

## SUBJECT TEACHING GUIDE

### G965 - International Business Economics

## DOUBLE DEGREE IN ADMINISTRATION AND BUSINESS MANAGEMENT AND ECONOMICS

Degree in Economics  
Academic year 2023-2024

### 1. IDENTIFYING DATA

Degree	DOUBLE DEGREE IN ADMINISTRATION AND BUSINESS MANAGEMENT AND ECONOMICS			Type and Year	Optional. Year 5 Optional. Year 4
Faculty	Faculty of Economics and Business Studies				
Discipline	Subject Area: Applied International Economics				
Course unit title and code	G965 - International Business Economics				
Number of ECTS credits allocated	6	Term	Semester based (2)		
Web					
Language of instruction	English		Mode of delivery		Face-to-face

Department	DPTO. ECONOMIA
Name of lecturer	JOSE MANUEL ALONSO ALONSO
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Office	Edificio de las Facultades de Derecho y Ciencias Económicas y Empresariales. Planta: + 1. DESPACHO (E144A)
Other lecturers	MARCOS FERNANDEZ GUTIERREZ

### 3.1 LEARNING OUTCOMES

- Students will have a solid understanding of the theoretical and practical challenges of international business in a globalized economy

### 4. OBJECTIVES

The objective of this course is to introduce the student to a broad appreciation of International Business Economics. Focus will be on the firm as unit and how it operates in theory and practice in an international business environment.

6. COURSE ORGANIZATION	
CONTENTS	
1	International Business and Globalization Political Economy and Economic Development
2	The Foreign Exchange Market The Global Capital Market
3	The Strategy of International Business The Organization of International Business Entry Strategy and Strategic Alliances
4	Global Marketing and R&D Global Production, Outsourcing, and Logistics Global Human Resources

7. ASSESSMENT METHODS AND CRITERIA				
Description	Type	Final Eval.	Reassessn	%
Final Exam	Written exam	Yes	Yes	60,00
In class activities	Others	No	Yes	20,00
In class activities	Others	No	Yes	20,00
TOTAL				100,00
Observations				
<p>This course will be evaluated by two components:</p> <p>1) An exam, organized at the end of the course. 60%.</p> <p>2) Tasks in class. 40% (20% Tasks Blocks 1 &amp; 2; 20% Tasks Blocks 3 &amp; 4).</p> <p>Students who do not follow or fail the continuous evaluation can do a final exam, worth 100% of the final mark. This exam will consist of 1) Multiple choice questions (40%) and 2) Open essay questions on all aspects in the reading list (basic and advanced) and class notes (60%).</p>				
Observations for part-time students				
Students taking the course on a part-time basis can do a final exam, worth 100%. This exam is composed of multiple choice questions (40%) and open essay questions (60%).				

8. BIBLIOGRAPHY AND TEACHING MATERIALS
BASIC
International Business: Competing in the Global Marketplace, 11th Edition. Charles W. L. Hill, University of Washington.