

## SUBJECT TEACHING GUIDE

G1818 - International Business

Degree in Labour Relations

Academic year 2019-2020

1. IDENTIFYING DATA				
Degree	Degree in Labour Relations		Type and Year	Optional. Year 4
Faculty	Faculty of Law			
Discipline	Subject Area: Organisation of Business and Work, Administration and Management of Human Resources Specialisation Module			
Course unit title and code	G1818 - International Business			
Number of ECTS credits allocated	6	Term	Semester based (2)	
Web				
Language of instruction	English	Mode of delivery	Face-to-face	

Department	DPTO. ADMINISTRACION DE EMPRESAS			
Name of lecturer	ELISA PILAR BARAIBAR DIEZ			
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Other lecturers	JOSE LUIS FERNANDEZ SANCHEZ IGNACIO LLORENTE GARCIA			

### 3.1 LEARNING OUTCOMES

- Risk assessment and cultural differences of other countries, learning to do business according to their characteristics.  
Knowledge of the multinational company: management, alliances and strategies.

#### 4. OBJECTIVES

Knowing the casuistry (risk, culture) of the major powers in North America, Japan and the European Union, with emphasis on the latter through specific case studies.

Knowing the different strategic options for multinational companies.

#### 6. COURSE ORGANIZATION

##### CONTENTS

1	Unit I. Geostrategy: National Diamond Framework and country risk analysis
2	Unit II. International Culture: Doing business in the European Union, Asia, North America.
3	Unit III. Managing international business: International Strategic Management, International Strategic Alliances, International Organization Design and Control, International Operations Management

#### 7. ASSESSMENT METHODS AND CRITERIA

Description	Type	Final Eval.	Reassessn	%
Group work	Work	No	Yes	40,00
Individual work	Work	No	Yes	40,00
Monitoring	Others	No	No	20,00
<b>TOTAL</b>				<b>100,00</b>

##### Observations

The mark of each project (group projects - without considering presentation - from units I and II and individual projects from unit III) must be higher than 3 and the average of all of them must be higher than 5 to pass the course.

If this average is not higher than 5, remedial exam will consist of a theoretical and practical exam of those projects / individual assessments with a mark lower than 5. The content will be based on the theory and case studies carried out during the course. The new average must be higher than 5.

##### Observations for part-time students

Part-time students, waiving continuous evaluation, must submit and present individual projects from units I and II (50%) and perform individual works from unit III (50%). Marks of each project must be higher than 4 and the average must be higher than 5 to pass the course. Otherwise, remedial exam will include theory and practice. In the exam, a result higher than 5 is needed.

#### 8. BIBLIOGRAPHY AND TEACHING MATERIALS

##### BASIC

- Hill, Charles (2007). International Business. Competing in the Global Marketplace. McGraw-Hill International Edition
- Griffin, R.W. and Pustay, M.W. (2005). International Business. A Managerial Perspective (Fourth edition). Pearson Education International.
- Redding, G. and Stening, B.W. (2003). Cross-Cultural Management (II). Managing Cultural Differences. Elgar Reference Collection.
- Wall, S. and Rees, B. (2004). International business (2nd edition). Prentice Hall.