

A large, light grey profile of a man's head and shoulders, facing right. He is wearing a cap and has curly hair. This image serves as a background for the text on the left.

International
Business

Bachelor's Degree in
Economics and
International
Business



UNIVERSIDAD
NEBRIJA

SYLLABUS

Course: International Business

Degree: Bachelor's Degree in Economics and International Business

Type: Core

Languages: This course will be taught in English

Modality: In-Person and Online

Credits: 6

Year: 1st

Semester: Fall Semester

Professors and contact information: Geoffrey Ditta and Miguel Marinas.

1. COMPETENCES AND LEARNING OUTCOMES

1.1. General and Specific Competencies

CB1 Students have demonstrated possession and understanding of knowledge in an area of study that builds on the foundation of general secondary education, and is usually at a level that, while relying on advanced textbooks, also includes some aspects that involve knowledge from the cutting edge of their field of study.

CB2 Students are able to apply their knowledge to their work or vocation in a professional manner and possess the competences usually demonstrated through the development and defence of arguments and the resolution of problems within their field of study.

CB3 That students have the ability to gather and interpret relevant data (usually within their area of study) in order to make judgements that include reflection on relevant social, scientific or ethical issues.

CB4 Students are able to transmit information, ideas, problems and solutions to both specialist and non-specialist audiences.

CB5 That students have developed those learning skills necessary to undertake further studies with a high degree of autonomy.

GC4 Master economic and business terminology and use it in the appropriate contexts. GC7 Identify the relevant elements for decision making.

GC9 Develop critical reasoning

GC11 Participate actively in interdisciplinary and international teams

SC7 Integrating in business management, understanding the variables that affect international business and transactions.

SC12 Adding value to the management of an organisation, understanding its aims and its position within the market or context in which it is located.

SC14 Receiving and transmitting information on economic aspects and the international management of companies in English.

SC24 Interpreting and understanding relevant business information, placing it in context, and using it in international business.

SC28 Critically analyse the academic information that exists on the structure and current functioning of international trade and business.

SC29 Relate theoretical knowledge and academic information on international trade and business with the global economic reality.

1.2. Learning outcomes

At the end of this course, the student should:

Know the fundamentals of international business.

2. CONTENTS

2.1. Prerequisites

None.

2.2. Description

International Business is an introduction to the internationalization from the point of view of the company. The various business functions such as finance, production, marketing, human resources or have specific characteristics and dynamics inherent in the international context. In addition to the main themes already mentioned, the impact on international business culture, strategies of internationalization, the structure of the international organization, the influence of geography, international legal context, expatriation, and risk study exchange. Using cases and other current examples, students will learn how the company has to deal with internationalization

2.3. Covered Topics

1.INTRODUCTION, BASIC NOTIONS AND CONCEPTS

- Why companies do International Business
- Reasons for the growth of International Business
- Risks of International Business
- The phenomenon of Globalization

2.CULTURAL ENVIRONMENTS

- Cultural awareness and culture shock
- Nation Concept.
- Customs and traditions
- Verbal and non-verbal language
- Behavioral practices affecting business
- Religion.

3.POLITICAL AND LEGAL ENVIRONMENTS

- Political environment
- Political ideologies
- Freedom and Democracy
- Political risk
- Legal Environment
- Intellectual property and protection of rights

4.ECONOMIC ENVIRONMENTS

- Macro and microeconomic analysis
- Economic Freedom
- Macroeconomic measures. Country Report
- Microeconomic measures. Market/sector report

5. INFLUENCES OF GOVERNMENT AND INTERNATIONAL ORGANIZATIONS

- Reasons for government intervention
- Economic relations between countries
- Instruments for government intervention
- International organizations and their level of intervention

2.4. Individual / Group Assignments

During the course, activities, reports or projects, or others with similar objectives or nature, may be developed: Divided into groups, the students will carry out during the course a compulsory work consisting of the analysis and strategic approach to the international expansion of the company.

Directed Activity 1: International Business case study

Direct Activity 2: International Business Analysis

2.5. Learning Activities

LEARNING ACTIVITIES

In-Person Learning	Hours	Attendance %
A1 Lectures	45	100%
A2 Discussion Sections	9	100%
A3 Mentoring	9	100%
A4 Individual / Group Assignments	18	0%
A5 Online Assignments	6	50%
A6 Extracurricular Materials	6	0%
A7 Self Study	51	0%
A13 Exam	6	100%

Online Learning	Hours	Attendance %
A9 Asynchronous Classes	12	0%
A10 Discussion Sections, Synchronous or Asynchronous	12	0%
A3 Mentoring	24	0%
A4 Individual / Group Assignments	18	0%
A5 Online Assignments	12	0%
A6 Extracurricular Materials	12	0%
A7 Self Study	54	0%
A13 Exam	6	100%

Methodologies:

In-Person: MD1, MD2, MD3, MD4, MD5

Online: MD1, MD2, MD3, MD4, MD5

2.5. Grades

Grades are calculated as follows:

- 0 - 4.9 Fail (SS)
- 5.0 - 6.9 Pass (AP)
- 7.0 - 8.9 Notable (NT)
- 9.0 - 10 Outstanding (SB)

The mention of "Matrícula de Honor" may be awarded to students who have obtained a grade equal to or greater than 9.0.

2.6. Evaluation criteria

Ordinary Session

Modality: In-Person

Evaluation Criteria	Percentage
S1 Attendance and Participation	10%
S2 Individual / Group Assignments	30%
S3 Midterm Exam (On-Site)	10%
S4 Final Exam (On-Site)	50%

Modality: Online

Evaluation Criteria	Percentage
S10 Participation (Forums and Supervised Activities)	10%
S2 Individual / Group Assignments	30%
S4 Final Exam (On-Site)	60%

Extraordinary Session

Modality: In-Person

Evaluation Criteria	Percentage
S2 Individual / Group Assignments	30%
S4 Final Exam (On-Site)	70%

Modality: Online

Evaluation Criteria	Percentage
S2 Individual / Group Assignments	30%
S4 Final Exam (On-Site)	70%

2.7. Restrictions

Minimum Grade

To be able to qualify for inclusion of the above evaluation criteria percentages in the calculation of the final grade, it is necessary to obtain at least a grade of 5.0 in the final test.

Attendance

Students who have missed more than 25% class meetings (unexcused) may be denied the right to take the final exam in the ordinary session.

Writing Standards

Special attention will be given to written assignments, as well as to exams, regarding both presentation and content in terms of grammatical and spelling aspects. Failure to meet the minimum acceptable standards may result in point deduction.

2.8. Plagiarism Warning

Nebrija University will not tolerate plagiarism under any circumstances. Reproducing content from sources other than a student's own work (the internet, books, articles, and peers' work, among others) without proper citation will be considered plagiarism.

If these practices are detected, they will be considered a serious offense, and the sanctions provided for in the Student Regulations may be applied.

3. BIBLIOGRAPHY

- 1 Daniels, J. D., Radebaugh, L. H., & Sullivan, D. P. (2021). *International Business: Environments and Operations*. Pearson education.
- 2 Hill, C.W.L. and Hult, G.T.M. (2020): *Global Business Today*, 11th Edition, Mc Graw-Hill, New York
- 3 Mazzucato M, Parris S (2015). High-growth firms in changing competitive environments: the US pharmaceutical industry (1963 to 2002). *Small Business Economics*, 44(1), 145–170
- 4 Santi C, Santoleri P (2017). Exploring the link between innovation and growth in Chilean firms. *Small Business Economics* 49: 445–467
- 5 Vallejo-Martos, M. C. (2011). The Organizational Culture of Family Firms as a Key Factor of Competitiveness. *Journal of Business, Economics and Management*, 12(3), 451–481. <https://doi:10.3846/16111699.2011.599407>
- 6 Zhang, Z., Lee, M.K.O., Huang, P., Zhang, L. and Huang, X. (2005). A framework of ERP systems implementation success in China. *International Journal of Production Economics*, 98(1), 56-80. <https://doi.org/10.1016/j.ijpe.2004.09.004>