



COURSE DATA

DATA SUBJECT

Code: 44483
Name: Internationalisation
Cycle: Master's Degree
ECTS Credits: 2.5
Academic year: 2026-27

STUDY (S)

Degree	Center	Acad. year	Period
2212 - Master's Degree in Business Management. MBA	Facultat d'Economia	2	First quarter

SUBJECT-MATTER

Degree	Subject-matter	Character
2212 - Master's Degree in Business Management. MBA	Growth and survival of the company	COMPULSORY

COORDINATION

LINARES NAVARRO ESMERALDA

SUMMARY

The subject Internationalisation belongs to the subject area of Growth and Survival and deepens knowledge on the internationalisation strategies introduced in the subject Formulation of Strategies.

The process of globalisation has led many companies to leave their natural geographical borders in order to maintain their competitive positions. Some of these companies have become multinationals. This phenomenon has generated new competitive scenarios and new business realities that require the study of their management.

This course provides students with the necessary knowledge of internationalisation strategy regarding its management, both in terms of the internationalisation process, as well as forms of entry into foreign markets, the organisational structure, and the human resources of international companies.

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PREVIOUS KNOWLEDGE



RELATIONSHIP TO OTHER SUBJECTS OF THE SAME DEGREE

There are no specified enrollment restrictions with other subjects of the curriculum.

OTHER REQUIREMENTS

It is recommended that before taking this course students study (44472) Formulation of Strategies and (44473) Implementation of Strategies in the Management module.

COMPETENCES / LEARNING OUTCOMES

2212 - Master's Degree in Business Management. MBA

Integrate the international dimension of the economic activity into the business strategy.

Know and identify the principles of action and master plans of corporate social responsibility that allow the implementation of strategies aimed at improving confidence in the company, the relations with its environment, its image, its legitimacy and its social prestige.

Make both individual and collective decisions in professional practice as a company manager.

Prepare, write and publicly present business reports and projects in a clear and coherent manner, defend them with rigour and tolerance and respond satisfactorily to criticisms relating to them.

Seek, select and assess information from the different actors in the environment, both through traditional methods and information and communication technologies, to use it effectively in the face of problems and situations related to business activity.

DESCRIPTION OF CONTENTS

1. The internationalisation of a company: reasons and conditions

2. A company's internationalisation process

3. Entry modes into international markets

4. Strategic approaches to international



5. Organisational structure and HR management in the international company

6. International Corporate Social Responsibility (CSR)

WORKLOAD

PRESENCIAL ACTIVITIES

Activity	Hours
Tutorials	10,00
Theory	15,00
Total hours	25,00

NON PRESENCIAL ACTIVITIES

Activity	Hours
Attendance at other activities	0,00
Individual or group project	10,00
Independent study and work	10,00
Preparation of lessons	10,00
Preparation for assessment activities	0,00
Resolution of case studies	7,50
Total hours	37,50

TEACHING METHODOLOGY

This course is structured in four sessions. Most of the sessions have a theoretical and practical nature. The sessions are informative and student participation is encouraged. Likewise, other methodologies like flipped teaching can be used, which requires students to prepare the contents of each of the sessions beforehand based on the recommended reading lists and materials supplied in advance by the lecturers, while the classroom will focus on more practical questions to apply theoretical knowledge and resolve doubts. The activities will be diverse: discussion of articles or readings, analysis and resolution of practical cases, debates, reports, search and analysis of information, and oral presentation, etc.

EVALUATION

This subject will be evaluated through various techniques (observation, oral presentations, and academic papers) from the activities carried out. The capacity of the student in the development of the mentioned



skills will be evaluated.

The assessment system is weighted as follows:

Continuous assessment (exercises, cases, and participation in class): 50% of the final mark.

Final team work (proposed internationalisation plan): 50% of the final mark.

The final mark will be the result of the weighted sum of the marks obtained in the final team work and in continuous assessment; provided that the final team work has passed.

Class attendance is compulsory

In case of not passing the subject in the 1st call, it can be retrived in the 2nd call by an objective assestment at the discretion of the teachers.

Plagiarism is severely penalised. Evidence of a student copying any individual or collective work will result in automatic failure of the course.

The use of Generative Artificial Intelligence (GAI) tools is not recommended. In case the student uses any GAI tool, he/she must indicate it in the submitted work, introducing a footnote or an annex where the input (prompt) used is included, as well as the different modifications and a fragment of the most relevant text of the answer.

REFERENCES

- Hollensen, S. (2016): Global Marketing. 7th. edition. Pearson.
- Pla, J. y León, F (2016): Dirección Internacional de la Empresa. Mc Graw Hill.
- Bradley, F. y Calderón, H. (2005): Marketing Internacional. Pearson
- Buckley, P.T. and Ghauri, P.N. (2015): International Business Strategy: Theory and Practice. Routledge.
- Morschett, D.; Schramm-Klej, H. and Zentes, J. (2015): Strategic International Management: Text and Cases. Springer Gabler.3rd edition.