

## BASIC DETAILS:

<b>Subject:</b>	INTERNACIONALIZACIÓN II. COMERCIO Y LOGÍSTICA INTERNACIONAL		
<b>Id.:</b>	30594		
<b>Programme:</b>	GRADUADO EN ADMINISTRACIÓN Y DIRECCIÓN DE EMPRESAS (BOE 26/11/2010)		
<b>Module:</b>	INTERNACIONALIZACIÓN		
<b>Subject type:</b>	OPTATIVA		
<b>Year:</b>	3	<b>Teaching period:</b>	Segundo Cuatrimestre
<b>Credits:</b>	6	<b>Total hours:</b>	150
<b>Classroom activities:</b>	66	<b>Individual study:</b>	84
<b>Main teaching language:</b>	Inglés	<b>Secondary teaching language:</b>	Castellano
<b>Lecturer:</b>		<b>Email:</b>	

## PRESENTATION:

The main purpose of the subject is to provide the students with the basic notions about the internationalization strategy of a company, including logistics aspects that may lead a company to success.

The subject will offer the student the necessary tools to face international strategies to access to external markets. Therefore, the subject gives a global and integrating perspective of the international business and the supply chain. The subject is linked to the areas of Marketing and Market Research, Financial Economics and Accounting, Human Resources, Production and Business Organization, giving a global perspective of the company and its operation.

Besides, the subject will help the student to better understand the problems concerning in the decision making in international business in a company. The content is focused in the internationalization strategies, the market analysis, the segmentation, the legal framework, the ways of entry into foreign markets, transport issues, payment practices, documentation, etc.

The course is divided in two parts:

1. International Business: this part will offer the students contents in order to understand the strategic decision of accessing to international markets of a company, the global market analysis (economic, social, culture, etc.) and choices methods, the legal frame, the most common ways of entry, etc
2. Logistics: this part will show the students the importance of the logistics and the supply chain strategies. Moreover, the student will understand transport and delivery of products, and the documentation related.

## PROFESSIONAL COMPETENCES ACQUIRED IN THE SUBJECT:

<b>General programme competences</b>	G01	Ability to analyse and summarise information from several sources.
	G02	Creative and efficient resolution of problems that arise in day-to-day, in order to ensure the highest levels of quality of professional work.
	G03	Ability to organise and plan the work in the context of continuous improvement
	G04	Use of information and communication technologies
	G05	Ability to work effectively in interdisciplinary teams, integrating and participating in scientific and professional teamwork, contributing ideas and respecting and valuing the diversity of views of other team members.
	G06	Ability to incorporate ethical principles into the professional culture, giving priority to ethical commitment to customers and society.
	G07	Ability to work in an international context and innovate and adopt new approaches used in other national contexts.
	G09	Oral and written communication in English in academic and professional contexts.
	G10	Ability to apply the acquired knowledge, adapting it to the needs and special features of each situation and person.
	G11	Ability to come up with new ideas (creativity).
	G12	Ability to incorporate scientific research and evidence-based practice as a professional culture, updating

		knowledge and skills continuously.
	G13	Ability to develop learning strategies throughout life to be able to acquire new knowledge, by developing their own academic and professional path.
	G14	Oral and written communication in native language and in English, according to the needs of their field of study and the demands of their academic and professional environment.
	G15	Ability to establish and meet the most appropriate quality criteria and apply methodologies and work strategies geared towards continuous improvement.
	G16	Ability to assimilate concepts of a social and humanistic nature into a comprehensive university education to enable the development of ethical values such as solidarity, multiculturalism, equality, commitment, respect, diversity, integrity, etc.
	G17	Ability to create, from a critical and constructive point of view, proposals for social transformation based on democracy and fundamental rights of individuals.
<b>Specific programme competences</b>	E01	Understand the specific aspects of the operation, management and control of the different functional areas of the company.
	E02	Know and understand the local, national and international socio-economic context in which the companies operate and be able to interpret its impact on them.
	E03	Ability to apply the acquired knowledge of the functional areas of the company and the socio-economic environment.
	E04	Ability to identify related variables and understand their impact on business organisations.
	E06	Understand the processes related to professional activity in the field of auditing (internal and external) of the organisations.
	E09	Appreciate how the domestic and international financial markets operate.
	E10	Understand financial operations taking place in business environments, designing and analysing investment and financing strategies.
	E12	Ability to propose, design and implement an appropriate human resources management plan into the reality of the company.
	E13	Know the decision making processes in terms of policy and business strategy.
	E14	Understand the principles of business ethics and be able to design scenarios in which these principles can be put into business practice.
	E15	Propose, plan and lead business innovation projects that ensure the competitiveness of the company.
<b>Learning outcomes</b>	R1	Understand international business and logistics
	R2	Develop analytical skills
	R3	Improve decision making skills.
	R4	Clear thinking.
	R5	Awareness and familiarisation with problems.

#### PRE-REQUISITES:

- Knowledge of English language.
- Basic knowledge of the international economic environment.

#### SUBJECT PROGRAMME:

##### Subject contents:

<b>1 - INTERNATIONAL BUSINESS</b>
1.1 - Companies and International Trade
1.2 - Decision making and strategies
1.3 - International markets: external analysis
1.4 - Market choice methods
1.5 - Market segmentation
1.6 - Market entry systems
<b>2 - LOGISTICS</b>
2.1 - Introduction and overview
2.2 - Competitiveness through Logistics
2.3 - Supply Chain strategies

2.4 - Management of Logistics and Transport

2.5 - Import/Export operations: documentation, financing, customs

Subject planning could be modified due unforeseen circumstances (group performance, availability of resources, changes to academic calendar etc.) and should not, therefore, be considered to be definitive.

## TEACHING AND LEARNING METHODOLOGIES AND ACTIVITIES:

### Teaching and learning methodologies and activities applied:

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The subject is based on concepts and aspects studied in other subjects of previous courses of Business Administration Degree.

The subject has two parts, one theoretical and one practical:

a. The Theoretical part will consist in the development in class of the program of the subject through explanations carried out by the teacher and the students, being helped by the basic and recommended bibliography. Graphic and text presentations and any other media lecturers consider appropriate will be used, being requested active participation of students. To this extent, prior reading of the topics or recommended texts to be discussed in class will be informed. Each of the topics may be prepared by the students previously a thome, and in the class the information will be completed. Moreover, the lecturer will consolidate the knowledge with exercises orexplanations.

b. The practical part of the subject will be dedicated to various activities, such as the completion of exercises, resolution of complementary readings, articles,etc.

Case exposition and discussion about each area will be the methodology used by the teacher, in order to present the lessons.

### Student work load:

Teaching mode	Teaching methods	Estimated hours
Classroom activities	Master classes	30
	Practical exercises	6
	Debates	4
	Coursework presentations	12
	Participation in seminars, conferences etc.	6
	Other practical activities	6
	Assessment activities	2
Individual study	Individual study	24
	Individual coursework preparation	16
	Group cousework preparation	14
	Research work	16
	Compulsory reading	6
	Recommended reading	8
Total hours:		150

## ASSESSMENT SCHEME:

### Calculation of final mark:

Individual coursework 1:	15	%
Individual coursework 2:	15	%
Group coursework:	20	%

Final exam:	50	%
<b>TOTAL</b>	100	%

\*Las observaciones específicas sobre el sistema de evaluación serán comunicadas por escrito a los alumnos al inicio de la materia.

## **BIBLIOGRAPHY AND DOCUMENTATION:**

### **Basic bibliography:**

DAVID, Pierre, STEWARD, Richard. International Logistics 3rd ed. Clerance Learning 2010
HILL, Charles. International Business, competing in the global marketplace, 9th ed. McGraw-Hill 2012

### **Recommended bibliography:**

CINGILLIOGLU, Ilker. International Logistics: CreateSpace Independent Publishing Platform, 2015
MURPHY, Paul and WOOD, Donald. Contemporary Logistics (10th Edition) Prentice Hall, 2010
RUGMAN, Alan. The Oxford Handbook of International Business. Oxford university Press (2nd Ed.) 2009
SITKIN, Alan and BOWEN, Nick. International Business. OUP Oxford 2010

### **Recommended websites:**

International Business Review	<a href="http://www.journals.elsevier.com/international-business-review/">http://www.journals.elsevier.com/international-business-review/</a>
International Logistics Journal	<a href="http://www.joc.com/international-logistics">http://www.joc.com/international-logistics</a>
Journal of International Business Studies	<a href="http://www.palgrave-journals.com/jibs/index.html">http://www.palgrave-journals.com/jibs/index.html</a>

\* Guía Docente sujeta a modificaciones