

Facultad de Ciencias Económicas y Empresariales

GUÍA DOCENTE DE LA ASIGNATURA

G1815 - International Business: A European Perspective

Oferta de Asignaturas en Inglés
Optativa. Curso 1

Curso Académico 2017-2018

1. DATOS IDENTIFICATIVOS

Título/s	Oferta de Asignaturas en Inglés	Tipología y Curso	Optativa. Curso 1
Centro	Facultad de Ciencias Económicas y Empresariales		
Módulo / materia	OFERTA DE ASIGNATURAS EN INGLÉS		
Código y denominación	G1815 - International Business: A European Perspective		
Créditos ECTS	6	Cuatrimestre	Cuatrimestral (2)
Web			
Idioma de impartición	Inglés	Forma de impartición	Presencial

Departamento	DPTO. ECONOMIA
Profesor responsable	DANIEL DIAZ FUENTES
E-mail	daniel.diaz@unican.es
Número despacho	Fac. de Derecho y Fac. de CC Economicas y Empresariales. Planta: + 1. DESPACHO PDI (E112)
Otros profesores	JUDITH CATHERINE CLIFTON JOSE MANUEL ALONSO ALONSO

2. CONOCIMIENTOS PREVIOS

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3. COMPETENCIAS GENÉRICAS Y ESPECÍFICAS DEL PLAN DE ESTUDIOS TRABAJADAS

Nivel

3.1 RESULTADOS DE APRENDIZAJE

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4. OBJETIVOS

his course, which is a core module of the Jean Monnet Chair, combines one weekly lecture and one weekly seminar to ground students in the theories and practices of international Business from a European perspective. The course will include a study visit to a EU Multinational Corporation in the region, giving students get face-to-face contact with industry representatives.

Rather than following a US perspective, the new course puts Europe at its centre, as a source of International Business (trade and investment). Parts 1 to 3 provide the fundamental theoretical concepts and empirical knowledge that students need to acquire to successfully analyse the world of International Business. Part 4 applies this knowledge through an exploration of EU businesses in the world. The seminars apply the concepts learnt in the theory using different methodologies, including critical reading, class-based discussion of texts and data and direct contact with the business community through a study trip.

5. MODALIDADES ORGANIZATIVAS Y MÉTODOS DOCENTES

ACTIVIDADES	HORAS DE LA ASIGNATURA
ACTIVIDADES PRESENCIALES	
HORAS DE CLASE (A)	
- Teoría (TE)	20
- Prácticas en Aula (PA)	20
- Prácticas de Laboratorio (PL)	20
- Horas Clínicas (CL)	
Subtotal horas de clase	60
ACTIVIDADES DE SEGUIMIENTO (B)	
- Tutorías (TU)	5
- Evaluación (EV)	2,5
Subtotal actividades de seguimiento	7,5
Total actividades presenciales (A+B)	67,5
ACTIVIDADES NO PRESENCIALES	
Trabajo en grupo (TG)	30
Trabajo autónomo (TA)	52,5
Tutorías No Presenciales (TU-NP)	
Evaluación No Presencial (EV-NP)	
Total actividades no presenciales	82,5
HORAS TOTALES	150

6. ORGANIZACIÓN DOCENTE

CONTENIDOS		TE	PA	PL	CL	TU	EV	TG	TA	TU- NP	EV- NP	Semana
1	I. Introduction. International Business. A European Perspective. II. Europe in the Global Economy III. Europe and Global Trade: Patterns, Theories, Policies and Strategies IV. Regional and Multilateral Trade: Integration or Disintegration? V. Foreign Exchange Markets	10,00	10,00	10,00	0,00	2,50	1,25	15,00	27,50	0,00	0,00	6
2	VI. International and Regional Institutions and their rules VII. Foreign Direct Investment and Multinational Corporations VIII. Study trip to Multinational Corporation IX. European Multinational Corporations in the Global Economy X. Emerging Country Multinational Corporations in Europe XI-XIII. Multinationals in telecoms, energy and water.	10,00	10,00	10,00	0,00	2,50	1,25	15,00	25,00	0,00	0,00	6
TOTAL DE HORAS		20,00	20,00	20,00	0,00	5,00	2,50	30,00	52,50	0,00	0,00	
Esta organización tiene carácter orientativo.												

TE	Horas de teoría
PA	Horas de prácticas en aula
PL	Horas de prácticas de laboratorio
CL	Horas Clínicas
TU	Horas de tutoría
EV	Horas de evaluación
TG	Horas de trabajo en grupo
TA	Horas de trabajo autónomo
TU-NP	Tutorías No Presenciales
EV-NP	Evaluación No Presencial

7. MÉTODOS DE LA EVALUACIÓN

Descripción	Tipología	Eval. Final	Recuper.	%
Research Essay Outline	Otros	No	No	15,00
Calif. mínima	0,00			
Duración				
Fecha realización	2nd Week			
Condiciones recuperación				
Observaciones	Defining the subject Ideas – bibliography – sources – data. Analyse question – hypothesis. Methodology of analysis – to compare and contrast – argue a case. Structure of the research – Introduction – Development – Conclusions. Reference (detailed notes – distinguish carefully between quotations and your own words).			
Final Research Essay	Otros	No	Sí	35,00
Calif. mínima	0,00			
Duración				
Fecha realización	End of April			
Condiciones recuperación				
Observaciones	Delivered by email or printed on 16th April (35%)			
Final Oral Presentation	Examen oral	No	No	10,00
Calif. mínima	0,00			
Duración	30 minutes			
Fecha realización	9-10 weeks			
Condiciones recuperación				
Observaciones				
Exam	Examen escrito	No	Sí	40,00
Calif. mínima	0,00			
Duración				
Fecha realización	Week 12			
Condiciones recuperación				
Observaciones				
TOTAL				100,00
Observaciones				
Observaciones para alumnos a tiempo parcial				

8. BIBLIOGRAFÍA Y MATERIALES DIDÁCTICOS

BÁSICA

International Business: competing in the global market place, Charles Hill, McGraw-Hill. 2014 (9th edition).

International Economics: Theory and Policy Pearson Addison Wesley; 2009 (8th Edition): ISBN: 032148883 Krugman & Obstfeld.

Privatization in the European Union, Public Enterprise and integration, Clifton, J. Comin, F. and Diaz Fuentes, Kluwer, 2010 (2n edition).

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UNCTAD (1990-2015) World Investment Report <http://www.unctad.org/Templates/Page.asp?intItemID=1485&lang=1>

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OCDE (2000-2015) Recent Trends in Foreign Direct Investment and Financial Market Trends, París. www.oecd.org

World Trade Organization (2000-2010) International Trade Statistics www.wto.org

Complementaria

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CLIFTON, J., 2000. On the political consequences of privatisation: the case of Teléfonos de México. *Bulletin of Latin American Research*, 19(1), pp. 63-79.

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CLIFTON, J., COMÍN, F. and DÍAZ-FUENTES, D., 2008. The Rise of the New Public Service Transnationals: European or Global Phenomenon? *The European enterprise*. Springer, pp. 209-222.

CLIFTON, J., COMIN, F. and FUENTES, D.D., 2010. *Privatisation in the European Union: Public Enterprises and Integration*. Springer Science & Business Media.

CLIFTON, J., and DÍAZ-FUENTES, D. 2010: "The European Union, Southern Multinationals and the question of the Strategic Industries", in: *The Emergence of Southern Multinationals*, L. Brennan (Ed.), Palgrave Macmillan.

CLIFTON, J. and DÍAZ-FUENTES, D., 2010. Is the European Union ready for foreign direct investment from emerging markets? *FOREIGN DIRECT INVESTMENT FROM EMERGING MARKETS: CHALLENGES AHEAD*, Karl Sauvant, Wolfgang A.Maschek and Geraldine McAllister, eds., Palgrave-Macmillan.

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CLIFTON, J., DIAZ FUENTES, D., and REVUELTA, J. 2014: "How Policies shape Foreign Direct Investment: Understanding the dynamics of flows from Latin America to the European Union". In (ed) A. Nolke, *Multinational Corporations from Emerging Countries*. State Capitalism 3.0. Palgrave, Macmillan.

CLIFTON, J., DÍAZ-FUENTES, D. and REVUELTA, J., 2014. Financing Utilities: How the Role of the European Investment Bank shifted from regional development to making markets. *Utilities Policy*, 29, pp. 63-71.

CLIFTON, J., DÍAZ-FUENTES, D. and REVUELTA, J., 2010. The political economy of telecoms and electricity internationalization in the single market. *Journal of European Public Policy*, 17(7), pp. 988-1006.

CLIFTON, J., DÍAZ-FUENTES, D. and REVUELTA, J., 2010. Explaining telecoms and electricity internationalization in the European Union: a political economy perspective. *European University Institute Robert Schuman Centre for Advanced Studies Working Paper*, (2009/62),.

9. SOFTWARE

PROGRAMA / APLICACIÓN	CENTRO	PLANTA	SALA	HORARIO
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10. COMPETENCIAS LINGÜÍSTICAS

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| <input checked="" type="checkbox"/> Comprensión escrita | <input checked="" type="checkbox"/> Comprensión oral |
| <input checked="" type="checkbox"/> Expresión escrita | <input checked="" type="checkbox"/> Expresión oral |
| <input checked="" type="checkbox"/> Asignatura íntegramente desarrollada en inglés | |

Observaciones