



**SUBJECT SYLLABUS**

**ACADEMIC OVERVIEW**

**INTERNATIONAL SCHOOL OF ECONOMIC & ADMINISTRATIVE SCIENCES**

**SUBJECT NAME AND CODE:** International Business Strategies  
**PROGRAM:** Bachelor of International Business (BIB)  
**LEVEL OF STUDY:** Undergraduate Program

<b>GENERAL ACADEMIC INFORMATION</b>			
<b>LATEST UPDATE</b>	2016-2		
<b>ACADEMIC AREA</b>	Negotiation & International Trade		
<b>SEMESTER</b>	Seventh and eight		
<b>SUBJECT TYPE</b>	Elective		
<b>CREDIT POINTS</b>	3		
<b>CLASSROOM HOURS PER WEEK</b>	3		
<b>PRE-REQUISITES</b>	English Level VII		
<b>LANGUAGE</b>	English		
<b>INTERNATIONAL CONTENT</b>	<ul style="list-style-type: none"> <li>• Reading materials include international journal articles</li> <li>• Reading materials in English</li> <li>• Research tasks on intercultural contexts</li> <li>• Development of projects with international or intercultural focus</li> <li>• International cases are used and compared against national reality</li> <li>• International bibliography is used</li> </ul>		
<b>COURSE DETAILS</b>			
<b>COURSE DESCRIPTION</b>	<p>To know the different alternative strategies to be able to compete in the markets in a sustainable and competitive way through their implementation in the short, medium and long term within a global scenario.</p> <p>To analyze and evaluate the different strategies of organizations to make them grow and give them sustainability in the long term from a strategic, commercial, administrative, logistics, production and financial perspectives to identify their feasibility in each area.</p>		
<b>COMPETENCES DEVELOPED</b>	<b>Competence</b>	<b>Emphasis</b>	<b>Intended Learning Outcome (ILO)*</b>
	Developing international strategic thinking by implementing innovative business value propositions in different political, social, cultural and economic contexts.	Skill	ILO01 BIB ILO06 BIB ILO 07

	Designing international strategies by applying managerial leadership, communicative and negotiation skills to generate impact within organizations in a globalized context.	Skill	ILO01 ILO03
<b>COURSE CONTENTS</b>	<p><b>* Intended Learning Outcome</b></p> <p>ILO01: Global Vision: Demonstrate an understanding of multicultural environments both in local and global contexts.</p> <p>ILO02: Critical Thinking: Evaluate information using critical and analytical reasoning to address changing economic and business situations.</p> <p>ILO03: Teamwork: Understand and work with others of different backgrounds to solve problems, develop meaningful relationships, and share knowledge.</p> <p>ILO04: Ethics &amp; Social Responsibility: Demonstrate awareness of ethical issues in business environments and contribute to the improvement of social conditions.</p> <p>BIB ILO08: Communication: Communicate effectively in written and spoken manner in Spanish, English, and a third language</p>		
	<p><b>MODULE 1</b></p> <ul style="list-style-type: none"> <li>• Managerial process and international business</li> <li>• Managers' responsibilities and roles</li> <li>• Managers' profile in international business</li> <li>• Leadership, influence, culture and strategy</li> <li>• Global trends and analysis of the productive transformation sectors in Colombia</li> <li>• International opportunities for Colombia per region</li> <li>• Analysis of international potential</li> <li>• Research and selection of foreign markets</li> </ul> <p><b>MODULE 2</b></p> <ul style="list-style-type: none"> <li>• Selection of target markets</li> <li>• Macro &amp; microeconomic analysis</li> <li>• Selection of international markets</li> <li>• The top 10 internationalization strategies model</li> <li>• Passive and active internationalization ways</li> <li>• International marketing strategies</li> </ul> <p><b>MODULE 3</b></p> <ul style="list-style-type: none"> <li>• Internationalization plan</li> <li>• Financial issues for the international plan</li> <li>• Structures for internationalization</li> </ul>		
<b>METHODOLOGY</b>	Lecture and Case Method Theoretical classes Participative classes :Small Groups Discussion and Course Discussions		

	<p>Mind Maps and Forum Workshops Practical Exercises Written tests, essays, presentations and integral projects</p>
<b>ASSESSMENT</b>	<p>Case study &amp; creation of strategic plans</p> <p>1st Term (30%):</p> <ul style="list-style-type: none"> <li>• Forums (10%)</li> <li>• Workshops (10%)</li> <li>• Midterm exam I (10%)</li> </ul> <p>2nd Term (30%)</p> <ul style="list-style-type: none"> <li>• Forums or roundtables (10%)</li> <li>• Midterm exam II (10%)</li> </ul> <p>3rd Term (40%)</p> <ul style="list-style-type: none"> <li>• Forums &amp; workshops (10%)</li> <li>• Midterm exam III (10%)</li> <li>• Final report (30%)</li> </ul>