

DATOS BÁSICOS DE LA GUÍA DOCENTE:

Materia:	INTERNACIONALIZACIÓN II. COMERCIO Y LOGÍSTICA INTERNACIONAL		
Identificador:	32279		
Titulación:	GRADUADO EN ADMINISTRACIÓN Y DIRECCIÓN DE EMPRESAS (CA)		
Módulo:	INTERNACIONALIZACIÓN		
Tipo:	OPTATIVA		
Curso:	3	Periodo lectivo:	Segundo Cuatrimestre
Créditos:	6	Horas totales:	150
Actividades Presenciales:	60	Trabajo Autónomo:	90
Idioma Principal:	Inglés	Idioma Secundario:	Castellano
Profesor:	BINTANED ARA, MARTIN JOSE (T)	Correo electrónico:	mjbintaned@usj.es

PRESENTACIÓN:

The course is a two blocks program of study.

The first-block, International Business (IB), will provide the students with the ability to understand how country differences are the basis of IB. The students will also acquire the knowledge of how under the rules of Global Trade and Investment and the Global Monetary system IB is growing yearly. The students will discuss, using case studies, the fundamentals of IB.

The second-block, Logistics, aims to equip students with the knowledge and tools to understand the main issues affecting Supply Chains management (SCM) in an International Business environment.

COMPETENCIAS PROFESIONALES A DESARROLLAR EN LA MATERIA:

Competencias Generales de la titulación	G01	Capacidad de análisis y síntesis de las informaciones obtenidas de diversas fuentes
	G02	Resolución creativa y eficaz de los problemas que surgen en la práctica diaria, con el objetivo de garantizar los niveles máximos de calidad de la labor profesional realizada
	G03	Capacidad de organización y planificación del trabajo en el contexto de la mejora continua
	G04	Uso de las tecnologías de la información y la comunicación
	G05	Capacidad de trabajar de forma eficaz en equipos interdisciplinares, participando e integrándose en los trabajos del equipo en sus vertientes científicas y profesionales, aportando ideas y respetando y valorando la diversidad de criterios de los miembros del equipo
	G06	Capacidad de incorporar a la cultura profesional los principios éticos y deontológicos, teniendo como prioridad de actuación el compromiso ético con los clientes y la sociedad.
	G07	Capacidad de trabajar en un contexto internacional y de aproximarse a las innovaciones y nuevos enfoques empleados en otros contextos nacionales
	G09	Capacidad para comunicarse en inglés en contextos académicos y profesionales.
	G10	Capacidad de aplicar los conocimientos adquiridos, adaptándolos a las exigencias y particularidades de cada situación y persona
	G11	Capacidad de generar nuevas ideas (creatividad)
	G12	Capacidad de incorporar la investigación científica y la práctica basada en la evidencia como cultura profesional, actualizando conocimientos y destrezas de manera continua.
	G13	Capacidad de desarrollar estrategias de aprendizaje a lo largo de toda la vida para que sea capaz de adquirir nuevos conocimientos, a través del desarrollo su propio itinerario académico y profesional
	G14	Capacidad de comunicación oral y escrita en el idioma materno y en inglés, según las necesidades de su campo de estudio y las exigencias de su entorno académico y profesional.
	G15	Capacidad de establecer y cumplir los criterios de calidad más apropiados y emplear metodologías y estrategias de trabajo orientadas a la mejora continua.
	G16	Capacidad de asimilar conceptos de naturaleza social y humanística dentro de una formación universitaria integral que permitan el desarrollo de valores éticos tales como solidaridad, interculturalidad, igualdad, compromiso, respeto, diversidad, integridad, etc.
	G17	Capacidad para formular, desde un pensamiento crítico y constructivo, propuestas de transformación social basadas en la democracia y en los derechos fundamentales de las personas.

Competencias Específicas de la titulación	E01	Conocer los aspectos específicos relativos al funcionamiento, gestión y control de las diferentes áreas funcionales de la empresa.	
	E02	Conocer y comprender el contexto socioeconómico local, nacional e internacional en el que se desenvuelven las empresas y ser capaz de interpretar su impacto en las mismas	
	E03	Capacidad de aplicación de los conocimientos adquiridos sobre las áreas funcionales de la empresa y el entorno socioeconómico	
	E04	Capacidad de identificar las variables relacionadas y entender su impacto sobre las organizaciones empresariales	
	E06	Comprender los procesos relacionados con la actividad profesional en el campo de la auditoría (interna y externa) de las organizaciones	
	E09	Entender el funcionamiento de los mercados financieros nacionales e internacionales	
	E10	Comprender las operaciones financieras que tienen lugar en el ámbito empresarial, diseñando y analizando estrategias de inversión y financiación	
	E12	Capacidad de proponer, diseñar y ejecutar un plan de gestión de recursos humanos adecuado a la realidad de la empresa	
	E13	Conocer los procesos de toma de decisiones en materia de política y estrategia comercial	
	E14	Comprender los principios de ética empresarial y ser capaz de diseñar escenarios en los que dichos principios puedan llevarse a la práctica empresarial	
	E15	Proponer, planificar y liderar proyectos de innovación empresarial que aseguren la competitividad de la empresa	
	Resultados de Aprendizaje	R01	Entender la empresa internacional y la logística
		R02	Desarrollar habilidades analíticas
		R03	Mejorar las habilidades de toma de decisiones
		R04	Racionalidad en la toma de decisiones.
R05		Desarrollos de habilidades comunicativas e interpersonales.	
R06		Conocimiento y familiarización con los problemas empresariales.	

REQUISITOS PREVIOS:

None

PROGRAMACIÓN DE LA MATERIA:

Observaciones:

The aim of this subject is to introduce the role of the International Business Manager and what strategies can be followed. How do we export? What inventory strategy are we going to use? Centralise or decentralise logistics? What are the uncontrollable elements of global logistics? As International business managers we need to understand on all different commercial activities that are required in order to promote the transfer of goods, services, resources, people, ideas, and technologies across national boundaries. This field will provide the students with the knowledge to understand the effects that the different company departments and their activities have on domestic and foreign markets, countries, governments, companies, and individuals. Nevertheless, none of the above could be done without the use of correct Logistics procedures. For this reason, during our second block we will focus on the explanation on how the SCM of the company can be sequenced into a series of activities within the organizations involved in producing and delivering a good or service across national boundaries.

Contenidos de la materia:

1 - INTERNATIONAL BUSINESS
1.1 - Globalization
1.2 - Cross-Cultural Business
1.3 - Political Economy and Ethics
1.4 - Economic Development of Nations
1.5 - International Trade Theory
1.6 - Political Economy of Trade

1.7 - Foreign Direct Investment
1.8 - Regional Economic Integration
1.9 - International Financial Markets & Monetary Systems
1.10 - Selecting and Managing Entry Modes
2 - LOGISTICS
2.1 - Logistics and the Supply Chain
2.2 - Putting the end-customer first
2.3 - Value and logistics costs
2.4 - Managing logistics internationally
2.5 - Managing the lead-time frontier
2.6 - Supply chain planning and control
2.7 - Lean thinking and agile supply chains

La planificación de la asignatura podrá verse modificada por motivos imprevistos (rendimiento del grupo, disponibilidad de recursos, modificaciones en el calendario académico, etc.) y por tanto no deberá considerarse como definitiva y cerrada.

Previsión de actividades de aprendizaje:

Semana	Unidad/Bloque/Tema	Sesiones presenciales	Horas	Actividades de trabajo autónomo	Horas	
1	05/02/2024	1.INTERNATIONAL BUSINESS 1.3.Political Economy and Ethics	Presentation GD and subject Theory of the subject and discussion of the case	4	Reading and prepare case	4
2	12/02/2024	1.3.Political Economy and Ethics	Theory of the subject and discussion of the case	4	Reading and prepare case	4
3	19/02/2024	1.4.Economic Development of Nations	Theory of the subject and discussion of the case.	4	Reading and prepare case	4
4	26/02/2024	1.5.International Trade Theory	Theory of the subject and discussion of the case	4	Reading and prepare case	4
5	04/03/2024	1.6.Political Economy of Trade	Theory of the subject and discussion of the case.	2	Reading and prepare case	4
6	11/03/2024	1.6.Political Economy of Trade	Theory of the subject and discussion of the case.	4	Reading and prepare case	6
7	18/03/2024	1.7.Foreigh Direct Investment	Theory of the subject and discussion of the case	4	Reading and prepare case. Review and study for Exam	8
8	25/03/2024	1.7.Foreigh Direct Investment	Theory of the subject and discussion of the case.	2	Review and study for exam	6
9	01/04/2024	2.LOGISTICS 2.1.Logistics and the Supply Chain	Easter holidays	0	Reading and prepare case	4
10	08/04/2024	2.2.Putting the end-customer first 2.3.Value and logistics costs	Theory of the subject and discussion of the case	4	Reading and prepare case	4
11	15/04/2024	1.7.Foreigh Direct Investment 2.1.Logistics and the Supply Chain	IB exam (WRITTEN EXAM 1). Presentation of second unit: logistics	4	IB Exam Reading and prepare case	6
12	22/04/2024	2.3.Value and logistics costs	Theory of the subject and discussion of the case	4	Reading and prepare case	6
13	29/04/2024	2.4.Managing logistics internationally	Theory of the subject and discussion of the case	4	Reading and prepare case	4
14	06/05/2024	2.4.Managing logistics internationally	Theory of the subject and discussion of the case	4	Reading and prepare case	6
15	13/05/2024	2.5.Managing the lead-time frontier	Theory of the subject and discussion of the case	4	Reading and prepare case	6
16	20/05/2024	2.6.Supply chain planning and control 2.7.Lean thinking and agile supply chains	Theory of the subject and discussion of the case	4	Reading and prepare case. Review and study for final exam	6
17	27/05/2024	1.INTERNATIONAL BUSINESS 2.LOGISTICS	Logistics exam (WRITTEN EXAM 2)	2	Review and study for exam	4
18	03/06/2024	1.INTERNATIONAL BUSINESS 2.LOGISTICS	Final WRITTEN EXAMS (1 and 2)	2	Review and study for final exam	4
			HORAS TOTALES PRESENCIALES:	60	HORAS TOTALES T. AUTÓNOMO:	90

Observaciones para alumnos exentos a la asistencia obligatoria por circunstancias justificadas:

Those students who are unable to attend 80 % of classes during the semester due to justified reasons (previously communicated to the Programme Coordinator) will have to get in contact with the lecturer by February 15th. They will be required to follow the progress of the subject by doing the reading and case work (both individual and group work) which will be indicated on the PDU. Failure to pass this coursework with a minimum mark of 5 out of 10 will imply not being able to sit the final exam. The remaining % will be determined by sitting the final exam. The mark of the final exam will have to be of at least 5 to be able to average out with the practical part (continuous assessment). Students who fail the subject will have to retake the exam in July for the whole subject (practical and theoretical). Students will sit exams on the same day and time as all other students of the subject.

Each particular case will be analysed to design a learning strategy and related individualized activities that guarantee the achievement of the stated objectives. In these cases, the student will have to attend the tutorials previously agreed with the lecturer. In the event that the student does not contact the lecturer on the indicated date, he or she may lose the right to be evaluated on first call by having exceeded the absences allowed (20 %).

Those students who have been exempt from compulsory attendance will be assessed with the same criteria as attending students. Students will only be allowed to be exempt from class attendance when absence has been justified and agreed.

METODOLOGÍAS Y ACTIVIDADES DE ENSEÑANZA Y APRENDIZAJE:

Metodologías de enseñanza-aprendizaje a desarrollar:

The case method and discussion about a specific area is used throughout the course unless lecture method is used in order to present the topic. Each student should prepare one discussions and participate in the resolution of all case studies. In order to calculate the qualifications, all case studies have the same value. The structure of the class will be as follow:

Discussions: one student will present and will lead a twenty minutes debate about one topic that will be provide one week before. All basic information is in the text book, other sourcers are welcome.

Case studies: the professor will provide the studens a case study that once solved, should be upload in the PDU. In the classroom all the students, with the professor's help, will analyze the different solutions. All class members are expected to have read the assigned case and reflected upon the assigned questions. Furthermore, class members are encouraged to apply concepts from the assigned readings to their analysis of the case. The notes will be published in the PDU in the due time. Active participation is expected throughout the entire class with thoughtful contributions to advance the quality of the discussion and case solving.

In order to be eligible for the Part One Test (International Business) or Part Two Test (Logistics), the student should obtain a minimum qualification of 5 (from 0 to 10) in the Discussion and Case assignments.

The students with a minimum mark of 4,5 in one test and 5,5 in the other test don't need to attend the final test. Those students that did not reach the minimum of 4,5 will attend the final test of this part.

The final written test mark will be calculated with the arithmetic mean of both tests.

Tutorials will take place once per week after the class (day of the week will be published later).

Integración de lengua inglesa en la materia:

Internationalization is one of the main objectives of CESUGA. The teaching staff will be gradually introducing

materials, texts, audio-visual media and other content through English in the subjects they teach. This course of action is included in the principles of the European Area of Higher Education (EAHE). The aim is for students to naturally and effectively use English in authentic situations while studying subjects included in their degree programs. Exposure to the English language forms an intrinsic part of each degree programme's plan of studies.

Some activities in this subject will be carried out in English. These activities can be seen in the provisional activity plan and are marked: basically oral presentations, writing abstracts, use of sources in English, etc.

Volumen de trabajo del alumno:

Modalidad organizativa	Métodos de enseñanza	Horas estimadas
Actividades Presenciales	Clase magistral	28
	Casos prácticos	6
	Resolución de prácticas, problemas, ejercicios etc.	5
	Debates	4
	Exposiciones de trabajos de los alumnos	8
	Proyección de películas, documentales etc.	1
	Asistencia a charlas, conferencias etc.	6
	Actividades de evaluación	2
Trabajo Autónomo	Asistencia a tutorías	6
	Estudio individual	26
	Preparación de trabajos en equipo	28
	Tareas de investigación y búsqueda de información	16
	Lecturas obligatorias	6
	Lectura libre	8
Horas totales:		150

SISTEMA DE EVALUACIÓN:

Obtención de la nota final:

Written exam:	50	%
Individual coursework:	50	%
TOTAL	100	%

Observaciones específicas sobre el sistema de evaluación:

Written Exams: 50%

- Part One: 50% (International Business)

- Part Two: 50% (Logistics)

Individual coursework 50%:

- Discussion: 15%

Oral and written defense. Analysis approach and proper resolution of the cases study presented.

- Case Assignments: 35%

Attendance and participation. Oral and written defense. Analysis approach and proper resolution of the cases study presented.

The student will need to pass all case work with a minimum of 5 as a mark and the final exam mark must be at least 5 to average out with the case work. Not obtaining this mark in a part of the assessment will force the student to resit the exam in July. More than 3 unjustified absences may not allow the student to sit the final exam. Students having to sit exams in July will have to sit all parts.

In the event of sitting the July exam with all parts of the subject (casework, business lab, theory, tests) the student will sit two exams, one evaluating the theory and one evaluating the practical side of the subject.

The material given by the lecturer will be an indication of what needs to be researched. The student will have to look up and work on various sources of information.

The evaluation system on second call will be identical to that of first call, with the same percentages. It is compulsory to pass the theoretical exam of this call. All those students, therefore, who do not pass the subject in the first call will be either because they did not pass the final exam, or because even if they did not reach the minimum grade of 5 in the sum of the corresponding percentages, either because they failed casework and theory, they will sit an exam that will cover all the contents of the subject only in the event that they have failed the theoretical exam. The marks of the "Individual courseworks" and the "Group coursework" will be kept if they have been passed, keeping the same percentages on the final mark. If you have passed the final exam but have not passed the exam by adding it with the marks obtained in the coursework, because you have failed your work or any of them, you must redo the one or those indicated by the lecturer and resubmit them in the second call. The percentages to be applied to these works will be the same as those indicated in the first call. For this, the student must attend the review of the exam of the first call to know exactly what to submit in the second call. It is the student's responsibility to contact the lecturer for this purpose.

Spelling: Within the evaluation criteria, the University considers spelling a priority issue. Under the protection of the changes in the language standard in the Spanish language included in the Spelling of the Spanish Language (2010), published by the Real Academia Española, CESUGA has established some correction criteria related to this work that will be applied in all tests of the matter. The document that includes the set of criteria and its sanction is published in the University Teaching Platform (PDU) of the subject. The same applies if English is the main language. Refer to unacceptable grammar errors.

Plagiarism: Likewise, and in accordance with the University's Good Practices manual, the commission of plagiarism in any of the work carried out will be considered a very serious offense, since it violates the deontological code of any profession.

Electronic devices that disturb the attention and the correct development of the subject will not be allowed in class, unless expressly mentioned by the lecturer and those provided by the University.

Absences: Failure to attend class more than 20 % of the stipulated hours without authorization may lead to the loss of the evaluation on first call.

Métodos de evaluación:

Instrumento de evaluación	Resultados de Aprendizaje evaluados	Criterios de evaluación	%
Written exams	R01 R02 R06	Answering questions of the exam extracted from the notes in the PDU and bibliography.	50
Individual coursework	R01 R03 R04 R05 R06	Discussion: Oral and written defense. Analysis approach and proper resolution of the case. Case assignments: The evaluation is calculated with the average of the following topics and weights: 30% Analysis, 50% Case Discussion and 20% Overall Criteria.	50
Peso total:			100

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The mark of the final exam will have to be of at least 5 to be able to average out with the practical part (continuous assessment). Students who fail the subject will have to retake the exam in July for the whole subject (practical and theoretical). Students will sit exams on the same day and time as all other students of the subject.

Each particular case will be analyzed to design a learning strategy and related individualized activities that guarantee the achievement of the stated objectives. In these cases the student will have to attend the tutorials previously agreed with the lecturer. In the event that the student does not contact the lecturer on the indicated date, he or she may lose the right to be evaluated on first call by having exceeded the absences allowed (20%).

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BIBLIOGRAFÍA Y DOCUMENTACIÓN:

Bibliografía básica:

WILD, John J. and WILD, Kenneth L. International Business: The Challenges of Globalization, Global Edition, 8th e). Pearson, 2015

HARRISON, A., VAN HOEK, R.I.; SKIPWORTH, H. Logistics Management and Strategy: Competing through the Supply Chain. Harlow: Pearson, 2014. 5th ed.

Bibliografía recomendada:

CINGILLIOGLU, Ilker. International Logistics: CreateSpace Independent Publishing Platform, 2015

MURPHY, Paul and WOOD, Donald. Contemporary Logistics, 10th ed. Prentice Hall, 2010

COOPER, Jim; BROWNE, Michael; PETERS, Melvyn. European Logistics: Markets, Management and Strategy. Blackwell, 1994.

DANIELS, John, RADEBAUGH, Lee and SULLIVAN, Daniel. International Business: Environments and Operations, 13th Edition. Pearson, 2011.

DORNIER, Philippe-Pierre; ERNST, Ricardo; FENDER Michel; KOUVELIS Panos. Global Operations and Logistics. Texts and Cases. John Wiley & Sons, 1998.

HILL, Charles. International Business, competing in the global marketplace, 9th ed. McGraw-Hill 2012

DAVID, Pierre, STEWARD, Richard. International Logistics 3rd ed. Clerance Learning 2010

KRUGMAN, Paul, OBSTFELD, Maurice, MELITZ, Marc, International Economics: Theory and Policy, 11th edition, Pearson, 2018

MURPHY, Paul, Jr. and KNEMEYER, Michael. Contemporary Logistics, Global Edition, 12th ed. Pearson, 2018

Páginas web recomendadas:

International Logistics Journal	http://www.joc.com/international-logistics
Journal of International Business Studies	http://www.palgrave-journals.com/jibs/index.html
International Business Review	http://www.journals.elsevier.com/international-business-review/

OBSERVACIONES: