

## **INTERNATIONAL BUSINESS (3 U.S. Credits)**

### **DESCRIPTION AND GOALS**

This upper-division comprehensive course explores international strategic management topics. Its thorough coverage helps students develop an understanding of the wide range of theories and research available in the field of international business, from competitive strategy and industry analysis to environmental trends and ethics. The course provides an essential understanding of global economics and its impact on business activities in any location. Special attention is centered on the analysis of European and US firms through case study analysis.

Topics covered in this study include industry analysis, strategy formulation, strategy implementation, evaluation and control, using concepts and theories related to the process of internationalization of firms. Two additional topics, international supply chain management and entrepreneurship are covered.

### **TOPICS**

The program includes the following sections:

#### *Section I. Basic Concepts in International Business.*

Globalization

Reasons for and Stages of International Expansion

Entry modes: Exports, Licensing, Franchising, International alliances, and Foreign Direct Investment

#### *Section II. Environmental Scanning and Strategy Formulation.*

European and US firms

International, Global, Multi-domestic, and Transnational Strategies.

Product Positioning Strategy: The International Marketing Function

#### *Section III. Strategy Implementation and Assessment.*

Cross Cultural Considerations: Models of National Culture and Institutions

Ethical Considerations in International Business

International Entrepreneurship and the Role of SMEs

#### *Section IV. International Trade and Supply Chain Management*

Outsourcing and Offshoring Business Functions

Shipping and Trade Issues: Tariffs, Duties, INCOTERMS.

#### *Section IV. Fundamentals of International Financial Management.*

Risk Exposure

Foreign Exchange Rates and Risk

Financing International Business projects. ExIm Bank and other instruments.

### **METHODOLOGY**

The course will consist of lectures and discussion of US and European cases studies. Field trips to local companies are also planned.

### **ASSESSMENT**

Discussions, homework, presentations, participation:	30%
First Mid Term Exam Case	20%
Second Case	20%
Final Exam Case Analysis	30%

### **REFERENCES**

Hill, Charles W.L , 2009. Global Business Today. New York: McGraw-Hill

Wheelen, Thomas L. and J. David Hunger, 2008. Strategic Management and Business Policy, New York: Prentice Hall.

**NOTE:**

- Class attendance is essential in all courses and will be verified daily. Missing classes will negatively affect the student's final grade.

Language of instruction: English

## **SPAIN'S SOCIETY AND ECONOMY IN THE EUROPEAN UNION (3 U.S. Credits)**

### **DESCRIPTION AND GOALS**

This course offers an introduction to Spanish society and economy. We will begin by analyzing several specific aspects about Spain's population and political situation during the last decades. Subsequently, different issues in Spanish current economy will be discussed. Spain has undergone since 1975 important changes: the restoration of the monarchy, and the establishment of a democratic political system, as well as the integration in the European Union. All these historical events have played a crucial role in bringing Spain's economy into one of the ten main world economies. These features of life, history, politics, and economy will be analyzed during the course, both in the classes and the tours.

### **TOPICS**

1. SOCIAL GEOGRAPHY
  - 1.1 The significance of Spain's geographical position
  - 1.2 Spain: a multicultural country
  - 1.3 Immigration as a new phenomenon
2. CURRENT POLITICAL SITUATION
  - 2.1 The Transition: from a dictatorship to a democracy
  - 2.2 Spanish "autonomous communities": a federal state?
  - 2.3 Constitutional monarchy
  - 2.4 The "state of wellbeing" (el estado del bienestar): housing, medical care and education
  - 2.5 Spain in the European Union
3. ECONOMIC ACTIVITIES
  - 3.1 Spanish economic "boom"
  - 3.2 Energy resources: Spain's economic dependence
  - 3.3 Tourism as an essential income source
  - 3.4 The problem of unemployment
4. SPANISH ECONOMY WITHIN THE EU FRAMEWORK
  - 4.1 European Economic and Monetary Union: the Euro
  - 4.2 UE policies and their influence on Spain

### **BIBLIOGRAPHY**

- CARR, RAYMOND (1989): *España de la dictadura a la democracia*. Barcelona: Planeta.
- CARR, RAYMOND (2001): *Modern Spain: 1875-1980*, UK, Oxford U Press
- PRESTON, PAUL (1994): *Franco*. Barcelona: Grijalbo.
- PRESTON, PAUL (1994): *The Spanish Civil War*, UK, Widenfeld & Nicholson

GARCÍA DE CORTÁZAR, FERNANDO (2002): *Historia de España: de Atapuerca al euro*. Barcelona: Planeta

FUSI, J. P. (1989): *España: Autonomías*. Madrid: Espasa-Calpe.

PEREZ, JOSEPH (1999): *Historia de España*. Barcelona: Crítica.

VALDEÓN, JULIO; PÉREZ, JOSEPH; JULIÁ, SANTOS (2003): *Historia de España*. Madrid: Austral.

DOMÍNGUEZ ORTIZ, A. (2000): *España. Tres milenios de historia*. Madrid: Marcial Pons.

JULIÁ, SANTOS (2004): *Historia de las dos Españas*. Madrid: Taurus.

THOMAS, HUGH (2003): *El imperio español*. Madrid: Planeta.

VILÁ VALENTÍ, J. (1968): *La península Ibérica*. Barcelona: Ariel.

TREMLETT, GILES (2007): *Ghosts of Spain: Travels through a Country's Hidden Past*, UK, Faber & Faber

HOOPER, JOHN (2006): *The New Spaniards*, UK, Penguin

#### **Assessment:**

The final grade will be calculated according to the following percentages:

- 2 short essays and daily homework: 45%
- Participation: 10%
- Final in-class paper: 45%

#### **NOTE:**

- Class attendance is essential in all courses. Therefore, it will be checked daily. Missing classes will negatively affect the student's final grade.
- Language of instruction: English

## **BUSINESS SPANISH AND INTERNATIONAL RELATIONS (3 U.S. Credits)**

### **DESCRIPTION AND GOALS**

The objective of the course is to improve communication skills in the business area in Spanish. It is directed to students and professionals who have achieved an advanced level and need to expand their knowledge of Spanish in the area of commerce and management. The course will consolidate and enrich the knowledge that students have of the Spanish language, enabling them to use it actively in the area of the Spanish professional world and the field of Spanish business.

### **Topics:**

#### **Unit 1: The company: definition, classification and organization**

- Spanish definition of a company
- The structure of a company
- Job positions and their functions
- International business etiquette

#### **Unit 2: Starting a job**

- Job offers
- The Resume
- The application letter

#### **Unit 3: Human Resources**

- The History of Unions
- Organization of Human Resources
- The process of staff selection
- Administration of Human Resources

#### **Unit 4: Finances**

- The meaning of money

- Investments and financing
- Banks
- Spanish financing system

**Unit 5: The company's activities (I): consumers, products, prices and sales personnel**

- Business activity and the market
- Consumers
- Products: types, brand-names, and prices
- Spanish commercial habits

**Unit 6: The company's activities (II): communication and distribution**

- Business communication
- Marketing and advertising
- Sales
- Distribution

**Methodology:**

The course is practice-oriented and it is intended to provide students with the necessary skills to get by in their own professional areas in the Spanish speaking world. Its objective is to provide a learning and communication tool to carry out professional tasks, taking the area of the Spanish professional world and Spanish companies as a starting point. Classes will be essentially communicative, seeking the students' active participation in class. All four basic skills will be worked on in class.

**Assessment:**

The evaluation of the course is based on attendance and participation in class, several oral presentations and compositions, a field project to be developed during the course, and a final exam, as specified below:

- Attendance and participation: 10%
- Presentation of final project: 10%
- Three one-page compositions: 20%
- Field project: 20%
- One midterm exam: 15%
- Final exam: 25%

**Bibliography:**

- Martínez, L. & M. L. Sabater. *Socios 2: Libro del alumno*. Barcelona, Difusión. 2000.
- de Prada, M. & M. Bovet. *Hablando de negocios*. Madrid, Edelsa. 1998.
- Pareja, M. J. *Temas de empresa*. Madrid, Edinumen. 2005
- Prost, G. y A. Noriega Fernández. *Al día@*. Madrid, SGEL. 2003.
- Escribir cartas*. Barcelona, Difusión. 1998.
- 1000 palabras de negocios*. Barcelona, Difusión. 1994.
- Magazines and newspapers.

**NOTE:**

- Class attendance is essential in all courses. Therefore, it will be checked daily. Missing classes will negatively affect the student's final grade.
- Language of instruction: Spanish. The student must have completed two semesters of college Spanish.