International Management

Academic Year: (2020 / 2021) **Review date: 02-07-2020**

Department assigned to the subject: Business Administration Department

Coordinating teacher: MUÑOZ BULLON, FERNANDO

Type: Compulsory ECTS Credits : 3.0

Year : 1 Semester : 2

REQUIREMENTS (SUBJECTS THAT ARE ASSUMED TO BE KNOWN)

Strategic management

OBJECTIVES

- Understand how successful multinational managers view the world as an integrated market
- Know what factors should managers take into account in choosing locations for FDI projects
- Know how should firms select appropriate partners in another country
- Understand how does the multinational enterprise organize and coordinate global operations.

DESCRIPTION OF CONTENTS: PROGRAMME

1. International management in a changing world
2. Entry-mode strategies
3. Organizational design for multinational companies
4. Strategic management in the multinational company
5. Multinational strategies
6. International strategic alliances: design and management

LEARNING ACTIVITIES AND METHODOLOGY

Classes may involve lectures, small group exercises, case analyses and discussions. The lectures will serve to establish the conceptual foundations. Practical classes are designed so that students can develop skills and abilities required properly established.

Student contributions are an important part of the course. Students are expected to read assigned materials for each class; attend class, participate and contribute to discussions.

ASSESSMENT SYSTEM

Students will be evaluated based on the following criteria:

ORDINARY CALL:

- Class participation and homework: 40%
- FinalExam: 60%

EXTRAORDINARY CALL:

Alternative 1:

- Class participation and homework: 40%
- Final Exam: 60%

Alternative 2:
- Final exam (100%).

Students can choose the alternative that benefits them the most.

% end-of-term-examination:	65
% of continuous assessment (assigments, laboratory, practicals…):	35

BASIC BIBLIOGRAPHY

- Cullen, J.B. & Praveen Parboteeah, K Multinational management: A strategic approach, Cengage International Edition. , 2014
- Hisrich, R.E. International Entrepreneurship: Starting, Developing, and Managing a Global Venture., Sage, 2012
- Oded,S.& Yadong, L. International Business, Sage, 2012

ADDITIONAL BIBLIOGRAPHY

- Gaspar, J.E., Arreola-Risa, A., Bierman, L. Hise, R.T., Kolari, J.W. and Smith, L.M. Introduction to global business. Understanding the international environment and global business functions, Cengage International edition, 2014
- Grant, R.M. and Jordan, J. Foundations of strategy, Wiley, 2012
- Peng, M. and Meyer, K. International business, Cengage international edition., 2009
- Volberda, H.W., Morgan, R.E., Reinmoller, P., Hitt, M.A., Ireland, R.D. and Hoskisson, R.E. Strategic management. Competitiveness and globalization, Cengage international edition, 2011