INTERNATIONAL STRATEGY

DEGREE COURSE YEAR:  ☐ First  ☐ Second  ☐ Third  ☐ Fourth
SEMESTER:  ☐ 1º SEMESTER  ☒ 2º SEMESTER
CATEGORY:  ☐ BASIC  ☒ COMPULSORY  ☐ OPTIONAL
NO. OF CREDITS (ECTS):  ☒ 6  ☐ 3
LANGUAGE:  ☒ English  ☐ Spanish

INTRODUCTION

Students are introduced to the fundamental issues related to international strategy in such a way that they acquire the necessary skills needed when dealing with global issues.

In order to achieve this aim, various technical analyses are taught, along with strategic concepts which enable the company to adapt to technological variations and changes in the environment, market and its competitors.

COURSE OBJECTIVES

The objective of this course is to introduce you the concepts and various models, theories, and tools that will allow you to effectively analyze complex competitive situations and make decisions regarding the international development of a corporation.

The course is designed to:

- learn the fundamental aspects of international strategy.
- learn how to analyze the challenges that a corporation faces when expanding across borders.
- evaluate the fundamental alternatives that a company faces when expanding across borders.
- understand how to deal with the complexity of international strategy situations.
- get exposed to a wide selections of examples to enrich their global-business acumen.
- get a deeper perspective into the multi-cultural and multi-tasking issues that corporation need to manage as they grow their business internationally.
METHODOLOGY AND ECTS WEIGHTING

<table>
<thead>
<tr>
<th>Educational Methodology</th>
<th>ECTS</th>
<th>Study Time</th>
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</thead>
<tbody>
<tr>
<td>15 Theoretical Sessions (in class)</td>
<td>10%</td>
<td>22.5 hours</td>
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<tr>
<td>15 Practical Sessions (in class)</td>
<td>25%</td>
<td>37.5 hours</td>
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<tr>
<td>Group Work (outside class)</td>
<td>40%</td>
<td>60 hours</td>
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<tr>
<td>Individual Study (outside class)</td>
<td>20%</td>
<td>30 hours</td>
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<tr>
<td><strong>TOTAL</strong></td>
<td><strong>100%</strong></td>
<td><strong>150 hours</strong></td>
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CONTENT

PART I – GLOBAL ENVIRONMENT AND STRATEGY
SESSION 1 & 2 – Globalization and the concept of international strategy.
SESSION 3 & 4 – International strategy as a value creation path for business.

PART II – THE CHALLENGES OF INTERNATIONAL STRATEGY
SESSION 5&6 – The impact of differences when expanding a business.
SESSION 7&8 – Potential and limits in global expansion.
SESSION 9&10 – The organization of an international business.
SESSION 11&12 – Entry strategies.

PART III – THE ROLE OF EMERGING MARKETS
SESSION 13&14 – The “new normal” landscape.
SESSION 15&16 – The competitive edge of emerging multinationals.
SESSION 17&18 – Mid-Term Exam

PART IV – IMPLICATIONS OF INTERNATIONAL STRATEGY
SESSIONS 19 & 20: Implications at the supply chain level.
SESSIONS 21 & 22: Understanding the role of strategic alliances.
SESSIONS 25 & 26: Decisions and ethics in international business

COURSE CONCLUSION
SESSION 27 & 28 – Group Presentations. Course Conclusions.
SESSION 29 & 30 – Individual Final Exam

ATTENDANCE

University policy regarding mandatory attendance states that students should attend to at least 70% of the sessions. Absences do not need and should not be excused. We assume that most absences, whatever their cause, can be accommodated within the allowed 30%. Only on extremely special cases (ie, a long illness) the rule can be reconsidered and you should notify me for authorization. If a student exceeds the allowed 30%, he/she should get
a 0 in the course. (Nevertheless he/she can be allowed to continue the learning process, receiving feedback on the class work and taking the exams, although this will not change his/her grade). Campus online provides a tool to keep track of attendance.

EVALUATION SYSTEM

The final grade will be based on both individual, 60%, and group, 40%, work. The evaluation is based on:

Individual : 60%
   Class participation 20%
   Final Exam 40%

Group Report : 40%
   Final presentation 15%
   Written report 15%
   Mid-Term 10%

Extraordinary exams
Those students that fail this class can take an “extraordinary” (retake) exam in July. This exam will cover all materials, it requires a minimum of 5 to pass the class, and the total final grade for the class can never be more than an 8. If this July exam is failed, student can take a 3rd time, no class attendance is required but the grade will be the sum of Midterm and Final exam, and the maximum grade for the class will be an 8. If failed again, students can take a 4th, and last time exam in July of the following year, again with a minimum of 5 required, and a maximum grade for the class of 8.

However, students who do not comply with the 70% attendance rule will lose their 1st and 2nd chance, and go directly to the 3rd one (they will need to enroll again in this course next academic year).

LAPTOPS IN CLASS

This subject does not require the use of a laptop in class; nevertheless, if you want to bring your laptop, please contact your professor.