SUBJECT TEACHING GUIDE

G915 - International Management

Degree in Business Administration and Management

Academic year 2016-2017

1. IDENTIFYING DATA					
Degree	Degree in Business Administration and Management			Type and Year	Optional. Year 4
Faculty	Faculty of Economics and Business Studies				
Discipline	Subject Area: Further General Management Mention in Senior Management Mention in International Business				
Course unit title and code	G915 - International Management				
Number of ECTS credits allocated	6	Term	Semester based (2)		
Web					
Language of instruction	Spanish	English Friendly	No	Mode of delivery	Face-to-face

Department	DPTO. ADMINISTRACION DE EMPRESAS
Name of lecturer	MARIA OBESO BECERRA
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Other lecturers	JOSE MARIA DIAZ RUBIN

3.1 LEARNING OUTCOMES
- Understanding international context where firms are competing at present time.
- Characteristicis of international firms.
- Strategies and decisions related to open markets.
- Corporate culture in international firms.
- Managing human resources in international firms.

4. OBJECTIVES
To know the present global situation for enterprises.
To know the more relevant factors linked to manage international firms.
To know how enterprises can be introduced in new markets.
To know the international strategies carried out for enterprises.
To know the corporate culture implications in international business.
To know how manage human resources in international business.
To know how to do business in an international context.

6. COURSE ORGANIZATION	
CONTENTS	
1	The international context
2	The international firm
2.1	Organization in international firms
2.2	Introducing firms in new markets
2.3	International strategies
2.4	Managing human resources in international businesses
2.5	The influence of corporate culture in international businesses
3	Business culture in the world

7. ASSESSMENT METHODS AND CRITERIA

Description	Type	Final Eval.	Reassessn	%
Work in class During the theoretical classes, the students are realizing some works applying the theory.	Others	No	Yes	30,00
Individual work	Work	No	Yes	50,00
Team work 1 The students are working in a practice about the International Management.	Work	No	Yes	10,00
Team work 2. The students are working in a practice applying the theoretical concepts	Work	No	Yes	10,00
TOTAL				100,00

Observations

Continuous evaluation
In order to pass the subject with this evaluation, a participation of 80 per cent of activities at least is mandatory. The calification is composed by:
- Individual work (50 per cent)
- Team work 1 (10 per cent)
- Team work 2 (10 per cent)
- Lecture room work (30 per cent)

A minimum calification of 5 points (about 10) in individual and team works is necessary in order to pass the subject.

If a student don´t have this mark or more, he/she can realize a theory-practice exam at the end of the period (June and/or September).

Observations for part-time students

Those students with partial dedication could be approve the subject realizing a theory-practice exam.

8. BIBLIOGRAPHY AND TEACHING MATERIALS

BASIC

Pla Barber, J. y León Darder, F. (2004). Dirección de empresas internacionales. Editorial Pearson.