

## GUÍA DOCENTE ABREVIADA DE LA ASIGNATURA

### 734 - International Business: the EU perspective

#### Erasmus Mundus Master in Economics of Globalisation and European Integration (EGEI)

Curso Académico 2023-2024

1. DATOS IDENTIFICATIVOS			
Título/s	Erasmus Mundus Master in Economics of Globalisation and European Integration (EGEI)		Tipología v Curso
Centro	Facultad de Ciencias Económicas y Empresariales		
Módulo / materia	Asignaturas Erasmus Mundus Master in Economics		
Código y denominación	734 - International Business: the EU perspective		
Créditos ECTS	5	Cuatrimestre	Cuatrimestral (1)
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	Edificio de las Facultades de Derecho y Ciencias Económicas y Empresariales. Planta: + 1. DESPACHO DANIEL DIAZ FUENTES (E108)		
Otros profesores	JOSE MANUEL ALONSO ALONSO		

### 3.1 RESULTADOS DE APRENDIZAJE

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### 4. OBJETIVOS

The objective is to examine how worldwide economic and political changes have driven globalisation and shape the way international business is conducted from an European perspective. Highlight innovation and technology as major factors underlying global growth and greater interdependence between firms, governments, institutions and people. Examine the main actors that feature International Business: large and small MNEs, which are at the core of spreading globalisation; value chains and networks, which connect firms globally; and institutions (national and global), which shape how these other actors evolve.

6. ORGANIZACIÓN DOCENTE	
CONTENIDOS	
1	International Business in the Global Economy a EU perspective
2	International Business Frameworks
3	International Politics and Regulations
4	International Trade
5	International Financial Markets and Institutions
6	International Culture
7	MNEs Innovation and Competitiveness
8	European MNEs in the Global Economy. The role of policy
9	Emerging MNEs strategies in Europe
10	The coming of age of utilities and infrastructure MNEs: How do SOMNEs behave abroad?

7. MÉTODOS DE LA EVALUACIÓN				
Descripción	Tipología	Eval. Final	Recuper.	%
Problem set	Actividad de evaluación con soporte virtual	No	No	20,00
Assignments/Critical analysis	Otros	No	No	15,00
Mid term exam	Examen escrito	No	Sí	30,00
Final exam	Examen escrito	No	Sí	30,00
class attendance	Otros	No	No	5,00
TOTAL				100,00
Observaciones				
Problem sets: 10% (Exercises - Data Analysis) In-class quizzes (10): 10% (Questions/options - similar to Mid-term Exam) Assignments/Critical analysis: 15% (CS: Case Studies) Mid-term exam: 30% Final exam: 30% Class attendance: 5%				
Criterios de evaluación para estudiantes a tiempo parcial				
Problem sets: 10% (Exercises - Data Analysis) In-class quizzes (10): 10% (Questions/options - similar to Mid-term Exam) Assignments/Critical analysis: 15% (CS: Case Studies) Mid-term exam: 30% Final exam: 30% Class attendance: 5%				

**8. BIBLIOGRAFÍA Y MATERIALES DIDÁCTICOS****BÁSICA**

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Esta es la Guía Docente abreviada de la asignatura. Tienes también publicada en la Web la información más detallada de la asignatura en la Guía Docente Completa.