



GUÍA DOCENTE 2023-2024
**INTERNATIONAL BUSINESS (DIRECCIÓN DE
NEGOCIOS INTERNACIONALES)**

1. Denominación de la asignatura:

INTERNATIONAL BUSINESS

Titulación

BUSINESS MANAGEMENT DEGREE

Código

8509

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/a que imparte la docencia (Si fuese impartida por más de uno/a incluir todos/as) :

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

4.b Coordinador/a de la asignatura

MARTA GONZÁLEZ ÁLVAREZ

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

3RD YEAR -2nd 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/la estudiante 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
* Curricular competences regarding sustainability
CG13- Team work
CG14 - Interpersonal relationship skills
CG16 - Ability to work into a international context
CG19 - Recognizing diversity and multiculturality
CG20 - Ethic commitment
CG23 - Understanding culture, habits and manners of other countries
H7 - To Identify cultural and ethics issues and to understand the impact on the company



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,
9.4- Acceso a la Bibliografía Recomendada desde Leganto
https://leganto.ubu.es/leganto/public/34BUC_UBU/lists?courseCode=8509&auth=SAML



10. Metodología de enseñanza y aprendizaje y su relación con las competencias que debe adquirir el/la 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- CG13 -CG14 - CG19 - CG20	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 CG13 -CG14 - CG19 - CG20 - H7-	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 - CG13 -CG14 - CG19 - CG20 CD4 - CD6 - H3 - CA1	0	30	30
Individual and/or group preparation of case-studies	CG2 - CG9 - CG11 - CG20 - CG27 - CG28 - CG29 - CG32 - CD6 - H1 -	0	46	46



H3 - CA3			
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

13. Idioma en que se imparte:

ENGLISH