

SÍLABO

1. INFORMACIÓN GENERAL

AÑO	2020	PER. ACADÉMICO	International September to December	
FACULTAD	Estudios Internacionales	MATERIA	Introducción to International Business	
CARRERA	Negocios Internacionales	CÓDIGO	UNEG0100	CRÉDITOS 3
MODALIDAD	Presencial	PRERREQUISITO	None	

UNIDAD ORGNIZACIONAL	x	BÁSICA
		PROFESIONAL
		INTEGRACIÓN CURRICULAR

COMPOSICIÓN EN HORAS DE LA MATERIA

EN CONTACTO CON EL DOCENTE	PRÁCTICO - EXPERIMENTAL	AUTÓNOMO
48	60	36

2. DESCRIPCIÓN DE LA MATERIA

The course is designed to make the students aware of the economic and social importance of business in a global economic system. Students will understand the management process, will learn to evaluate critical business situations when making accurate decisions are extremely important.

In addition, this course should help students investigate career interests and their role in the business field. The course materials, assignments and class discussion questions are designed in order for students to develop the analytical skills necessary to evaluate business and social situations.

3. OBJETIVO GENERAL DE LA MATERIA

To teach students about the workings of business organizations, how they function, and how they interact with the environment by reviewing basic managerial concepts and applying them in business study cases.

4. OBJETIVOS ESPECÍFICOS DE LA MATERIA

- 1 To understand the evolution of the business organization and management philosophy, recognizing the interconnections between developments in these areas
- 2 To critically evaluate alternative theories of management, recognizing the centrality of decision making and strategic thinking to the managerial role and functions
- 3 To discuss and compare different models and approaches to understanding the firm, evaluating these in the context of the business environment, and exploring the impact of key environmental factors on decision making and organizational behavior

5. JUSTIFICACIÓN

This is a foundation course, which is designed to engage students with the key concepts, models, debates and problems in the study of business and management. Developing this foundation will be necessary for the development of specialized subjects. It is helpful to view this introductory class as an opportunity to develop a solid framework of knowledge, as well as a critical academic approach to business related issues and subjects.

6. COMPETENCIAS

Identifies and describes the functions and roles managers perform
 Analyzes the internal elements that affect managerial decisions
 Analyzes the external elements that affect managerial decisions

7. RESULTADOS DE APRENDIZAJE

	Descripción del Resultados de aprendizaje	(Medición de resultados- Producto/desempeño esperado)	Criterios y niveles de logro	Técnicas e instrumentos
RDA1	Defines Management and understands its usefulness in classic and modern societies	Uses valid arguments for emphasizing good management practices in organizations	Clearly evaluates and understands the reasons for applying effective management practices in a company	Class Discussion Research Paper
RDA2	Establishes the relationship and influences between external and internal environment of a company	Identifies the main components of the external environment that mostly affect the company's internal culture and philosophy	Relates the effects of changing external environment with the company's internal atmosphere	Class Discussion Group Research Project
RDA3	Identifies the steps in the decision making process and applies them in a business decision of his/her own	Enumerates the necessary steps to take to solve a particular problem or conflict in a company	Develops comprehensively the sequence of actions necessary to take to attain a particular outcome	Report Class Discussion
RDA4	Identifies the main steps of the strategic management process and the role of resources, capabilities, and core competencies in the execution of the plan	Develops an organized strategic management plan for the next five years for a specific company	Presents to the class - as a business meeting - the strategic plan for an assigned company	Class Activity

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8. CONTENIDO - PLAN ANALÍTICO

UNIDAD / PARTE	1.	Managers and the management context
	2.	Management functions
	3.	Management Roles
	4.	Building customer relationships
	5.	Understanding the marketplace and consumers
	6.	Analyzing the business environment
	7.	Developing strategies
	8.	New business challenges

9. PONDERACIÓN DE CALIFICACIÓN

	PRIMER PARCIAL	SEGUNDO PARCIAL	FINAL (promedio de las dos evaluaciones)
DEBERES Y CONTROLES (APRENDIZAJE AUTÓNOMO)	30%	30%	30%
DESARROLLO DE CASOS (PRÁCTICO EXPERIMENTAL)	35%	35%	35%
EXAMEN (CONTACTO CON DOCENTE)	35%	35%	35%
SUMA	100%	100%	100%

La calificación mínima aprobatoria es 70 sobre 100 puntos.

DETALLE DE LOS CRITERIOS A SER EVALUADOS

Aprendizaje Autonomo: se calificara sobre 30 puntos. Comprende la participacion en clase, demostrando que ha seguido y adqirido el aprendizaje de lo impartido

Aprendizaje Practico-Experimental: es calificado sobre 35 y se considera las lecciones y actividades donde se aplica lo aprendido

Aprendizaje en Contacto con el Docente: se califica sobre 35 y considera el examen Parcial donde se resume todo lo aprendido durante el periodo

10. PROGRAMACIÓN DE CONTENIDOS

PRIMER PARCIAL

Sem.	Resultados de Aprendizaje de la Materia	Unidad	Subtema	Actividad con el docente	Prácticas de aplicación	Trabajo Autónomo	Recurso Tecnológico	Bibliografía
1	Defines Management and understands its usefulness in classic and modern societies	Management Yesterday and Today	1 - Introduction 2 - Syllabus Review 3 - Management and Managers	Class Lecture Class Discussion Research Activity: Group work	Discuss with peers personal opinions about the concept of management and its importance in the society 6 hours	Research Read text book chapters 1 & 2 6 hours	Blackboard Learn, Blackboard Collaborate, Google Drive	BB1
2	Defines Management and understands its usefulness in classic and modern societies	Management Yesterday and Today	1 - Management and Managers 2 - Managers Functions	Class Lecture Class Discussion Research Activity: Group work	Discuss with peers personal opinions about the change management has experienced 6 hours	Research Read text book chapters 1 & 2 6 hours	Blackboard Learn, Blackboard Collaborate, Google Drive	BB1
3		Defining The Manager's Terrain	Class Lecture Class Discussion Research Activity: Group work	Class Lecture Class Discussion Research Activity: Group work	Research and discuss the changing conditions of managerial areas of action in a globalized world 6 hours	Read text book chapters 1 & 2 Revise concepts 6 hours	Blackboard Learn, Blackboard Collaborate, Google Drive	BB1
4	Defines Management and understands its usefulness in classic and modern societies	Management Roles	Managing in a Global Environment	Class Lecture Class Discussion Research Activity: Group work	Group Presentations: Explain the marketing process of a company of your choosing	Work on cases for ch 1 Revise concepts 6 hours	Blackboard Learn, Blackboard Collaborate, Google Drive	BB1

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PRIMER PARCIAL

Sem.	Resultados de Aprendizaje de la Materia	Unidad	Subtema	Actividad con el docente	Prácticas de aplicación	Trabajo Autónomo	Recurso Tecnológico	Bibliografía
5	Establishes the relationship and influences between external and internal environment of a company	Management Restrictions	Organizational Culture and The Environment: The Constraints - Microenvironment	Class Lecture Class Discussion Research Activity: Individual and Group work	Discuss the implications of current national and international events on managerial practices 6 hours	Research Read text book Revise concepts 6 hours	Blackboard Learn, Blackboard Collaborate, Google Drive	BB1
6	Establishes the relationship and influences between external and internal environment of a company	Management Restrictions	Organizational Culture and The Environment: The Constraints - Macroenvironment	Class Lecture Class Discussion Research Activity: Individual and Group work	Discuss the implications of current national and international events on managerial practices 6 hours	Research Read text book Revise concepts 6 hours	Blackboard Learn, Blackboard Collaborate, Google Drive	BB1
7	Establishes the relationship and influences between external and internal environment of a company	Management Restrictions	Different types of Global Organizations	Class Lecture Class Discussion Research Activity: Individual and Group work	Write research paper analyzing three different global corporations, contrasting the effects of the environment on them	Research Read text book Revise concepts 6 hours	Blackboard Learn, Blackboard Collaborate, Google Drive	BB1
8	Establishes the relationship and influences between external and internal environment of a company	Management Restrictions	Managing in a Global Environment: Legal-Political, Economic, and Cultural Environment	Class Lecture Class Discussion	Write research paper analyzing three different global corporations, contrasting the effects of the environment on them	Research Read text book Revise concepts 6 hours	Blackboard Learn, Blackboard Collaborate, Google Drive	BB1

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Sem.	Resultados de Aprendizaje de la Materia	Unidad	Subtema	Actividad con el docente	Prácticas de aplicación	Trabajo Autónomo	Recurso Tecnológico	Bibliografía
9	Identifies the steps in the decision making process and applies them in a business decision of his/her own	Business Strategy	The Decision Making Process: Steps	Class Lecture Class Discussion Research Activity: Individual and Group work	Identifies and uses the steps of the decision making process in a particular case study	Research Read text book 6 hours	Blackboard Learn, Blackboard Collaborate, Google Drive	BB1
10	Identifies the steps in the decision making process and applies them in a business decision of his/her own	Business Strategy	The Decision Making Process: Steps	Class Lecture Class Discussion Research Activity: Individual and Group work	Identifies and uses the steps of the decision making process in a particular case study	Develop a strategic management plan for a company	Blackboard Learn, Blackboard Collaborate, Google Drive	BB1
11	Identifies the steps in the decision making process and applies them in a business decision of his/her own	The Decision Making Process: Steps	The Manager as Decision Maker: Types of Problems and Decisions; Styles, and Biases and Errors	Class Lecture Class Discussion Research Activity: Individual and Group work	Identifies and uses the steps of the decision making process in a particular case study	Develop a strategic management plan for a company	Blackboard Learn, Blackboard Collaborate, Google Drive	BB1
12	Identifies the main steps of the strategic management process and the role of resources, capabilities, and core competencies in the execution of the plan	Strategic Management	What is Strategic Management (overview)	Class Lecture Class Discussion Research Activity: Individual and Group work	Develop a strategic management plan for a company	Develop a strategic management plan for a company	Blackboard Learn, Blackboard Collaborate, Google Drive	BB1

SEGUNDO PARCIAL

Sem.	Resultados de Aprendizaje de la Materia	Unidad	Subtema	Actividad con el docente	Prácticas de aplicación	Trabajo Autónomo	Recurso Tecnológico	Bibliografía
13	Identifies the main steps of the strategic management process and the role of resources, capabilities, and core competencies in the execution of the plan	Strategic Management	Strategic Management Process: Mission Vision Objectives	Class Lecture Class Discussion Research Activity: Individual and Group work	Develop a strategic management plan for a company	Develop a strategic management plan for a company	Blackboard Learn, Blackboard Collaborate, Google Drive	BB1
14	Identifies the main steps of the strategic management process and the role of resources, capabilities, and core competencies in the execution of the plan	Strategic Management	Strategic Management Process: SWOT analysis Formulating Strategies	Class Lecture Class Discussion Research Activity: Individual and Group work	Develop a strategic management plan for a company	Develop a strategic management plan for a company	Blackboard Learn, Blackboard Collaborate, Google Drive	BB1
15	Identifies the main steps of the strategic management process and the role of resources, capabilities, and core competencies in the execution of the plan	Strategic Management	Types of Organizational Strategies: Business strategies	Class Lecture Class Discussion Research Activity: Individual and Group work	Develop a strategic management plan for a company	Develop a strategic management plan for a company	Blackboard Learn, Blackboard Collaborate, Google Drive	BB1
16	Identifies the main steps of the strategic management process and the role of resources, capabilities, and core	Strategic Management	Types of organizational strategies: Business strategies	Class Lecture Class Discussion Research Activity: Individual	Develop a strategic management plan for a company	Develop a strategic management plan for a company	Blackboard Learn, Blackboard Collaborate, Google Drive	BB1

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core competencies in the execution of the plan			individual and Group work		company		
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11. NORMAS PARA EL DESARROLLO DEL CURSO

Students cannot use mobile devices without the proper authorization from the professor.
 Students should have a proper, semiformal, dress code to attend classes.
 Students should not eat inside the classrooms.
 Students cannot take food or drinks inside the computer laboratories at all times.

12. BIBLIOGRAFÍA

BÁSICA

BB1 Mc Graw Hill International Business 13th Edition

BB2

COMPLEMENTARIA

BC1

BC2

BC3

13. DATOS DEL PROFESOR

Nombre de Profesor:	Isidro Fierro
Título de postgrado	MBA, PhD©
Experiencia profesional:	Monsanto, Genentech, USDA, California State University Fresno
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Elaborado por: Isidro Fierro	Revisado por: Angelike Páez	Aprobado por: Isidro Fierro
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<i>Profesor de la materia</i> Fecha: 19 de agosto de 2020	Coordinadora Académica Fecha: 21 de abril de 2020	<i>Decano de la Facultad de Estudios Internacionales</i> Fecha
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