

## SUBJECT TEACHING GUIDE

### G1818 - International Business

#### Degree in Labour Relations

Academic year 2023-2024

1. IDENTIFYING DATA			
Degree	Degree in Labour Relations	Type and Year	Optional. Year 4
Faculty	Faculty of Law		
Discipline	Subject Area: Organisation of Business and Work, Administration and Management of Human Resources Specialisation Module		
Course unit title and code	G1818 - International Business		
Number of ECTS credits allocated	6	Term	Semester based (2)
Web			
Language of instruction	English	Mode of delivery	Face-to-face

Department	DPTO. ADMINISTRACION DE EMPRESAS		
Name of lecturer	ELISA PILAR BARAIBAR DIEZ		
E-mail	elisa.baraibar@unican.es		
Office	Edificio de las Facultades de Derecho y Ciencias Económicas y Empresariales. Planta: + 2. DESPACHO (E235)		
Other lecturers	JOSE LUIS FERNANDEZ SANCHEZ		

### 3.1 LEARNING OUTCOMES

- Risk assessment and cultural differences of other countries, learning to do business according to their characteristics.  
Knowledge of the multinational company: management, alliances and strategies.

### 4. OBJECTIVES

Knowing the casuistry (risk, culture) of the major powers in North America, Japan and the European Union, with emphasis on the latter through specific case studies.  
Knowing the different strategic options for multinational companies.

## 6. COURSE ORGANIZATION

### CONTENTS

1	Unit I. Geostrategy: National Diamond Framework and country risk analysis
2	Unit II. International Culture: Doing business in the European Union, Asia, North America.
3	Unit III. Managing international business: International Strategic Management, International Strategic Alliances, International Organization Design and Control, International Operations Management

## 7. ASSESSMENT METHODS AND CRITERIA

Description	Type	Final Eval.	Reassessn	%
Individual work	Work	No	Yes	30,00
Group work	Work	No	Yes	40,00
Monitoring	Others	No	No	30,00
TOTAL				100,00

### Observations

Monitoring during the course is important. Dates of the presentations and the individual assessments (in class or in the event of sanitary crisis, online) will be disclosed at the beginning of the course on the virtual classroom.

The student must submit all the projects and the average mark (group projects - without considering presentation - from units I and II and individual projects from unit III) must be higher than 4 and the average of all of them must be higher than 5 to pass the course.

If this average is not higher than 5, remedial exam will consist of a theoretical and practical exam of those projects / individual assessments with a mark lower than 5. The content will be based on the theory and case studies carried out during the course. The new average must be higher than 5

### Observations for part-time students

Part-time students, waiving continuous evaluation, must submit and present individual projects from units I and II (50%) and perform individual works from unit III (50%). Marks of each project must be higher than 4 and the average must be higher than 5 to pass the course. Otherwise, remedial exam will include theory and practice. In the exam, a result higher than 5 is needed. The assessment (presentations, individual assessments, exam) will be face-to-face or online, in the event of sanitary crisis.

## 8. BIBLIOGRAPHY AND TEACHING MATERIALS

### BASIC

Hill, Charles (2023). International Business. Competing in the Global Marketplace (14th edition). McGraw-Hill International Edition

Griffin, R.W. and Pustay, M.W. (2020). International Business. A Managerial Perspective (9th edition). Pearson Education International.

Redding, G. and Stening, B.W. (2015). Cross-Cultural Management (II). Managing Cultural Differences. 8th Edition. Elgar Reference Collection.

Wall, S. and Rees, B. (2015). International business (4th edition). Prentice Hall.

