

SYLLABUS
RETHINKING INTERNATIONAL BUSINESS FOR A POST PANDEMIC WORLD

“The mission of the Facultad de Economía y Negocios (College of Economics and Business) is to train professionals of excellence in the fields of Management, Economics, Entrepreneurship and Innovation distinguished by their ability to create new business opportunities with integrity and commitment to the development of the country.”

A. General Information

1. Academic Unit	SCHOOL OF BUSINESS AND ECONOMICS					
2. Program	BUSINESS					
3. Code	ROBI 121					
4. Location in the curriculum	5TH YEAR					
5. Credits	10					
6. Type of course	Mandatory		Elective	x	Optional	
7. Duration	Bimonthly		Semi-annual	x	Annual	
8. Modules per week	Theoretical	x	Practical		T.A.	
9. Class hours	Classes	68	Teaching Assistance		0	
10. Prerequisites	Marketing II					

B. Contribution to the Graduate’s Profile

Profile of the Graduated Commercial Engineer of Universidad del Desarrollo

The Ingeniero Comercial of the Universidad del Desarrollo is a professional who is trained in the field of administration and capable of not only understanding the evolution of the national and global economy but is also capable of successfully performing functions in management and business creation. This professional is characterized by his or her entrepreneurial capacity, leadership and teamwork, committed to the development of the country, acting with virtue in their academic and professional work, and prepared to face the commercial world.

An understanding of international business is primordial for business students in today's global world. This course will provide students with the knowledge and skills to understand the global economic, political, cultural and social environments of global business.

Also, the impact of the coronavirus has been felt by businesses around the globe. Leaders are having to navigate unknown new waters. Businesses are being forced to innovate and re-evaluate the way they operate. The coronavirus has started a revolution of how multinational companies

will strategically approach their business model going forward as they deal with day-to-day operations. This crisis has forced businesses to adapt in how they operate, manage their work force, adhere to governmental mandates, and react to customer and employee needs. The world will look different post-virus and so will international business models.

Students will have online exercises, mini-projects as well as homework and case studies that will demonstrate real-world applications of international business concepts.

At the end of this course students should be able to:

1. Understand international business terms and concepts.
2. Identify the role and impact of political, economic, social and cultural variables in international business.
3. Identify the role and impact that the COVID 19 has had on different aspects of international business around the globe.

C. Competencies and Learning Outcomes from the Course

Generic Competencies	General Learning Outcomes
<i>Entrepreneurship</i>	Analyze integrated strategies of communication applying omni-channel tools, their contribution to the company's objectives in both public and private scopes.
<i>Ethics</i>	
<i>Global Communication</i>	
Specific Competencies	Produce strategic communication plans applying the planning, measurement and validation of integration marketing communication tools already learned in previous courses evaluating both messaging effectiveness and program effectiveness.
<i>Integration and Knowledge Application</i>	
<i>Management Ability</i>	
<i>Business Opportunity Detection</i>	

D. Units, Content and Learning Outcomes

Units and Content	Competency (Name)	Learning Outcomes (by unit and specific/generic competency)
Unit 1: Globalization		

Unit 2: National Differences		
Unit 3: The Global Trade and Investment Environment		
Unit 4: The Global Monetary System		
Unit 5: The Strategy and Structure of International Business		
Unit 6: International Business Functions		

E. Teaching Methods

The teaching methodology is based on theoretical expositions and analysis of practical examples, encouraging participation in class. The student will analyze issues that enable the application of the acquired knowledges and will face practical situations. Furthermore, students shall weekly hand in the analysis of a news related to topics of marketing communications, using the tools given in classes. The given concepts will be supported by the reading of the base text as well as of supplementary articles.

The course utilizes the following methodologies:

1. In Class Discussions: I will go over topics that students should read either in their textbook or in supplemental readings. We will have numerous class discussions throughout the semester.
2. In Class Presentations: Students will present about topics in either their textbook or in the supplemental readings.

3. Case Studies/Article Presentation: Case studies and articles will be used to further understand real-world examples of topics that will be covered throughout the semester. Students will be asked to do presentations in groups.

F. Evaluation

To evaluate the accomplishment of learning results and competences development of the course, the following evaluations are contemplated, together with their corresponding percentages:

Evaluations
35% Midterm exam
35% Final Project
5% Case study/article assignments presentations
10% Business analysis paper
15% Quizzes and class participation

1. Exams. Exams will be composed of multiple choice and essay questions that will test your ability to apply concepts that have been discussed up to the class date.
2. Case/Article Analyses and Presentations. All cases/articles should be prepared for class. Students will be selected to make a presentation in groups.
3. Quizzes. Short, in-class quizzes will test your comprehension of course materials to date.
4. Class Participation. You will be graded on the quality and insight of your participation in class.

Academic Honesty

Plagiarism and other forms of academic dishonesty are unacceptable.

Disabilities

Students with disabilities who wish to discuss academic accommodations should contact me during the first week of classes.

G. Learning Resources

MANDATORY BIBLIOGRAPHY:

Charles, E. Hill (2019): International Business: Competing in the Global Marketplace, 13th ed., McGrawHill/Irwin

Duckworth, Angela Angela. Grit: the Power of Passion and Perseverance. Scribner, 2016.

COMPLEMENTARY BIBLIOGRAPHY:

Additional supplemental readings as well as homework assignments and case studies will be provided throughout the semester.