

Academic Year: (2018 / 2019)

Review date: 11-04-2018

Department assigned to the subject: Business Administration Department

Coordinating teacher:

Type: Electives ECTS Credits : 6.0

Year : Semester :

DESCRIPTION OF CONTENTS: PROGRAMME

1. Globalization of Markets and the internationalization process
2. The International Business Environment
3. International Business Strategies
4. Organizational Structure for the Internationalization of the Firm

% end-of-term-examination: 60

% of continuous assessment (assignments, laboratory, practicals...): 40