

SUBJECT TEACHING GUIDE

G965 - International Business Economics

DOUBLE DEGREE IN ADMINISTRATION AND BUSINESS MANAGEMENT AND ECONOMICS Degree in Economics

Academic year 2024-2025

1. IDENTIFYING DATA					
Degree	DOUBLE DEGREE IN ADMINISTRATION AND BUSINESS MANAGEMENT AND ECONOMICS Degree in 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	English Friendly	No	Mode of delivery	Face-to-face

Department	DPTO. ECONOMIA				
Name of lecturer	JOSE MANUEL ALONSO ALONSO				
E-mail	jmanuel.alonsoalonso@unican.es				
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. SUBJECT PROGRAM	
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	50,00
In class activities	Others	No	Yes	20,00
In class activities	Others	No	Yes	15,00
In class activities	Others	No	Yes	15,00
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. 50%.</p> <p>2) Tasks in class. 50% (20% Tasks Blocks 1 & 2; 15% Tasks Block 3 and 15% Tasks Block 4).</p> <p>Students who do not follow or who 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				
<p>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%).</p>				

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