SUBJECT TEACHING GUIDE

M1960 - Internationalisation Strategies

Master's Degree in Business Administration
Master's Degree in Business Administration

Academic year 2022-2023

1. IDENTIFYING DATA					
Degree	Master's Degree in Business Administration Master's Degree in Business Administration			Type and Year	Optional. Year 1 Optional. Year 1
Faculty	Faculty of Economics and Business Studies				
Discipline	Professional Orientation Subjects				
Course unit title and code	M1960 - Internationalisation Strategies				
Number of ECTS credits allocated	2,5	Term		Semester based (1)	
Web					
Language of instruction	Spanish	English Friendly	Yes	Mode of delivery	Face-to-face

Department	DPTO. ADMINISTRACION DE EMPRESAS
Name of lecturer	MARIA OBESO BECERRA
E-mail	maria.obeso@unican.es
Office	Edificio de las Facultades de Derecho y Ciencias Económicas y Empresariales. Planta: + 2. Despacho Profesores Asociados Administración de Em (E222A)
Other lecturers	

3.1 LEARNING OUTCOMES
- Knowledge to elaborate an international plan.

4. OBJECTIVES
Knowledge to recognise international context
Knowledge to elaborate an interntaional plan.

6. COURSE ORGANIZATION

CONTENTS	
1	The international context
2	Internacionalization decision
3	Selecting markets
4	Methods to invest in new countries
5	Internacional strategies

7. ASSESSMENT METHODS AND CRITERIA

Description	Type	Final Eval.	Reassessn	%
Individual assigment	Work	No	Yes	40,00
Lecture room work	Others	No	Yes	30,00
Team assignment	Work	No	Yes	10,00
Evaluation by lesson	Others	No	Yes	20,00
TOTAL				100,00

Observations

The subject could be approved with continuous evaluation, where a participation above 80 per cent in the proposal is required.
Students need a calification above 5/10 points, and this calification includes:

- Assignments during the classes..... 20 per cent
- Team assignment..... 30 per cent
- Individual assignment..... 30 per cent
- Evaluation by lessons..... 20 per cent

In the case of sanitary alert, this evaluation will be realized using telematic tools.

Observations for part-time students

Students enrolled as partial-time-student could pass the subject realizing a final exam with theory and practice character.

In the case of sanitary alert, this exam would be realized using Skype Empresarial. Theoretical exam would be realized by oral form with webcam and microphones actives. Practical exam would be realized with webcam and microphone active too.

8. BIBLIOGRAPHY AND TEACHING MATERIALS

BASIC

Manual de Internacionalización del ICEX (2017). Disponible en: https://www.icex.es/icex/es/Navegacion-zona-contacto/libreria-icex/PUB2018776130.html?idTema=10707031&idColeccion=12060362