

Title: International Business

Description:

In today's world, all business is international business. Whether you are buying a book, a phone or a new car, the chances are that at some point in the life of that product, several countries or cultures, were involved.

The questions that we look to explore and answer throughout this course are:

- What factors make studying International Business unique to studying "regular" Business?
- Why does understanding international business mean so much more than just speaking another language?
- How are Marketing and Management affected when we talk about international business?
- What developments of the last few decades have propelled business to become international?

This course is meant to be an overview of the tests that businesses face as globalization becomes even more entrenched in everyday life. The primary focus throughout the course is on the economic, political, cultural and legal forces that challenge businesses. (3 credits)

Language of Instruction: English

Total hours: 45 hours

Credits: 3 credits

METHODOLOGY

The course will use a combination of guided lectures, classroom interaction, student presentations and tours of the city.

Evaluation:

Attendance to classes and field trips is mandatory; poor attendance will affect the final grade of the student as well as the everyday participation grade.

The final grade consists of four different parts: class participation, a midterm written exam, a final written exam, and a final project. The breakdown of grades is made up as follows:

- 20% Class participation (classroom interaction, field studies, journal, and attendance)
- 25% Midterm written exam
- 25% Final written exam
- 30% Final project (15% Written paper, 15% class presentation)

Class participation

Active class participation includes coming to class prepared, having read the material for that day, answering questions from the professor, asking questions and engaging in group activities. Students are encouraged to express their opinions in class with the professor and the other students.

Attendance Policy:

Students are allowed THREE absences throughout the semester without penalty. Starting with the fourth absence, the student's FINAL GRADE will be lowered by a fraction of a letter (1/3 of a letter grade). For example, if a student has 4 absences and a final grade of B+, the grade will be lowered to a B, if 5 absences the grade is lowered to B-.

There are NO excused absences. If a student misses class because s/he is sick, that counts as one of the allowed absences. No excused absences and no excuses.

Final project:

The final project consists of both a written report and an oral presentation. By the 3rd week of class, students will have chosen a topic linked to the syllabus and must get final approval from the professor for the topic of choice. This early start to the final project provides students with ample time to research their topic, meet with group members (if applicable), and not leave everything for the last minute.

Students are expected to demonstrate original and critical thinking as well as analytical reflection from scholarly research cited properly.

Exams:

Both the midterm and the final exams may contain a mix of multiple choice, short answer and essay questions aimed to test the students' full comprehension of facts and the ability to argue his/her opinions based on class material.

Content:

Session 1
<u>Contents, evaluation and targets. The international economic situation</u> Firstly, we lay the foundations to be able to continue and the second part is intended as an introduction to the international economic situation.

Session 2
<u>Cultural influences in management</u> A broader view of how culture influences management: what managers do and why, and how this influences business strategy.

Session 3

Wider-domains of influence and CULTURE, culture and Kulture interaction

There are a number of specific influences to be dealt with: area, sector, company, profession and function. Also there are three fundamental cultural aspects to be taken into account.

Session 4

Key cultural aspects of management

Managers have to play many roles in an organization and how they handle various situations will depend on management style and cultural aspects.

Session 5

Cultural management in Spain

A management style is an overall method of leadership used by a manager, but –what’s it like in Spain? Cultural attributes in Spanish managers and leadership style.

Session 6

Strategic analysis within the field of economics. The global expansion

This part explores the analysis of strategy within the context of international economy and some fundamental concepts about the business world and global expansion.

Session 7

Spain in the EU: economic effects

Spain has achieved greater economic stability and is now an integral part of Europe, economically and politically, but how has it happened and what was the process.

Session 8

The main companies in Spain

Spain has been transformed in the last three decades from a rural, backward, agricultural country into a nation with a diversified economy with strong manufacturing and service sectors.

Session 9

Catalan businesses and their importance in the national economy

In 1986, Catalonia joined the European Economic Community. This gave rise to opportunity and guaranteed Catalonia's future yet was also a challenge.

Session 10

How to create a company in Spain

In this lesson we will focus on the practical aspects of starting a business in Spain. The procedural formalities necessary to set up a business in Spain.

Session 11

Marketing in Spain

This part provides you with an overview of the top marketing companies in Spain regarding several marketing areas. Furthermore, various internationally acknowledged marketing companies have offices in Spain.

Session 12

Human Resources management: cultural impact

The key strategy for working in a culturally diverse organization is to be aware that cultural differences exist. It is impossible to know cultural norms of each different culture represented in a company, but to be aware of their existence is essential.

Session 13

Midterm Exam.

Session 14

Human resource management approach in Spain

A chronological perspective of Human Resource Management (HRM) in Spain is given in order to offer a general overview of the evolution of the personnel function in Spanish companies and to understand the present situation of HRM in Spain.

Session 15

Socialcultural relevancy of companies

Understanding social and cultural differences can mean the difference between success or losing the deal. It can create a huge impact on your reputation and your development.

Session 16

Multi-national companies in Spain

Spain's international economic profile has grown appreciably in recent years. Despite a downturn in foreign investment in Spain since 2002, and the economic recession, Spain continues to present a welcoming environment for foreign investment.

Session 17

The recession's effects in Spain

Spain's economy has experienced unprecedented growth rates for a period of 20 years until now, but nowadays Spain's economy is suffering from a mixture of domestic problems and the effects of the global recession.

Session 18

Global economic crisis: effects in Spain

The current financial crisis has impacted countries around the world, some worse than others. Western Europe is among the worst hit regions by the global financial crisis.

Session 19

Cases of Spanish companies in crisis

There are some companies that are having problems because they took on a great deal of debt, but globalizing through exports or foreign investments provides a cushion; a way of diversifying geographically. Crises are not only problematic; they also create opportunities.

Session 20

A brighter view to the future

The improvement of productivity, reformation of regulations and institutions and improvement of productivity may help Spain emerge from its unhealthy economic situation.

Session 21

Dealing with cultural differences: managers' solutions

Improving levels of cultural awareness can help managers build international competency and enable individuals to become more globally sensitive.

Session 22

The challenge of multicultural teams

Slight obstacles in teamwork resulting from cultural or linguistic differences can cause real damage before a manager even realizes what's happening.

Session 23

Students' presentations

Session 24

Review

Session 25

<u>FINAL EXAM</u>

BIBLIOGRAPHY

Required readings:

International Business. Competing in the Global Marketplace. Charles W.Hill, 2007.

Redefining Global Strategy. Pankaj Ghemawat. Harvard Business School Press, 2007.