ATMIRE

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I. INFORMACIÓN GENERAL

CURSO	:	Dirección de Negocios Internacionales
CÓDIGO	:	AN27
CICLO	:	201501
CUERPO ACADÉMICO	:	**Portugal Velarde, Manuel Pio**
CRÉDITOS	:	3
SEMANAS	:	17
HORAS	:	3 H (Teoría) Semanal
ÁREA O CARRERA	:	Administracion y Negocios Internacionales

II. MISIÓN Y VISIÓN DE LA UPC

Misión: Formar líderes íntegros e innovadores con visión global para que transformen el Perú.

Visión: Ser líder en la educación superior por su excelencia académica y su capacidad de innovación.

III. INTRODUCCIÓN

International Business Strategy, is an integrating course in the Management and International Business program which explores the implications of competing in an even more globalized world. The course examines alternative strategies and structures used in an international business setting.
Many, if not most of the theories and discussions in this class have been covered by previous courses, so the student is expected not only to be familiar with all the topics and terminology, but also have a deep knowledge about the relevance and implications of the totality of concepts for making management decisions relevant for the multinational company. All the lectures will be taught in English.

IV. LOGRO (S) DEL CURSO

The course aims to provide the student with the necessary tools to analyze and make decisions within a global environment, including factors imposed by government actions. In particular, the student should be able to:
a) Analyze, operate and modify the existing strategy in an international setting.
b) Designs a strategy that fits a particular company enabling successful new market entry.
c) Better appreciate foreign competitors and their strategies.

V. UNIDADES DE APRENDIZAJE

UNIDAD Nº: 1 TOPIC 1: FOUNDATIONS OF MULTINATIONAL MANAGEMENT

LOGRO

The student will recognize the main basis, the importance and implications of an increasingly globalized world and the key factors to develop a correct strategy based on the understanding of domestic and international markets.

TEMARIO

Lesson 1- Introduction: The Multinational Enterprise (MNE)
Case Study: Starbucks
Lesson 2- Regional and Global Strategy.
Case Study: Wal- Mart
Lesson 3- The institutional context of MNE's.
Case Study: Google in China

HORA(S) / SEMANA(S)
Week(s) 1 to 3

UNIDAD Nº: 2 TOPIC 2: STRATEGIC MANAGEMENT

LOGRO
In this second topic, the student will get the knowledge of how to define, organize and implement a strategy, not only on the basis of a MNE but even a small business or in an entrepreneurship environment.

TEMARIO
Lesson 4- MNE Strategy: formulation and implementation.
Case Study: Harley Davidson
Lesson 5- Organizing Strategy.
Case Study: LVHM
Lesson 6- Corporate strategy and national competitiveness: the importance of PPP's
Case Study: Channel Tunnel Rail Link
Lesson 7- Small business and international entrepreneurship.

HORA(S) / SEMANA(S)
Week(s) 4 to 7

UNIDAD Nº: 3 TOPIC 3: FUNTIONAL STRATEGIES.

LOGRO
This third topic will cover the basic implementation of the strategy using the major pillars of the Enterprise. We will focus on the production, marketing, finance and human relations strategy to deliver a complete vision of the importance of a correct strategic design.

TEMARIO
Lesson 8- Production Strategy.
Case Study: Nike
Lesson 9¿ Marketing and HR Strategy.
Case Study: Bang & Olufsen
Lesson 10- International Finance Management.
Case Study: Repsol

HORA(S) / SEMANA(S)
Week(s) 9 to 11

UNIDAD Nº: 4 TOPIC 4: REGIONAL STRATEGIES, GLOBAL STRATEGIES

LOGRO

In this last topic we will analyze in detail every market covered (EU, US, Asia and Emerging Markets) describing and discussing how firms carry out an overall strategic analysis of the local market in terms of competitive intelligence and evaluation of location. We also make some major emphasis on strategy issues including exporting, strategic alliances, manufacturing considerations, marketing approaches and other management considerations.

TEMARIO

Lesson 11- Europe
Case Study: Carrefour
Lesson 12- US
Case Study: Glaxo SmithKline
Lesson 13- Asia.
Case Study- Citigroup
Lesson 14- Emerging markets

HORA(S) / SEMANA(S)

Week(s) 12 to 15

VI. METODOLOGÍA

This course will employ a combination of lectures, case studies, articles, discussions, text book readings and a group project at the end of the term. The course stresses the application of theory in real life situations and puts a heavy emphasis on participation and discussion of case studies and articles. Prior to all lectures, preparation will be required.

Note: All readings will be in English.

VII. EVALUACIÓN

FÓRMULA

10% (PC1) + 20% (EA1) + 20% (TF1) + 15% (PA1) + 20% (EB1) + 15% (PC2)

TIPO DE NOTA	PESO %
PC - PRÁCTICAS PC	10
EA - EVALUACIÓN PARCIAL	20
TF - TRABAJO FINAL	20
PA - PARTICIPACIÓN	15
EB - EVALUACIÓN FINAL	20
PC - PRÁCTICAS PC	15

VIII. CRONOGRAMA

TIPO DE PRUEBA	DESCRIPCIÓN NOTA	NÚM. DE PRUEBA	FECHA	OBSERVACIÓN	RECUPERABLE
PC	PRÁCTICAS PC	1	SEMANA 6		NO
EA	EVALUACIÓN PARCIAL	1	SEMANA 8		NO
TF	TRABAJO FINAL	1	SEMANA 15		NO
PA	PARTICIPACIÓN	1	SEMANA 15		NO
EB	EVALUACIÓN FINAL	1	SEMANA 16		NO
PC	PRÁCTICAS PC	2	SEMANA 12		NO

IX. BIBLIOGRAFÍA DEL CURSO

BÁSICA

BALL, Donald A. (2008) International business : the challenge of global competition. Boston : McGraw-Hill Irwin.
(658.18 BALL 2008)

CULLEN, John B.Parboteeah, K. Praveen (2014) Multinational management : a strategic approach. Mason, Ohio : South-Western Cengage Learning.
(658.18 CULL)

FRIEDMAN, Thomas (2006) La tierra es plana : breve historia del mundo globalizado del siglo XXI. Buenos Aires : Martínez Roca.
(303.4833 FRIE/T)

GHEMAWAT, Pankaj (2008) Redefiniendo la globalización : la importancia de las diferencias en un mundo globalizado. Barcelona : Deusto.
(658.4012 GHEM/R)

HILL, Charles W. L. (2009) International business : competing in the global marketplace. Boston : McGraw-Hill.
(658.18 HILL 2009)

PLA BARBER, JoséLeón Darder, Fidel (2004) Dirección de empresas internacionales. Madrid : Pearson Educación.
(658.18 PLA)

RUGMAN, Alan M.Collinson, Simon (2012) International business. Harlow, England ; New York : Pearson.
(658.049 RUGM)

RECOMENDADA

(No necesariamente disponible en el Centro de Información)

FRIEDMAN, Thomas L. (2005) The World Is Flat: A Brief History of the Twenty-first Century. 1era Edición. EE.UU..