Economía y procesos de internacionalización / Economy and internationalization processes

Grado en Economía y Negocios Internacionales

UNIVERSIDAD NEBRIJA

SYLLABUS

Course: Economy and Internationalization Processes

Degree: Grado en Economía y Negocios Internacionales

Type: Mandatory

Languages: This course will be taught in English

Modality: In-Person and Online

Credits: 6

Year: 2nd

Semester: Spring Semester

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1. COMPETENCIES AND LEARNING OUTCOMES

1.1. Competencies

Basic competencies
CB1, CB2, CB3, CB4, CB5.

General competencies
CG4, CG11.

Specific competencies

CE3, CE6, CE28, CE30.

1.2. Learning outcomes

At the end of this subject, the student will be able to:
- Analyse the international economy
- Participate, lead and manage multicultural work teams.
- Identify the possibilities of internationalisation of a company and choose the method of market entry.

2. CONTENTS

2.1. Prerequisites

None.

2.2. Description

The course is designed to introduce the student a theoretical and practical way, the techniques and methodology necessary for the development of the departments of companies and public institutions that have to do with internationalization. This is the first subject in the curriculum of the Degree in Economics and International Business in which a set of issues that have to do with internationalization integrated into this concept on the one hand is dealt, the traditional techniques of export, on the other, investment and other international finally global approaches.

2.3. Covered Topics

1) Presentation of the subject.
2) Explanation of the Teaching Guide.
3) The exportable offer
4) Analysis of sectors and foreign markets
5) Ways of entering foreign markets
6) Technical elements (I): International contracts.
7) Technical elements (II): Logistics
8) Technical elements (III): Means of payment
9) Technical Elements (IV): Customs
10) International marketing: Product, Distribution, etc.
11) Organization and management of import/export
12) Public interventions to support exports
13) Import/export decisions: Negotiation

2.4. Individual / Group Assignments

During the course, some of the following activities, internships, reports or projects, or others with similar objectives or nature, may be carried out:

Guided Activity 1 (GA1): Productive economic analysis of the influence of productive and demographic factors on the productivity of exporting companies in a country of choice. Divided into groups of between 3 and 6 people, students will carry out a compulsory project during the course consisting of the impact of economic variables on the productivity and balance of payments of a country of their choice.
The characteristics of the work will be as follows:
Groups to be determined according to the number of students per class.
Recommended length of the work: up to 30 transparencies (.ppt) and 30 sheets (Word).
Assessment: Formal presentation; coherence of answers; contribution of value-added approaches.

Guided Activity 2 (GA2): Individual and group dynamics with online virtual competition tools. At the end of each topic, students will carry out an individual and group activity to refresh the concepts studied and make their learning more dynamic.

2.5. Learning Activities

In-Person Learning	Hours	Attendance %
AF1 Lecture / Theoretical Foundations	**45**	**100%**
AF2 Case Studies	**9**	**100%**
AF3 Tutorial	**9**	**100%**
AF4 Individual / Group Assignments	**18**	**0%**
AF5 Online Assignments	**6**	**50%**
AF6 Extracurricular Materials	**6**	**0%**
AF7 Self Study	**57**	**0%**

Online Learning	Hours	Attendance %
AF8 Online Lecture	**12**	**50%**
AF9 Online Case Studies	**12**	**0%**
AF5 Online Assignments	**48**	**0%**
AF6 Extracurricular Materials	**18**	**0%**
AF7 Self Study	**24**	**0%**
AF10 Online Tutorial	**12**	**100%**
AF11 Individual / Group Assignments	**24**	**50%**

Methodologies:
In-Person: MD1, MD2, MD3, MD4
Online: MD1, MD2, MD3, MD4

3. GRADING RUBRICS

3.1. Grades

Grades are calculated as follows:

0 - 4.9 Fail (SS)
5.0 - 6.9 Pass (AP)
7.0 - 8.9 Notable (NT)
9.0 - 10 Outstanding (SB)

The mention of "Matrícula de Honor" may be awarded to students who have obtained a grade equal to or greater than 9.0.

3.2. Evaluation criteria

Ordinary Session

Modality: In-Person

Evaluation Criteria	Percentage
S1 Attendance and Participation	10%
S2 Individual / Group Assignments	30%
S3 Midterm Exam (On-Site)	10%
S4 Final Exam (On-Site)	50%

Modality: Online

Evaluation Criteria	Percentage
S10 Participation (Forums and Supervised Activities)	10%
S2 Individual / Group Assignments	30%
S4 Final Exam (On-Site)	60%

Extraordinary Session

Modality: In-Person

Evaluation Criteria	Percentage
S2 Individual / Group Assignments	30%
S4 Final Exam (On-Site)	70%

Modality: Online

Evaluation Criteria	Percentage
S2 Individual / Group Assignments	30%
S4 Final Exam (On-Site)	70%

3.3. Restrictions

Minimum Grade
To be able to qualify for inclusion of the above evaluation criteria percentages in the calculation of the final grade, it is necessary to obtain at least a grade of 5.0 in the final test.

Attendance
Student who have missed more than 25% class meetings (unexcused) may be denied the right to take the final exam in the ordinary session.

Writing Standards
Special attention will be given to written assignments, as well as to exams, regarding both presentation and content in terms of grammatical and spelling aspects. Failure to meet the minimum acceptable standards may result in point deduction.

3.4. Plagiarism Warning

Nebrija University will not tolerate plagiarism under any circumstances. Reproducing content from sources other than a student's own work (the internet, books, articles, and peers' work, among others) without proper citation will be considered plagiarism.

If these practices are detected, they will be considered a serious offense, and the sanctions provided for in the Student Regulations may be applied.

4. BIBLIOGRAPHY

Required Reading

- Albaum, G, Strandskov, J. y Duerr, E. (2016). *International Marketing and Export management* (8th ed.). Ed. Pearson.
- Arafat, O. (2024*). Export and Import Strategy: International Import and Export Business Rules*.
- Bade, D. (2015). *Export/Import Procedures and Documentation* (Fifth Edition). Ed. Amacom.
- David, P. (2021). *International Logistics: The Management of International Trade Operations*. Cicero Books.
- Foley, J. (2017). *Global Entrepreneur: Taking Your Business International*. Jamric Press

Recommended Reading

- Dunnig, J., Lundan, S. (2008). *Multinational Enterprises and the Global Economy*. Ed. Edward Elgar.
- Welch, L., Benito, G, Petersen, B. (2018). *Foreign Operations Methods* (2nd ed.). Ed. EE.
- World Bank (2024). *Business Ready* (https://www.worldbank.org/en/businessready).