Introduction; - Environmental analysis, competitive landscape and customer analysis; - Strategic plan; - Bibliography	LU 1: - Cover; - Index; - Introduction; - Research justification and objective(s); - Bibliography
LO1, 2, 3	Activity 2	Type A, B, C, F, G	LU 2: - Marketing and sales plan; - Supply chain management (SCM) and operations plan; - Human resources plan	LU 2: - Literature review and theoretical framework; - Methodology
LO1, 2, 3	Activity 3	Type A, B, C, F, G	LU3: - Financial plan; - Legal plan; - Information and technology systems; - Risks and contingency plan; - Other issues applicable to the specific business model; - Conclusion	LU3: - Discussion result; - Limitation; - Conclusion
LO1, 2, 3	Activity 4	Type D	Submission of all the final work to the tutor	Submission of all the final work to the tutor
LO1, 2, 3	Activity 5	Type D, E	Oral presentation of all final work	Oral presentation of all final work

In the business plan, the content could vary depending on the characteristic of the business.

Assessable activity	Assessment criteria	Weight (%)
Activity 1	Ongoing evaluation done by the tutor on the format and content	0%

<i>Activity 2</i>	Ongoing evaluation done by the tutor on the format and content	0%
<i>Activity 3</i>	Ongoing evaluation done by the tutor on the format and content	0%
<i>Activity 4</i>	Submission of the final work - Tutor Rubric (see the Annex)	10%
<i>Activity 5</i>	Evaluating committee rubric (See the Annex): Quality and style (10%) Content evaluation (25%) Learning outcomes and competencies (25%) Oral presentation of the project (30%)	90%

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

University rule to present the final degree project:

- **Students with MORE than 12 ECTS the day of the presentation (not taking into consideration the credits of the final graduation project):** Those students have to produce an online "Instancia general" to the Dean asking to present the final Degree Project. Please send me a copy of this request. WITHOUT THIS REQUEST YOU CANNOT PRESENT YOUR DEGREE PROJECT;
- **Students with LESS than or equal to 12 ECTS the day of the presentation (not taking into consideration the credits of the final graduation project):** Those students should send me a certificate (or a simple statement) that prove it;
- **Students with MORE than 12 ECTS the day of the presentation (not taking into consideration the credits of the final graduation project) BUT THEY KNOW they have less than or equal to 12 credits ECTS:** This is the case where the student knows that they have passed the exams, but the exam is not formal registered. In this case, the student IS EXEMPT to submit the request "Instancia general". Also in this case, the student should provide a certificate or a (simple statement) that prove it

Groups where not all members have less than 12 ECTS before the presentation of the first exam period (June).

As the rule of the University of the Final Degree Project states to be able to present the Final Degree Project, a student can not have more than 12 ECTS left (not considering the 6 ECTS of the final project).

In cases where not all members of a group have less than 12 ECTS before the presentation of the first exam period (June), all the group members (including the students that have more than 12 ECTS left, after receiving the authorization) can present the final work.

The students with less than 12 ECTS will have their grade registered in the call of the presentation. For the others, those ones with more than 12 ECTS, the University will save the grade until July. If in July,

those students still have more than 12 ECTS left, the grade will be deleted, and they will have to enrol in final degree project course in the next year and do a new project.

So, for example, a group composed of three students, one of them having more than 12 ECTS left, presents the final project in June. All three do the presentation, however, the two that comply with the rule (having no more than 12 ECTS left) will have the grade registered and the third one will have the graded save until July. If in July, the third student has less than 12 ECTS, the grade will be registered; if not, (the student still has more than 12 ECTS) the grade will be deleted, and the student will do a new Final Degree Project in the following academic course.

7.2. Second exam period

To pass in the second exam period, you must obtain a final grade of at least 5 out of 10 (weighted average) see the annex. To present the project students you have less than 12 ECTS (not taking into considering the credits of the final degree project).

8. SCHEDULE

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

Learning Unit	Content		Deadlines
	Business Plan	Investigation Project	
<p>In the first submission, you should pay attention both to the format and the content. Remember that without the right format you can not present your work.</p> <p>Format:</p> <ul style="list-style-type: none"> - Use in-text citation and bibliography in APA style; - Use the proper heading style to produce an automatic index with page numbers. (Index, Executive summary, Bibliography and Annexes are headings without numbers) - Add a footer with page number and a header. The header will have a flexible structure and may display the University's Logo, your names and the title of the project (you can change it at the end) - You should not copy and paste any tables, graphs and figures from an external source. You should create your own tables, graphs and figures and put in the text in a way that it is possible to read them (not too big or too small) 			
<p>LU1 (First Submission)</p>	<ul style="list-style-type: none"> - Cover - Index - Figure/table index - Executive summary (do this at the end when you have finished to write all the project) - Introduction - Objectives: - Introduce the data of the financial plan in excel or in a software <p>[...] <i>Bibliography and annexes are the last two sections of the project, but you will start doing them in the first submission.</i></p>	<ul style="list-style-type: none"> - Cover; - Index; - Introduction; - Research Objective(s); - Bibliography 	<p>30/09/2020- 1/11/2020</p>

	<ul style="list-style-type: none"> - Bibliography - Annexes 		
<p>LU2 (Second Submission)</p>	<p>Correction of the previous parts;</p> <ul style="list-style-type: none"> - Develop a SWOT analysis. After doing a SWOT analysis, you will develop the following actions: <ul style="list-style-type: none"> o Correct the Weaknesses o Adapt to/Adjust to the Threats o Maintain the Strengths o Explore the Opportunities - External analysis: <ul style="list-style-type: none"> o PESTEL analysis, Business/Industry Overview; o Develop a market analysis: <ul style="list-style-type: none"> ▪ Clients ▪ Competitors ▪ Porter's five forces analysis 	<ul style="list-style-type: none"> - Correction of the previous parts; - Literature review and theoretical framework; - Methodology 	<p>02/11/2020 – 29/11/2020</p>
<p>LU3 (Third Submission)</p>	<p>Correction of the previous parts;</p> <ul style="list-style-type: none"> - Develop a strategic plan (timeline) - Internal analysis <ul style="list-style-type: none"> o Develop the Operation Plan <ul style="list-style-type: none"> ▪ Cost analysis. ▪ Human resources plan ▪ Supply chain management ▪ Marketing analysis Marketing mix - Price/Sales 	<ul style="list-style-type: none"> - Correction of the previous parts; - Methodology 	<p>30/11/2020 – 31/01/2021</p>

	LU4 (Forth Submission)	<p>Correction of the previous parts;</p> <ul style="list-style-type: none"> - Develop the financial plan (5 years, for three different scenarios the realistic case, worst-case and best-case): <ul style="list-style-type: none"> o Funding analysis o Income statements, Balance sheets, cash flow, financial ratios. o Net present Value (NPV) and Internal Rate of Return (IRR) 	<ul style="list-style-type: none"> - Correction of the previous parts; - Discussion result; 	01/02/2021 - 28/02/2021
	LU5 (Fifth Submission)	<p>Correction of the previous parts;</p> <ul style="list-style-type: none"> - Contingency plan - Limitations <p>Conclusions</p>	<ul style="list-style-type: none"> - Limitation; - Conclusion 	01/03/2021 - 28/03/2021
	Revision	Revision of the project	Revision of the project	29/03/2021 - 25/04/2021
First Exam Period	Submission process	Submission of all the final work to the tutor in order to receive the pass/fail status by the tutor to be eligible for the oral presentation		26/04/2021 - 17/05/2021
		Communication of the pass/fail status		18/05/2021 - 30/05/2021
		In case of receiving the pass status, submission of three printed copies of your graduation project		01/06/2021 - 07/06/2021
	Oral Presentation	Deliver your oral presentation to an evaluating committee and obtain a minimum final grade of 5/10		14/06/2021 - 18/06/2021
Second Exam Period	Submission process	Submission of all the final work to the tutor in order to receive the pass status by the tutor to be eligible for the oral presentation		18/05/2021 - 27/06/2021
		Communication of the pass/fail status		28/06/2021 - 4/07/2021
		In case of receiving the pass status, submission of three printed copies of your graduation project		5/07/2021 - 12/07/2021
	Oral Presentation	Deliver your oral presentation to an evaluating committee and obtain a minimum final grade of 5/10		26/07/2021 - 28/07/2021

This schedule may be subject to changes depending on the starting data. Dates of the presentation are provisional.

9. BIBLIOGRAPHY

Here is the recommended bibliography by business area:

(R): Recommended main bibliography.

(C): Further advised and Complementary bibliography.

(E): Extended

a. Basic Reference Books

(R) THE ERNST & YOUNG BUSINESS PLAN GUIDE. 2007. BRIAN R. FORD.

(R) Ricky W. Griffin. Management. South Western Cengage Learning.

(R) Essentials of strategic management. Thomas Wheelen. J. David Hunger. 5th Edition. Prentice Hall 2010.

(R) Thomas S. Bateman & Alan Collinson, Simon. International Business. Prentice Hall.

(C) El MBA de ESADE. Planeta. 2010.

(R) Estrategia Competitiva. Michael Porter. Ed. Cecsca México. 1987.

(C) Estrategia y sistemas de información. Andreu, R. Ricart, J.E. McGraw Hill.

(R) "Business Administration: A global perspective". McGraw Hill. Koonts, H. Weihrich, H. 2007.

b. Investment appraisal and company valuation

FERNÁNDEZ, PABLO

(R) Valuation methods and shareholder value creation. Elsevier Science (USA). □ (E) Guía rápida de valoración de empresas. Gestión 2000.com (2005).

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DAMORADAN, ASWATH

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TERMES, RAFAEL

(R) Inversión y coste de capital. Manual de finanzas. IESE, McGraw Hill

c. Corporate finance and financial management

STEPHEN, ROSS. WESTERFIELD, RANDOLPH. JAFFE, JEFFREY.

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BREALEY, RICHARD. MYERS, STEWART. MARCUS, ALAN.

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LIVINGSTON, JOHN LESLIE. GROSSMAN, THEODORE.

(E) The portable MBA in finance and accounting. John Wiley and sons. [4. Strategy](#)

PORTER, MICHAEL.

- (R) Competitive strategy. (1998). The Free Press.
 - (C) Competitive advantage: Creating and sustaining superior performance. (1998). The Free Press.
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 - (C) Good to great. Why some companies make the leap and others don't. (2001) Harper Business.
 - (C) Build to last: Successful habits of visionary companies. (2004). Harper Business.

d. Marketing

- KOTLER, PHILLIP. KELLER, KEVIN.
- (R) Marketing management. (2011). 14th Edition. Prentice Hall.
 - (C) Ten deadly marketing sins. (2004). Wiley & Sons.

e. Supply chain management and operations

- KRAJEWSKI, LEE. RITZMAN, LARRY. MALHOTRA, MANOJ.
- (R) Operations management. (2009). 9th Edition. Prentice Hall.
- PYZDEK, THOMAS. KELLER, PAUL.
- The Six sigma handbook. (2009). 3rd Edition. McGraw Hill Professional.
- LIKER, JEFFREY.
- (C) The Toyota way: 14 management principles. (2003). McGraw Hill.

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 - (C) The effective executive in action. (2006). Harper Paperbacks.
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 - (C) Buffet beyond value: why W. Buffet looks to growth and management when investing. (2010). Wiley & Sons.

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h. Accounting

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(C) Supuestos prácticos de Contabilidad Financiera y de Sociedades. (2008). Ed. Deusto.

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j. Miscellaneous

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(E) Working with emotional intelligence. Daniel Goleman. Bantam. 2000.

(C) The dip. Seth Godin. Penguin. 2007.

(R) It is not the big that eat the small...it's the fast that eat the slow. Jason Jennings. Harper Business. 2002.

(R) Maximum achievement. Brian Tracy. Fireside.1995.

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Business model generation. Alexander Osterwalder. Yves Pigneur. Wiley.

The five dysfunctions of a team. Patrick Lencioni. Wiley. 2002.

Funky business. Jonas Ridderstrale. Kjell Nordstroöm. Prentice Hall.

10. DIVERSITY MANAGEMENT UNIT

Students with specific learning support needs:

Curricular adaptations and adjustments for students with specific learning support needs, in order to guarantee equal opportunities, will be overseen by the Diversity Management Unit (UAD: Unidad de Atención a la Diversidad).

It is compulsory for this Unit to issue a curricular adaptation/adjustment report, and therefore students with specific learning support needs should contact the Unit at unidad.diversidad@universidadeuropea.es at the beginning of each semester.

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