



SYLLABUS

INTERNATIONAL BUSINESS SCHEDULE

PERIOD:		
MATERIAL:		
TEACHER:		C.e.:
CODE:	CH	

GENERAL OBJECTIVES OF THE COURSE

Helping students to get a practical and multicultural view over the current trends in the international outlook: economy, policy, business, diplomacy...and how contemporary events have recently shaped that international outlook.

With the aid of practical cases, to analyze different industries with strong influence on the international trade.

Giving students basic information about international business in order to develop an International Business Plan.

Giving students basic information about the practical tools to manage trade and international investments companies.

EVALUATION

The final grade consists of three parts: class participation, homework and exams. **Attendance is COMPULSARY. Any absence will affect negatively students' final grade.** Students need to do their homework and review the contents at home in order to enable active class participation.

- **33% attendance and active participation in class.**
It will be evaluated not only the knowledge but also the active participation inside and outside the class. The methodology used in class demands from the student a daily participation in the following aspects:
 - Discussions.
 - Exercises.
 - Homework.
- **33% daily work.**
- **34% exams:.**
Every week, students will have to pass a 30 minutes examination with an average of 60%.
A 40 minutes final examination will be necessary to pass successfully the course with an average of 50%.
Students have to develop and defend a basic International Business Plan with the title: *"With this Spanish product/service, I would market my state/country..."*
Surfing the Internet and bibliography are recommended to write this paper.
- **The final grade will be the average among the daily work, participation and the exams.**

IMPORTANT!

Class attendance is **COMPULSARY**.
Any unjustified absences will **NEGATIVELY** affect the final grade.

THEMES	CONTENTS
1.- Business international outlook.	Current trends in the international outlook: globalization.
2.- International management	To acquire basic competences for strategic international management.
3.- International Marketing	How to plan strategic & tactical international marketing tools
4.- International Negotiation	Different ways to make business, how to detect international business & investments opportunities, and how to open branches abroad.
5.- International Operations	International legal regulations
6.- International Finance	Financial operations, risk management, international financial markets.
7.- International Business Plan	Every student will develop a basic I.B.P., to give them a practical experience of management and planning.

***A warning on plagiarism*.** When writing a research paper or an essay exam you must identify your intellectual indebtedness to the authors you have read. This can be done through footnotes, bibliography, or by making a direct reference to the scholar or author in question. Failure to do so will be considered plagiarism. Plagiarism is the most serious academic offence you can incur in and could have serious consequences for you.