

Academic Year: (2019 / 2020)

Review date: 11-05-2020

Department assigned to the subject: Business Administration Department

Coordinating teacher: CERVÍÑO FERNANDEZ, JULIO

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

ASSESSMENT SYSTEM

Minimum grade in the multiple choice test to be taken into the global evaluation: 3,8 over 10.

% end-of-term-examination:	60
% of continuous assessment (assignments, laboratory, practicals...):	40

BASIC BIBLIOGRAPHY

- Cerviño, J. Marketing Internacional. Nuevas Perspectivas para un mercado globalizado, Pirámide, 2012
- Chemawat, Pankaj The Globalization of Firms, Globalization Note Series (IESE), 2014
- Gupta, V y Govindarajan, V Managing Global Expansion. A conceptual framework, Business Horizons, 2000
- McKinsey Quarterly Is your emerging market strategy local enough?, McKinsey, 2011