

## 1. BASIC DATA

<b>Subject</b>	Business Internationalisation Strategies
<b>Program</b>	Master's Degree in Trade and International Economic Relations
<b>School</b>	School of Business, Economy and Communication
<b>Course</b>	Module VI
<b>ECTS</b>	6 ECTS
<b>Type</b>	Elective
<b>Language/s</b>	English
<b>Modality</b>	On-campus/ Campus-based
<b>Semester</b>	Second Semester
<b>Academic Year</b>	2024/2025
<b>Coordinator</b>	Dr. Hongsong Wang

## 2. PRESENTATION

Business Internationalisation Strategies is the sixth module of the Master in Trade and International Economic Relations, in the professional itinerary, with a value of 6 ECTS, like the rest of the modules.

The aim of this module is for students to learn the strategies and tools for decision making in the field of marketing and business communication. On the one hand, students will learn the tools and skills needed to design strategies for growth in new markets. On the other hand, they will analyse the advantages of using new technologies in the service of foreign trade and knowledge management in multicultural and multinational environments, as well as the best practices for adapting and integrating them in new markets.

Students will also learn to design and implement an ad hoc organisational structure for institutions operating in international markets, based on efficiency and productivity criteria, and to apply performance evaluation techniques.

Finally, students will be able to design a human resources plan in line with the general policy, taking into account the values of attracting and retaining talent, valuing the cultural diversity implied by globalisation and the internationalisation strategy of an institution.

## 3. COMPETENCIAS Y RESULTADOS DE APRENDIZAJE

### General Competences:

- GC.1. Capacity for Interrelation, perfecting the ability to perceive, analyse and interpret the environment in order to be able to integrate information and make decisions in new environments.
- GC.2. Integration of Knowledge, i.e. having an integrated vision of all the dimensions of the company or international organisation, in order to be able to analyse problems and look for solutions as a group.

- GC.3. Ability to understand and take advantage of cultural diversity, developing respect for diversity.
- GC.4. Ability to work as part of a team, innovative mentality and decision-making.
- GC.5. Communication skills (in both Spanish and English) to debate and present their ideas and business projects in each area of the programme to a specialised or non-specialised forum.
- GC.7. Critical and self-critical sense.

**Specific Competences:**

- SC.1. Lead projects and teams from an integral ethical and socially responsible approach, assessing the impact of their decisions on profits, the market, people and society.
- SC.2. Master the keys to the major world economic areas in order to convert them into competitive advantages for the company.
- SC.3. Identify the international legal, fiscal, business and technological environment of the company and its importance in business activity when undertaking international projects.
- SC.4. Analyse the international economic environment. Carry out medium- and long-term strategic assessment and planning using existing tools.
- SC.5. Develop the competences of a manager: leadership, emotional intelligence, communication skills, team management, group work, planning, conflict resolution, negotiation and results orientation, always from a multicultural perspective and respecting diversity.
- SC.7. Define, implement the marketing, sales and communication strategies of a multinational company opening up to new markets.
- SC.8. Manage the resources needed to implement a successful internationalisation plan for the company, to launch a new activity or to open up the company to new markets.
- SC.10. Proactively promote the use of technology in the processes that affect the different decision-making areas to facilitate efficiency, innovation and the generation of knowledge for companies immersed in internationalisation processes.

**Learning Outcomes:**

- LO1. Master the techniques of company internationalisation strategy, market research and marketing and communication.
- LO2. Design, implement and control strategic plans for foreign trade in the area of marketing and communication.
- LO3. Know the techniques for the organisational dimension of companies with an international presence, the tools for measuring productivity and the assessment of performance.
- LO4. Design, implement and control human resources plans to attract talent with an international profile.
- LO5. Manage multicultural teams.
- LO6. Evaluate the technological tools at the service of foreign trade, communication and information systems for decision-making with international reports.

The table below shows the relationship between the competences developed in the module and the learning outcomes pursued.

Competencias	Resultados de aprendizaje
GC1, GC2, GC3, GC4, GC5, GC7  SC1, SC4, SC5, SC7, SC10	LO1. Master the techniques of company internationalisation strategy, market research and marketing and communication.
GC1, GC2, GC3, GC4, GC5, GC7  SC1, SC3, SC4, SC7, SC8	LO2. Design, implement and control strategic plans for foreign trade in the area of marketing and communication.
GC1, GC2, GC3, GC4, GC5, GC7  SC3, SC4, SC5, SC7, SC10	LO3. Know the techniques for the organisational dimension of companies with an international presence, the tools for measuring productivity and the assessment of performance.
GC1, GC2, GC3, GC4, GC5, GC7  SC1, SC3, SC4, SC5, SC10	LO4. Design, implement and control human resources plans to attract talent with an international profile.
GC1, GC2, GC3, GC4, GC5, GC7  SC1, SC3, SC4, SC5	LO5. Manage multicultural teams.
GC1, GC2, GC3, GC4, GC5, GC7  SC1, SC3, SC4, SC5, SC8, SC10	LO6. Evaluate the technological tools at the service of foreign trade, communication and information systems for decision-making with international reports.

## 4. CONTENTS

The module is organised into three subjects:

1. Marketing strategies.
2. New technologies in foreign trade.
3. Organisational strategies for internationalisation processes..

## 5. TEACHING-LEARNING METHODOLOGIES

The following are the types of teaching-learning methodologies to be applied:

- Presentations.
- Seminars.
- Case studies.
- Discussion of practical examples and real cases.

- Cooperative learning.

## 6. TRAINING ACTIVITIES

The following table shows the types of training activities to be carried out and the number of hours the student will spend on each:

Training activities	Hours
Presentation of knowledge in the classroom using the seminar method.	37,5
Seminar method.	25
Case classroom: teamwork for CASE analysis.	12,5
Group coaching on the developed competences.	7,5
Collaborative learning.	25
Integrative work on the module.	7,5
Presentation in the virtual classroom of knowledge. Students will carry out readings and analyses, as well as participate in virtual forums to demonstrate their ability to discuss and debate.	5
Virtual forums where they will demonstrate their ability to discuss.	5
Individual activities in the virtual classroom related to the content.	25
<b>TOTAL</b>	<b>150 h</b>

## 7. EVALUATION

The following is a list of the assessment systems and their weighting in the total grade for the module:

	Sistema de evaluación	Pesos
Activity 1	<ul style="list-style-type: none"> <li>Carrying out and participating in classroom activities and cases.</li> </ul>	25%
Activity 2	<ul style="list-style-type: none"> <li>Completion of virtual classroom activities.</li> </ul>	15%
Activity 3	<ul style="list-style-type: none"> <li>Teacher's report on participation in the seminar.</li> </ul>	25%
Activity 4	<ul style="list-style-type: none"> <li>Presentation of a comprehensive team work of the module.</li> </ul>	35%

On the Virtual Campus, when you access the module, you will be able to consult in detail the assessment activities to be carried out, as well as the delivery dates and assessment procedures for each of them.

## 7.1. Ordinary Call

In order to pass the module in the ordinary exam, you must obtain a mark of 5 out of 10 in the final grade (weighted average) of the module

## 7.2. Extraordinary Call

In order to pass the module in the extraordinary call, it is necessary to obtain a grade higher than or equal to 5 out of 10 in the final grade (weighted average) of the module.

The activities that have not been passed in the ordinary call must be submitted, after having received the appropriate corrections from the teacher, or those that have not been submitted..

## 8. TIMETABLE

This section provides an approximate timetable with delivery dates (weeks) for the evaluable activities of the module:

Assesments	Weeks
Activity 1	17-20
Activity 2	19-20
Activity 3	20
Activity 4	20-21

This timetable may be subject to modifications for logistical reasons. Any modification will be notified to the student in due time and form.

## 9. BIBLIOGRAPHY:

The reference works of the module are as follows:

- Arteaga Ortiz, J. (coord.) (2017). Manual de Internacionalización. Técnicas, herramientas y estrategias necesarias para afrontar con éxito el proceso de internacionalización. 2ª Edición, Madrid: ICEX España Exportación e Inversiones. Recuperado, el 29 de diciembre de 2019, de <https://www.icex-ceco.es/portal/img/ICEX%20CECOManualdeInternacionalizaci%C3%B3nEEFINAL-Seg.pdf>
- Bernard, A.B., Jensen, B., Redding, S.J., and Schott, P.K. (2007). Firms in International Trade, Journal of Economic Perspectives, 21(3), 105-130. Recuperado, el 29 de diciembre de 2019, de <http://www.princeton.edu/~reddings/pubpapers/FirmsTradeJEP2007.pdf>
- Comisión Europea (2020). Actividad empresarial en la UE. Recuperado, el 9 de febrero de 2020, de [https://ec.europa.eu/spain/business-funding\\_es](https://ec.europa.eu/spain/business-funding_es)
- ICEX España Exportación e Inversiones (2020). Guía de Servicios para la Internacionalización. Recuperado, el 3 de enero de 2020, de <https://www.icex.es/icex/es/navegacion-principal/que-es-icex/que-es-icex/guia-servicios-internacionalizacion/index.html>
- Krugman, P. R. and Obstfeld, M. et Melitz, M. J. (2012). Economía Internacional: Teoría y Política, 9ª edición, Pearson, Madrid: Pearson.
- López Duarte, C., Vidal Suárez, M. M. y González Mieres, C. (Coord.) (2016). Estrategias

de internacionalización de la empresa. casos prácticos. Septem Ediciones.

- Mayer, T. and Ottaviano, G.I.P. (2008). The Happy Few: The Internationalization of European Firms, *Intereconomics*, 43, 135-148. <https://doi.org/10.1007/s10272-008-0247-x>

## 10. DIVERSITY CARE UNIT

Students with specific educational support needs:

Curricular adaptations/adjustments for students with specific educational support needs, in order to guarantee equal opportunities, will be guideline by the Diversity Attention Unit (UAD).

It is an essential requirement that a report on curricular adaptations/adjustments be issued by this Unit, so students with specific educational support needs should contact: [unidad.diversidad@universidadeuropea.es](mailto:unidad.diversidad@universidadeuropea.es) at the beginning of each semester.

## 11. SATISFACTION SURVEYS

Your opinion matters!

Universidad Europea encourages you to participate in satisfaction surveys to identify strengths and areas for improvement regarding the teaching staff, the degree and the teaching-learning process.

The surveys will be available in the survey area of your Virtual Campus or through your email.

Your evaluation is necessary to improve the quality of the programme. Thank you for your participation.