

**FACULTAD ECONOMÍA Y NEGOCIOS
INGENIERÍA COMERCIAL**

Syllabus

A. General Information

- Name	: INTERNATIONAL BUSINESS
- Code	: EEI343
- Credits	: 10
- Number of sessions per week (including teaching labs.)	: 2
- Academic hours per semester	: 64

B. Course expectations

The general purpose of this course is to understand that contemporary environments in business are more competitive and global; they are accelerated and depend of an intensive knowledge of these environments. The use of effective human capital is critical to succeed and survive a company. In this course the students will learn practical topics to planning and executing strategies to create an organization that wants to face the globalization. The main purpose of this course is to analyze the role and impact of international business practices into the business development, and to discuss how cultural and behavioral differences influence countries business practices.

C. Course general objectives

Conceptual Level:

- Defining the terms of international business and multinational enterprise.

Procedural Level:

- Discuss the two primary ways in which international business occurs: trade and foreign direct investment.

Attitudinal Level:

- Present the models that will be used to succeed an international business enterprise.

D. Contents

1. First Unit: Defining the terms of international business.

This is, thinking of the "asset" side of the global business director, what are the key assets of the multinational enterprise?

Conceptual:

- Describe the current state of world economies and the role of government and trade regulations in the conduct of international business.

Procedural:

- Discuss the importance of technology and the role of small and medium-sized enterprises in the international business arena.

2. Second Unit: Analyzing the nature of multinational enterprises.

Conceptual:

- Understand the characteristics of multinational enterprises and the internationalization process.
- Explain why some firms become multinational and other remain local.

Procedural:

- Analyze and describe the philosophy of multinational enterprises.

3. Third Unit: International business strategy in action.

Conceptual:

- Analyze the importance to increase sales and profits to enter rapidly in growing markets.
- Recognize the cost reduction tactic.

Procedural:

- Describe the strategy to protect domestic markets.
- Analyze the importance of acquiring technology and managerial know-how.

Attitudinal:

- Construct strategies to merge and acquire local with international companies.

E. Instructional Methodology

Instructional methodology will include a combination of lectures, class discussion, presentations and case studies. The lecturer will argument specific topics in the assigned text. Supplementary materials will be passed out by the lecturer as deemed necessary. Students are encouraged to share relevant articles, experiences, etc. The class will be divided into teams for the purpose of group discussions and term projects and case analysis. Your participation in class discussions and groups are imperative. Students are expected to do all readings assignments before class. Whether or not you are in class you are responsible for all assignments and no exceptions will be made.

F. Assessment

This course will use several assessment procedures, as follows:

- Quizzes: 10%
- Essays: 10%
- Midterm 1: 25%
- Midterm 2: 25%
- Exam: 30%

Minimum class attendance: 80% of formal sessions. Students with less attendance are not allowed to give the exam. The 25% of margin do not require any kind of justification. Justified reasons such as illness, travel, or any other are included in the 20% margin. Minimum exam grade to approve: 4.0

G. Bibliography

Rugman, A. M. & Collinson, S. 2006. International Business. 4th Edition, Prentice Hall, Essex, England.

Cases for Regional and Global Strategy

- Amazon
- Benetton
- Coca Cola
- Wal Mart

Cases for Multinational Enterprises

- Disneyland in Europe
- Nestlé
- BMW
- Zara

Cases for International Trades

- Boeing vs Airbus
- Matsushita and Philiphs
- Toys R Us in Europe and Japan