

## **ORGANISATION OF INTERNATIONAL COMPANIES**

**COURSE:** FIRST

**SEMESTER:** FIRST

**TYPE:** BASIC FORMATION

**CREDITS:** 6

**LANGUAGE:** ENGLISH

**PROFESSOR:** [NOELIA PÉREZ](#)

### **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 organization, as well as showing willingness to learn through geographic mobility.

G1 - Observing with global vision, planning, organizing 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 organizational structure and understand the interrelations of a company's functions in an international economic context.

Identifying, analyzing, evaluating and proposing different strategic alternatives related to the competitive and corporate strategy, form of strategic development and internationalization 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 internationalization 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 (specialized 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 organize 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

Multinationals MNC & MNE

Globalization

Analyzing organizational structures & its parts

Formal & Informal organization

### **3. Control management and methods of controlling**

Control Management

Process

Establishing standards and methods for measuring performance.

Human & Machine control

Operational Control

Control Diagram

corrective action

Six sigma

Lean management

### **4.Implementation processes of international strategy**

Strategic Plan

Strategic process

Tools

Types

Introduction to internationalization

Market penetration

Market development

Product development

Diversification

Defensive strategies

### **5- Cultural compativity**

Barriers

Cultural differences and how to solve them

**EVALUATION SYSTEM:**

<b>Task</b>	<b>(%)</b>	<b>Details</b>
2 Case study (2 different cases)	20	10% each case
Internationalization plan (groups of up to 4 people)	30	20% the report, 10% the presentation.
Class Participation	10	
Exam	40	Practical

Exam : 40% - Minimal grade to pass 4/10 (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** the Organizational Plan (composed by report and presentation) and **deliver in the proper dates 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.*

*FHASE 1: 20% (Mandatory)*

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

*FHASE 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. Class participation will be evaluated 10%. Debates, case studies, roll games...

***The student must pass with 4 or more the exam, also present and pass the Organizational Plan (composed by the report and the presentation), and upload the 2 case studies delivered 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.***

EVALUATION SYSTEM	CONDITIONS	% EVALUATION	DETAILS	DEDICATION (H)	Competences
Activity 1	Compulsory to have an average of 5 among the 2 activities to be evaluated (NOT RECOVERABLE) Mandatory Individual	10		15	CB5+CB1+CB4+G2+G1+G5+T3+T6+T7+E13+E10+E5+E4+E1+E14 Learning Outcomes: R1+R3+R2+R5+R6+R4
Activity 2	Compulsory to have an average of 5 among the 2 activities to be evaluated (NOT RECOVERABLE)	10		15	CB5+CB1+CB4+G2+G1+G5+T3+T6+T7+E13+E10+E5+E4+E1+E14 Learning Outcomes: R1+R3+R2+R5+R6+R4

	BLE) Mandator y Individual				
Organizational Plan	Group activity from 4-5 people Compulsor y to deliver on time the 2 phases to have the Organizati onal plan evaluated (NOT RECOVERA BLE) Mandator y	<b>30</b>	20% for the plan report, 10% for the presentat ion.	50	CB5+CB1+CB4+G2+G1+G5+T3+T6+T7+E13+E 10+E5+E4+E1+E14  Learning Outcomes: R1+R3+R2+R5+R6+R4
Evaluation, final examination of concepts	Susceptibl e of recovery if the rest of the evaluation is average Mandator y	<b>40</b>		40	CB1+CB4+CB5+E1+E4+E5+E10+E13+E14  Learning Outcomes: R5+R4
Class Participation		<b>10</b>			
Out class hours				120	
Class Hours			29 sessions	58	



Dedication total hours				178	
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**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:**

Verbeke, Alain, published in 2015. The Future of Global Organizing. Retrieved from ESERP virtual library

Fred Burton, Mr Adam Cross, Dr Malcolm, 1999. International Business Organization Subsidiary Management. Entry Strategies and Emerging Markets Chapman. Retrieved from ESERP virtual library

Hans D. Baumann, 2009. Building Lean Companies How to Keep Companies Profitable as They Grow. Retrieved from ESERP virtual library