



GUÍA DOCENTE 2024-2025
**INTERNATIONAL BUSINESS (DIRECCIÓN DE
NEGOCIOS INTERNACIONALES)**

1. Denominación de la asignatura:

INTERNATIONAL BUSINESS

Titulación

DOBLE GRADO EN DERECHO Y ADMINISTRACIÓN Y DIRECCIÓN DE
EMPRESAS

Código

8510

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

CELIA DÍAZ PORTUGAL

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

5th 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/la estudiante al cursar la asignatura

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

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. In addition, students have to write a business proposal working in a global virtual team.



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- Acceso a la Bibliografía Recomendada desde Leganto
https://leganto.ubu.es/leganto/public/34BUC_UBU/lists?courseCode=8510&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	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	CG2 - CG11 - CG27 - CG32 - CD1 - CD4 -	0	20	20



class	CD6			
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

13. Idioma en que se imparte:

ENGLISH