

ORGANISATION OF INTERNATIONAL COMPANIES

COURSE: FIRST

SEMESTER: FIRST

TYPE: BASIC FORMATION

CREDITS: 6

LANGUAGE: ENGLISH

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OBJECTIVES:

Markets' globalization and companies' internationalization are two phenomena that mutually supply, in such a way that companies' internationalization is the cause and consequence of markets' globalization. Therefore, nowadays, the internationalization of companies becomes more important and necessary as time goes by, in order to stay competitive and even survive in this new environment. That is why public and private institutions are encouraging the internationalization. Nevertheless, there still are many companies that have not initiated this process, so new professionals will be essential to orientate them in this field.

The content of this subject consists of great interest to the students, given that they will have to be able to identify and understand internationalization in the development of their daily activity in International Business field, as well as executing an expansion plan of any organization outside its frontiers, since it offers a vision regarding aspects about decision-making in the internationalization process, and the own characteristics of international companies.

COMPETENCES:

GENERAL

G2 - Acting in a proactive way, generating ideas and proposals and implementing initiatives and changes at the heart of the organisation, as well as showing willingness to learn through geographic mobility.

G1 - Observing with global vision, planning, organising and managing activities in the enterprise and businesses spheres.

G5 - Developing a high communicative capacity in oral and written English.

BASIC

CB1 - Secondary school has, in general, a level that, although supported by advanced textbooks, also includes aspects that imply the avant-garde knowledge of its study field

CB4 - Students can transmit information, ideas, problems and solutions to a specialized and non-specialized public

CB5 - Students have developed those learning skills necessary to undertake further studies with a high degree of autonomy

TRANSVERSAL

T3 - Engaging in global and international scenarios in order to identify needs and new realities that lead to knowledge transfer towards current or emerging fields of professional development, with a capacity of adaptation and self-management in professional and research environments.

T6 - Using different forms of communication, oral, written and audiovisual, in the native and foreign languages, with a high degree of correctness.

T7 - Becoming the main agent of the training process with a view to a personal and professional improvement and to acquiring an integral training aimed at learning and interacting in a diversified linguistic, social, cultural and economic environment.

SPECIFIC

E1 - Analyzing an international business organization based on the economic principles that allow the identification of the key factors and results knowing the principal sources of economic statistic and business information, national and internationally, analyzing and using it in decision-making processes in international business.

E4 – Knowing the main sources of economic and corporate statistics available, both national and international, analyzing and using them in the processes of decision-making in international businesses.

E5 - Knowing the cultural, social, geopolitical and legislative contextual features of different economies in the world as the foundations to international business development.

E10 - Capacity to manage any kind of activity and make decisions in several functional areas of an international organization.

E13 - Handling and understanding the business environment and culture and proposing real solutions to specific problems in human resources inside the organization.

E14 - Developing a communicative business-oriented capacity in other languages.

LEARNING OUTCOMES

- Knowing about the organisational structure and understand the interrelations of a company's functions in an international economic context.
- Identifying, analysing, evaluating and proposing different strategic alternatives related to the competitive and corporate strategy, form of strategic development and internationalisation of the company.

- Understanding the commercial function of the company, the philosophy of International marketing as well as other useful and necessary aspects of an effective decision-making process in the internationalisation of the company.
- Using economic-professional English to transmit ideas, concepts and decisions in the business administration field.
- The students will acquire the ability to communicate to every type of audience (specialised or not) in a clear and precise way knowledge, methodologies, ideas, problems and solutions within the business field.
- The students will be able to identify their own formative necessities in the business field and organise their own learning with a high level of autonomy in every context, structured or not.

SYLLABUS:

1. International Companies

Types & alliances

2. Organization architecture and profitability

Introduction

Starting a business

Business structure

Types

Architectural organization

Human Capital

Functional departments

Mission & Vision

Companies formulation

Value chain

Type of organizational structure
 Departmentation
 Analyzing organizational structures & its parts
 Formal & Informal organization

3. Implementation processes of international strategy

Control Management
 Process
 Human & Machine control
 Operational Control
 Control Diagram
 Setting Standards
 Strategic Plan
 Strategic process
 Tools
 Types
 Market penetration
 Market development
 Product development
 Diversification
 Defensive strategies
 Divestiture
 Liquidation

EVALUATION SYSTEM:

| Task | (%) | Details |
|--|-----|--|
| 2 Activities | 20 | 15% each case |
| Organizational plan (groups of up to 3 people) | 30 | 20% the report, 10% the presentation. |
| Partial exam A | 25 | Exam organised in 2 parts: 1) Multiple choice (10 questions *1% = 10% total) 2) Case study analysis: 15% |
| Partial exam B | 25 | Exam organised in 2 parts: 1) Multiple choice (10 questions *1%= 10%) 2) Case study analysis (15%) |

- Parcial Exam I: 25% - Minimal grade to pass 5/10 (five over 10).
*Susceptible of recovery by means of a complementary exam, as long as the student has correctly developed the rest of the continuous evaluation (to make average, student must **deliver** and **pass** the Organizational Plan (composed by report and presentation) and **deliver** the 2 activities, always on the right delivery date uploaded to MOODLE.*
- Parcial Exam II: 25% - Minimal grade to pass 5/10 (five over 10). Second exam includes all content of the course.
*Susceptible of recovery by means of a complementary exam, as long as the student has correctly developed the rest of the continuous evaluation (to make average, student must **deliver** and **pass** the Organizational Plan (composed by report and presentation) and **deliver** the 2 activities, always on the right delivery date uploaded to MOODLE.*
- *Organizational Plan: 30%. Mandatory project. The student will be a part of a team, developing the project together. The project must have a complete Organizational Plan. The title of the project has to be approved by the teacher. To be average and be able to recover failed exams must have been **uploaded** with all its phases to MOODLE.*

PHASE 1: 20% (Mandatory)

Organizational Plan must be delivered on the given date and upload to MOODLE.

PHASE 2: 10% (Mandatory)

PPT Presentation must be uploaded to MOODLE on the correct delivery date. Also it is mandatory to attend and take part in the public presentation.

- *Activities: 20%. (Mandatory) 2 activities will be given during the whole course. Details on the resolutions will be evaluated. Also creativity on own opinion or ideas must be reflected on the report. All report activities must be uploaded to MOODLE to be average.*

Participation in the roll game will be taken into consideration, both participation, as creativity, criticism, opinion, problem solving, etc.

The student must pass with 5 or more the two partial exams so that both are average, also present the Organizational Plan (composed by the report and the presentation), and deliver 2 activity reports in the correct delivery dates. Everything must be uploaded to MOODLE.

The teacher takes into account the evolution, progress, proactivity, effort and development of the continuous evaluation of each student; In addition to take into account Assistance and Active Participation on the debates, games, etc.

METHODOLOGY:

The subject is classroom-based and combines theoretical knowledge with its practical implementation. Through classroom sessions, the lecturer will expose contents of the program using different learning methodologies, besides proposing activities in which acquired theoretical knowledge will be applied to real case studies. Furthermore, the students must do individual activities during the hours of personal work.

Additionally, during the hours of personal work, the students will make a final project with their respective oral presentations at the end of the academic period. They will have hours of tutoring with the teacher with the purpose of supervising and guiding the development of the project.

Finally, we recommend to the students that they use some hours of personal work to this subject every week in order to consolidate the acquired knowledge of each topic. This personal work will consist of making a review of theoretical aspects given in class and complement them with the basic bibliography.

REFERENCE BOOKS:

- International Business Organization. Subsidiary Management, Entry Strategies and Emerging Markets. Fred Burton, Mr Adam Cross, Dr Malcolm Chapman, 1999 Palgrave Macmillan

- Gomes-Casseres, B. (1998): *The Alliance Revolution: The New Shape of Business Rivalry*, Boston, MA: Harvard University Press.

- Bartlett, Ch. y Ghoshal, S. (1991) “La empresa sin Fronteras”; Ed. McGraw Hill.

COMPLEMENTARY BIBLIOGRAPHY

- Canals, J. (1991): Competitividad Internacional y Estrategia de la Empresa. Ariel Economía, Barcelona.
- Canals, J. (1994) “La Internacionalización de la Empresa” Ed. McGraw Hill.
- Daniels, J.D. y Radebaugh (2000): *Negocios Internacionales*. Prentice Hall, México.
- Durán Herrera, J.J. (2001): *Estrategia y Economía de la Empresa Multinacional*. Pirámide: Madrid.
- Porter, M. (1991) “Ventaja Competitiva de las Naciones”; Ed. Plaza & Janés.
- Rugman, A.M. y Hodgetts, R.M. (1997) “Negocios Internacionales: Un Enfoque de Administración Estratégica”; Ed. McGraw Hill.