

SUBJECT TEACHING GUIDE

764 - Internationalisation Strategies

Master's Degree in Business Administration

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Academic year 2023-2024

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	764 - 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				
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Other lecturers					

3.1 LEARNING OUTCOMES

- Knowledge to elaborate an international plan.

4. OBJECTIVES

Knowledge to recognise international context

Knowledge to elaborate an international 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 assignment	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				
<p>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:</p> <ul style="list-style-type: none"> - Assignments during the classes..... 20 per cent - Team assignment..... 30 per cent - Individual assignment..... 30 per cent - Evaluation by lessons..... 20 per cent <p>In the case of sanitary alert, this evaluation will be realized using telematic tools.</p>				
Observations for part-time students				
<p>Students enrolled as partial-time-student could pass the subject realizing a final exam with theory and practice character.</p> <p>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.</p>				

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