COURSE DATA

DATA SUBJECT

Code: 46781
Name: Global bussiness planning
Cycle: Master's Degree
ECTS Credits: 5
Academic year: 2026-27

STUDY (S)

Degree	Center	Acad. year	Period
2268 - Master's Degree in International Business Management	Facultat d'Economia	1	First quarter, Second quarter

SUBJECT-MATTER

Degree	Subject-matter	Character
2268 - Master's Degree in International Business Management	Global business planning	COMPULSORY

COORDINATION

PLA BARBER JOSE

SUMMARY

This course offers an integrative approach to international business that helps students make explicit connections across concepts and functions and develop the skills needed to address various international business issues and problems. Students will gain a broad understanding of the environment, the players, and policies at work in both the core and functional areas of international business. Moreover, the course provides problem-solving strategies designed to give students the analytical skills and tools they need to meet the many challenges in today's global business environment

PREVIOUS KNOWLEDGE

RELATIONSHIP TO OTHER SUBJECTS OF THE SAME DEGREE

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

OTHER REQUIREMENTS

Students will complete a degree with skills in managment

COMPETENCES / LEARNING OUTCOMES

2268 - Master's Degree in International Business Management

Know how to apply acquired knowledge and problem-solving skills in new or unfamiliar environments within broader (or multidisciplinary) contexts related to their area of study.

DESCRIPTION OF CONTENTS

1. Global environment

2. Globalization, ethics and corporate social responsibility

3. Strategic management in a global environment

4. Theory on Multinational Companies

5. Market choose

6. Entry forms and processes of internationalization

7. Born global companies

8. Organizational structure in firms internationalization

9. Formalization, centralization and socialization in global companies

10. Output control versus direct control of organizational behavior

11. strategic approaches to international competition: global, multi-domestic, transnational

12. Management of the subsidiary and subsidiary roles

13. Knowledge transfer and innovation in international business

14. The role of international managers

15. Expatriates versus domestic managers

16. Models of cultural differences

WORKLOAD

PRESENCIAL ACTIVITIES

Activity	Hours
Tutorials	10,00
Theory	15,00
Classroom practices	20,00
Total hours	**45,00**

NON PRESENCIAL ACTIVITIES

Activity	Hours
Attendance at other activities	0,00
Individual or group project	50,00
Independent study and work	30,00
Preparation of lessons	0,00
Preparation for assessment activities	0,00
Resolution of case studies	0,00
Total hours	**80,00**

TEACHING METHODOLOGY

Class sessions will be conducted as workshops with the expectation that a high degree of participation will enhance the learning experience for the student. The workshops will combine facilitated group activities by the students with short periods of inputs from the lecturer, the latter serving to highlight key concepts, or to fill in gaps in student understanding. The group activities will vary in their nature, but will all lead towards the students developing the main output of the module, an international business plan, and will stress integration and implementation within this context. Students will be encouraged to engage in regular reflection about their own performance and about their contribution to the overall learning experience.

Class sessions will be supplemented by the use of available communications technology to extend students' learning beyond the classroom, and to encourage a sense of continuous engagement with the module activities. In addition, students will study privately and collaborate in learning sets. Tutor support will be available throughout the course of the module.

EVALUATION

SE1 – Written and/or oral assessment tests, which will consist of theoretical and practical questions, or problem solving.
SE2 – Participation in the classroom in discussion activities and resolution of cases or exercises, demonstrating the student's involvement.
SE3 – Oral and/or written presentation of practical activities such as case studies, exercises or questions, developed individually and/or in a team.

Learning outcome

Work in class

Individual participation

Cases studies
20%

Final individual report
20%

Individual performance
|2,3,4

Exam
50%

REFERENCES

- Pla Barber, J., Pallás-Rocafull, A., Botella, A., & Villar, C. (2025): Global Value Chains and Competitiveness: How Manufacturers Build Resilience Against Global Disruptions. Editorial Palgrave (pendiente publicación). Benito, G., Pla-Barber, J. & Villar, C. (2022): A business model taxonomy for international SMEs in traditional manufacturing industries. In Innovation and Internationalization of Small and Medium Enterprises: A Crossroads Perspective. (Eds. Enjolras, M., Camargo, M. & Schmitt. C.). Ed. Peter Lang Pla-Barber, J., Villar, C., & Narula, R. (2021). Governance of global value chains after the Covid-19 pandemic: A new wave of regionalization? BRQ Business Research Quarterly, 24(3), 204-213. Pla-Barber, J., Villar, C., Mesa Callejas, R. J., & Botella Andreu, A. (2024). FDI spillovers on Colombian Multilatinas: Upgrading capabilities through indirect ties and humbleness. BRQ Business Research Quarterly, 23409444241262793. Pallás-Rocafull, A., Pla-Barber, J., Villar, C., & Hervás-Oliver, J. L. (2024). Enhancing firm resilience: how the Valencian textile cluster responded to COVID-19-induced GVC disruptions. European Planning Studies, 32(4), 863-881.