SUBJECT TEACHING GUIDE

G965 - International Business Economics

DOUBLE DEGREE IN ADMINISTRATION AND BUSINESS MANAGEMENT AND ECONOMICS

Degree in Economics

Academic year 2022-2023

1. IDENTIFYING DATA				
Degree	DOUBLE DEGREE IN ADMINISTRATION AND BUSINESS MANAGEMENT AND ECONOMICS		Type and Year	Optional. Year 5 Optional. Year 4
Faculty	Faculty of Economics and Business Studies			
Discipline	Subject Area: Applied International Economics			
Course unit title and code	G965 - International Business Economics			
Number of ECTS credits allocated	6	Term	Semester based (2)	
Web				
Language of instruction	English		Mode of delivery	Face-to-face

Department	DPTO. ECONOMIA
Name of lecturer	JOSE MANUEL ALONSO ALONSO
E-mail	jmanuel.alonsoalonso@unican.es
Office	Edificio de las Facultades de Derecho y Ciencias Económicas y Empresariales. Planta: + 1. DESPACHO (E144A)
Other lecturers	MARCOS FERNANDEZ GUTIERREZ DIEGO CAGIGAS CASTRO

3.1 LEARNING OUTCOMES

- Students will have a solid understanding of the theoretical and practical challenges of international business in a globalized economy

4. OBJECTIVES

The objective of this course is to introduce the student to a broad appreciation of International Business Economics. Focus will be on the firm as unit and how it operates in theory and practice in an international business environment.

6. COURSE ORGANIZATION

CONTENTS	
1	International Business and Globalization Political Economy and Economic Development
2	The Global Capital Market The Strategy of International Business
3	The Organization of International Business Entry Strategy and Strategic Alliances
4	Global Marketing and R&D Global Production, Outsourcing, and Logistics
5	Global Human Resources

7. ASSESSMENT METHODS AND CRITERIA

Description	Type	Final Eval.	Reassessn	%
Research Essay	Work	No	Yes	40,00
Exam	Written exam	Yes	Yes	40,00
Participation in class	Others	No	No	10,00
Tasks	Others	No	Yes	10,00
TOTAL				100,00

Observations

This course will be evaluated by four components:
1) A research essay, approved by the instructor, on a topic related to International Business Economics. 40%
2) An exam, organized at the end of the course. 40%.
3) Participation on a regular basis in the classes. 10%
4) Tasks in class. 10%.

Students who do not follow the continuous evaluation (without class participation) can do a final exam, worth 90% of the final mark. This exam will consist of 1) Multiple choice questions (40%) and 2) Open essay questions on all aspects in the reading list (basic and advanced) and class notes (50%).

In the event that the health situation requires that the evaluation is carried out online, for those students following the continuous evaluation it will be based on the following:
- Research essay (40%). Online evaluation.
- Exam (40%), open questions.
- Class activities (20%). Online evaluation.

Observations for part-time students

Students taking the course on a part-time basis can do a final exam, worth 100%. This exam is composed of multiple choice questions (40%) and open essay questions (60%).

8. BIBLIOGRAPHY AND TEACHING MATERIALS

BASIC

International Business: Competing in the Global Marketplace, 11th Edition. Charles W. L. Hill, University of Washington.