

International Business

Course	International Business	Code	EIB215G
Year of Study	2 nd Year	Semester	3
Hours	68	ECTS	6
Prerequisites	Global Challenges	Teaching language	English

Main Objective

This course examines the international environment for business while offering theoretical and practical background to implement strategies for successfully penetrating foreign markets and managing multinational companies, focused on issues outside and inside the firm that a manager needs to address. The course will provide students with the knowledge, skills, and abilities to understand the global economic, political, cultural, and social environment within which firms operate. It will also prepare students to formulate and execute strategies, plans, and tactics to succeed in international business ventures.

Units and Content

Unit	Content
I. Introduction to International Business and Globalization	Basic concepts International Trade Models Main differences to be afforded
II. International Strategy	Legal aspects Commercial aspects Theories of trade
III. Regional Blocks	Historic review Competitive advantages The rationale behind the decision-making
IV. Global Organization, Supply Chain, Marketing, and Management	Main International trade's laws Cultural and legal gaps National and Regional Leadership
V. International Finance. Emblematic cases	Foreign exchange market International conflicts and disputes Emblematic cases review