

SUBJECT TEACHING GUIDE

731 - Global Finance and International Strategy

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

Academic year 2023-2024

1. IDENTIFYING DATA			
Degree	Erasmus Mundus Master in Economics of Globalisation and European Integration (EGEI)	Type and Year	Optional. Year 2
Faculty	Faculty of Economics and Business Studies		
Discipline			
Course unit title and code	731 - Global Finance and International Strategy		
Number of ECTS credits allocated	5	Term	Semester based (1)
Web			
Language of instruction	English	Mode of delivery	Face-to-face

Department	DPTO. ADMINISTRACION DE EMPRESAS		
Name of lecturer	JOSE LUIS FERNANDEZ SANCHEZ		
E-mail	jluis.fernandez@unican.es		
Office	Edificio de las Facultades de Derecho y Ciencias Económicas y Empresariales. Planta: + 2. DESPACHO (E211)		
Other lecturers	ELISA PILAR BARAIBAR DIEZ		

3.1 LEARNING OUTCOMES
- To evaluate which is the best option to internationalize through the geo-strategic analysis.
- To evaluate which is the best internationalization strategy for a company and its implications.
- To analyze and optimize investment and financing decisions in an international company.

4. OBJECTIVES
The objective of this course is to analyze business internationalization from a strategic and financial point of view.

6. COURSE ORGANIZATION	
CONTENTS	
1	GEO-STRATEGY 1.1. Diamond framework 1.2. Country risk analysis 1.3. Culture and international business
2	STRATEGY OF INTERNATIONAL FIRMS 2.1. International strategies 2.2. Entry decisions and strategic alliances 2.3. Organization of international firms
3	GLOBAL FINANCE 3.1. Financial management of international firms 3.2. Investment decisions 3.3. Financing decisions

7. ASSESSMENT METHODS AND CRITERIA				
Description	Type	Final Eval.	Reassessn	%
Team work (40%) to evaluate module 1 (Geo-strategy)	Work	No	Yes	40,00
Final exam (60%) to evaluate module 2 (Strategy of international firms) and module 3 (Global finance)	Written exam	Yes	Yes	60,00
TOTAL				100,00
Observations				
Observations for part-time students				
All modules will be evaluated through a final exam (100%).				

8. BIBLIOGRAPHY AND TEACHING MATERIALS
BASIC
Griffin R.W. and Pustay M.W. (2014). International Business. A Managerial Perspective (8th edition). Prentice Hall.
Hill C.W.L. (2010). International Business: Competing in the Global Marketplace (8th edition). McGraw-Hill Education.
Eun C. And Resnick B. (2018). International Financial Management (8th edition). McGraw-Hill.