

**SUBJECT SYLLABUS  
ACADEMIC OVERVIEW  
INTERNATIONAL SCHOOL OF ECONOMIC & ADMINISTRATIVE SCIENCES**

**COURSE NAME AND CODE:** International Business (81133/961804)

**PROGRAM:**

Bachelor of Business Administration (BBA)

Bachelor of Administration & Service (BA&S)

**LEVEL OF STUDY:** Undergraduate Programme

GENERAL ACADEMIC INFORMATION					
LATEST UPDATE	2020-2				
ACADEMIC DEPARTMENT	Negotiation and International Trade				
SUBJECT TYPE	Mandatory				
LANGUAGE	English				
SEMESTER	Programme	Semester			
	BBA	4			
	BA&S	5			
NUMBER OF ACADEMIC CREDITS	3				
HOURS OF ACADEMIC WORK	144	CONTACT HOURS	48	HOURS OF INDEPENDENT/AUTONOMOUS WORK	96
LEARNING PREREQUISITES	<ul style="list-style-type: none"><li>• Know about concepts of administration business</li><li>• Know about concepts of financial and macroeconomic knowledge,</li><li>• Know about concepts of behaviors and management of organizations</li><li>• Write, listen and speak in English</li></ul>				

INTERNATIONAL COMPONENT	<ul style="list-style-type: none"><li>• Vocabulary and technical language to communicate in different cultural contexts.</li><li>• Research and/or projects with international and intercultural components.</li></ul>					
SUSTAINABLE DEVELOPMENT GOALS (SDG)	SDG: 4. Quality Education SDG: 16. Peace, Justice, and Strong Institutions					
COURSE DETAILS						
COURSE DESCRIPTION	This class offers an overview of the specific issues faced by firms engaging in international activities considering the boom of globalization. It will also help you understand the basis for many of the economic activities in the global marketplace. Topics to be discussed include the importance of understanding the foreign economic, social, political, cultural, and legal environment; International trade policy, Culture in business, the mechanics of importing and exporting; joint venture, franchising, and subsidiaries and the special problems of multi-national corporations. Overall, the course will allow students to form opinions, critical insights and perspectives, and proposals for the improvement of different activities related to international business. Encourage students to question themselves about their profession, their relationships with the world, with organizations, different cultures and individuals.					
KEY WORDS:	INTERNATIONAL, BUSINESS, ADMINISTRATION					
COMPETENCES DEVELOPED	EICEA ILOS or Programme ILOS	Course ILOS	Type	Content	Teaching and Learning strategy	Assessment Method
	ILO01 ILO05 BBA ILO07	Understand the concepts of international business and the theories associated to it. Provide different ideas and argument that promote international business	Knowledge	The importance of different international business factors, such as globalization, entry modes, culture, international trade policy, regional trade policy, marketing, research & development, and international trade theories, among others	Theoretical Class	<u>Method:</u> Supervised Practice and Demonstration <u>Technique:</u> Interview and triangulation <u>Instrument:</u> Check List, Value scales, rubrics.

		considering it's complexities and obstacles. Develop advance research skills by consulting bibliographic sources and contrast strategic models of analysis of international business.				
	ILO02 ILO03 BBA ILO08	Develop reading, writing, and speaking skill in English and Spanish language through the development of essays and case studies that illustrate topics in international business. Develop the ability to do their work with quality, efficiency, and effectiveness	Skill	Review and analysis of 5 real experience-based case methods from Harvard business review: <ol style="list-style-type: none"> <li>1. McDonald's Corporation,</li> <li>2. Lenovo at the Crossroads: Coronavirus meets complexity</li> <li>3. Competing with Dragons: Amazon in China,</li> </ol>	Case Study	<u>Method:</u> exam, written exam, concept maps. <u>Technique:</u> Documentary and productions analysis, content analysis, and wrappers exam. <u>Instrument:</u> Check List, Value scales, rubrics.
	ILO02 ILO03 BBA ILO08	Understand that the process of expanding an international business, consist in an intricate plan and structure that	Knowledge	The importance of different international business factors, such as globalization, entry modes, culture, international trade policy, regional trade policy,	Projects Based Learning	<u>Method:</u> Supervised Practice and Demonstration <u>Technique:</u> Interview and triangulation

		must consider the different characteristics and requirements for different markets. Develop different strategies that fit each potential customer, under cultural differences, language and traditions under the company's vision and mission to expand worldwide.		marketing, research & development, and international trade theories, among others		<i>Instrument:</i> Check List, Value scales, rubrics.
	<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>ILO05: Business Analytics: Interpret data sets according to their different patterns, trends and scenarios using analytical tools that create value in organizations.</p> <p>BBA ILO07: Entrepreneurship &amp; Innovation: Apply and improve management practices for established companies or student start-ups, using entrepreneurial spirit and creative thinking.</p> <p>BBA ILO08: Communication: Communicate effectively in written and spoken manner in Spanish and English.</p>					
<b>BIBLIOGRAPHY</b>	<ul style="list-style-type: none"> <li>Jammond, J.. (2002). LEARNING BY THE CASE METHOD. Harvard Business Review.</li> <li>Hill, C. W. L. (2016) 12<sup>th</sup> Edition. <i>International business: Competing in the global marketplace</i>. Boston: McGraw-Hill/Irwin.</li> <li>Frank T. Rothaermel, John Kim, (2017). McDonald's Corporation, Harvard Business Review.</li> </ul>					

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|  | <ul style="list-style-type: none"><li>• Morrison Allen; Black J Stewart. (2020). Lenovo at the Crossroads: Coronavirus meets complexity. THUNDERBIRD SCHOOL OF GLOBAL MANAGEMENT.</li><li>• Pengfei Li, (2018). Competing with Dragons: Amazon in China, Harvard Business Review.</li></ul> |
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