



GUÍA DOCENTE 2019-2020
**INTERNATIONAL BUSINESS (DIRECCIÓN DE
NEGOCIOS INTERNACIONALES)**

1. Denominación de la asignatura:

INTERNATIONAL BUSINESS (DIRECCIÓN DE NEGOCIOS
INTERNACIONALES)

Titulación

BUSINESS MANAGEMENT DEGREE

Código

5568

2. Materia o módulo a la que pertenece la asignatura:

BUSINESS ORGANIZATION

3. Departamento(s) responsable(s) de la asignatura:

BUSINESS MANAGEMENT

4.a Profesor que imparte la docencia (Si fuese impartida por mas de uno/a incluir todos/as) :

MARTA GONZÁLEZ ÁLVAREZ (marta.gonzalez@ubu.es)

4.b Coordinador de la asignatura

MARTA GONZÁLEZ ÁLVAREZ

5. Curso y semestre en el que se imparte la asignatura:

4TH YEAR - 1st SEMESTER

6. Tipo de la asignatura: (Básica, obligatoria u optativa)

Optativa



7. Número de créditos ECTS de la asignatura:

6

8. Competencias que debe adquirir el alumno/a al cursar la asignatura

CG2 - Management and planning
CG9 - Ability to retrieve and analyze information from different sources
CG11 - Decision taking
CG20 - Ethical commitment
CG27 - Generation of new ideas
CG28 - Leadership
CG32 - Initiative and entrepreneurial spirit
CD1 - Understanding in detail business functions, organizations, geographical regions and productive sectors and have the capacity to connect them with a functioning understanding of theories
CD4 - Understand the principles of ethics, identify social and environmental implications for businesses and design scenarios
CD6 - Understand the principles of organizational behavior and identify the implications for companies
H1 - Analyze and structure a business problem and design a solution
H3 - Define criteria to identify a company and relate the results with the environmental analysis in order to design business strategies
CA1 - Learning to learn: identify when, how and where it is necessary to acquire new knowledge and skills in the field of business administration and management
CA3 - Managing a company through the use of concepts, methods and suitable tools

9. Programa de la asignatura

9.1- Objetivos docentes

The course aims to provide participants with a conceptual and practical understanding of the problems and challenges in the management of multinational corporations. It covers fundamental issues of global strategy and management, the traditional and emerging models of Multinational Corporations (MNCs), ongoing challenges in managing cross-border operations, the relationships between the MNC and the institutional environment and emerging topics in global strategy and management.



9.2- Unidades docentes (Bloques de contenidos)
PART 1: GLOBAL BUSINESS ENVIRONMENT
PART 2: NATIONAL BUSINESS ENVIRONMENTS
PART 3: INTERNATIONAL TRADE AND INVESTMENT
PART 4: INTERNATIONAL BUSINESS MANAGEMENT
PART 5: CONCLUSIONS AND FUTURE ETHICAL PERSPECTIVES
9.3- Bibliografía
BIBLIOGRAFÍA BÁSICA
Rugman, A. and Collinson, S. , (2008) International Business, 5th Edition, Ed. Pearson,
Wild, J.J. and Wild, K.L. , (2010) International Business: The challenge of globalization. Global Edition, 6TH Edition, Ed. Pearson,
BIBLIOGRAFÍA COMPLEMENTARIA
Crane, A. and Matten, D. , (2016) Business Ethics, 4th Edition, Oxford, Glasgow. Great Britain,
N/A, International Business Review, Elsevier,
N/A, Journal of International Business Studies, Palgrave,

10. Metodología de enseñanza y aprendizaje y su relación con las competencias que debe adquirir el estudiante:

Metodología	Competencia relacionada	Horas presenciales	Horas de trabajo	Total de horas
Master class	CG2 - CG9 - CG20 - CG27 - CD1 - CD4 - CD6 - H3 - CA1	20	0	20
Presentation, discussion and resolution of case-studies	CG2 - CG9 - CG11 - CG20 - CG27 - CG28 - CG32 - CD6 - H1 - H3 - CA3	25	0	25
Individual or group tutoring	CG2 - CG9 - CG11 - CG20 - CG27 - CG28 - CG32 - CD6 - H1 - H3 - CA3	6	0	6



Evaluation assessment	CG2 - CG11 - CG20 - CG27 - CD1 - CD4 - CD6 - H1 - H3	3	0	3
Study of contents previous to master class	CG2 - CG11 - CG27 - CG32 - CD1 - CD4 - CD6	0	20	20
Individual or group study of theoretical contents	CG2 - CG9 - CG20 - CG27 - CD1 - CD4 - CD6 - H3 - CA1	0	30	30
Individual and/or group preparation of case-studies	CG2 - CG9 - CG11 - CG20 - CG27 - CG28 - CG32 - CD6 - H1 - H3 - CA3	0	46	46
Total		54	96	150

11. Sistemas de evaluación:

Procedimiento	Peso primera convocatoria	Peso segunda convocatoria
Active participation during the learning process	20 %	20 %
Case-studies and team-project	40 %	40 %
Final tests including oral presentation	40 %	40 %
Total	100 %	100 %

Evaluación excepcional:

The same case-studies, team-project and oral presentation are required, plus a final written exam. Students will request it following the rules of the most updated Examination Regulations of the University of Burgos.

12. Recursos de aprendizaje y apoyo tutorial:

MOODLE
ONLINE AND IN-OFFICE TUTORING



UNIVERSIDAD DE BURGOS
BUSINESS MANAGEMENT

13. Idioma en que se imparte:

ENGLISH