



# UNIVERSIDAD DE CASTILLA - LA MANCHA

## GUÍA DOCENTE

### 1. General information

<b>Course:</b> ENTREPRENEURSHIP AND INTERNATIONAL BUSINESS	<b>Code:</b> 310780
<b>Type:</b> CORE COURSE	<b>ECTS credits:</b> 6
<b>Degree:</b> 2341 - MASTERS DEGREE PROGRAMME IN BUSINESS INITIATIVE: ANALYSIS AND STRATEGIES	<b>Academic year:</b> 2020-21
<b>Center:</b> 403 - FACULTY OF LAW AND SOCIAL SCIENCES OF C. REAL	<b>Group(s):</b> 20
<b>Year:</b> Sin asignar	<b>Duration:</b> C2
<b>Main language:</b> Spanish	<b>Second language:</b>
<b>Use of additional languages:</b>	<b>English Friendly:</b> Y
<b>Web site:</b>	<b>Bilingual:</b> N

Lecturer: MARIA JESUS RUIZ FUENSANTA - Group(s): 20

Building/Office	Department	Phone number	Email	Office hours
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### 2. Pre-Requisites

Not established

### 3. Justification in the curriculum, relation to other subjects and to the profession

One of the most important economic milestones of the last decades is the progressive internationalization of the world economy. The exceptional technical advances achieved in the fields of telecommunications and transport, together with the progressive reduction of tariff barriers, have led to the intensification of foreign trade and to an increasing international economic integration. As far as the business world is concerned, this phenomenon has created new opportunities for the most enterprising businessmen. Thus, it is perceived, almost intuitively, that the globalization of markets increases the number of potential customers to whom firms will be able to sell their goods and services. But, at the same time, globalization also involves a series of risks for companies. The reason is that, although it is true that these firms will have access to other national markets, so is the fact that, at the same time, the domestic market itself will be now the target of new competitors; that is to say, foreign companies that, like the local ones, are trying to expand their field of action.

In short, the globalization of the economy highlights the need for business organizations to adopt an international vision of business. This requires that the global corporate strategy incorporates an internationalization strategy designed with the aim of modeling the company's participation in the international arena. The selection of the method of entry (export, licensing or direct investment), the breadth of the market or the quantity and diversity of the products to be offered are some of the decisions included in this strategy. These decisions will be conditioned, not only by internal factors of the company, but also by a wide variety of external economic, legal and political conditions, such as the interest rate, the exchange rates, the means of payment used in international trade or the country risk. All these questions require a high degree of specific training for employers and managers and, in short, a specific knowledge that in many cases cannot be addressed in a more generalist bachelor's degree.

### 4. Degree competences achieved in this course

#### Course competences

Code	Description
CB06	Possess and understand knowledge that provides a basis or opportunity to be original in the development and / or application of ideas, often in a research context.
CB07	Apply the achieved knowledge and ability to solve problems in new or unfamiliar environments within broader (or multidisciplinary) contexts related to the area of study
CB08	Be able to integrate knowledge and face the complexity of making judgments based on information that, being incomplete or limited, includes reflections on social and ethical responsibilities linked to the application of knowledge and judgments
CB09	Know how to communicate the conclusions and their supported knowledge and ultimate reasons to specialized and non-specialized audiences in a clear and unambiguous way
CB10	Have the learning skills which allow to continue studying in a self-directed or autonomous way
E03	Ability to develop a realistic and reliable business plan.
E04	Ability to extract relevant information from the business economic environment, and to apply it to decision making.
E05	Ability to know in depth the mechanisms and resources facilitated by public policies to promote entrepreneurial activity and self-employment, in the various areas of public administration, and to take advantage of these resources efficiently.
E06	Ability to plan the firm adaptation strategy to changes in the economic, legal, social and cultural environment, with special emphasis on the internationalization process.
G01	Ability to communicate orally, and in writing in a clear and synthetic way using ICT
T02	Ability to work in a team, lead groups and cooperate in the realization of projects.

### 5. Objectives or Learning Outcomes

#### Course learning outcomes

##### Description

International entrepreneurship is defined as "the discovery, enactment, evaluation, and exploitation of opportunities across national borders to create future goods and services." (Oviatt and McDougall, 2005). In line with this, the objective of this subject is to provide the student with the theoretical knowledge and advanced analytical tools that will allow them to design and deal with the internationalization process with sufficient guarantees. Thus, for example, the student will be shown, from a practical perspective, how to make the selection of international markets and how to choose the most appropriate way to enter them, with

special emphasis on environmental factors that can condition the international strategy of the firm

## 6. Units / Contents

**Unit 1: THE GLOBAL MARKET: OPPORTUNITIES AND RISKS FOR SMALL AND MEDIUM-SIZED ENTERPRISES**

**Unit 2: COMPETITIVENESS FACTORS IN THE INTERNATIONAL ENVIRONMENT**

**Unit 3: SELECTION OF INTERNATIONAL MARKETS: ANALYSIS AND DIAGNOSIS OF THE ENVIRONMENT**

**Unit 4: MODES OF ENTRY IN INTERNATIONAL MARKETS**

**Unit 5: TECHNICAL ASPECTS OF IMPORT AND EXPORT OPERATIONS**

**Unit 6: OFFSHORING AND FIRM COOPERATION AS AN INTERNATIONALIZATION STRATEGY**

**Unit 7: INSTITUTIONAL ASPECTS OF INTERNATIONAL ENTREPRENEURSHIP**

## 7. Activities, Units/Modules and Methodology

All **training activities will be recoverable**, in other words, **there must be an alternative evaluation test** that allows to reassess the acquisition of the same skills in the ordinary, extraordinary and special call for completion. If exceptionally, the evaluation of any of the training activities cannot be recovered, it must be specified in the description and **be expressly authorized by the department**.

Training Activity	Methodology	Related Competences	ECTS	Hours	As	Com	Description
Class Attendance (theory) [ON-SITE]	Lectures	CB06 E05	0.6	15	N	-	In the blended-learning modality, the number of class hours for this activity is 7.5
Class Attendance (practical) [ON-SITE]	Combination of methods	CB07 CB08 CB09 E04 G01	0.8	20	Y	N	Case studies; Debates; Seminars. In the blended-learning modality, the number of class hours for this activity is 7.5
Project or Topic Presentations [ON-SITE]	Combination of methods	CB09 G01	0.32	8	Y	N	In the blended-learning modality, the number of class hours for this activity is 2.7
Group tutoring sessions [ON-SITE]	Group tutoring sessions	CB06 CB08	0.18	4.5	N	-	Directed or tutored work. In the blended-learning modality, the number of class hours for this activity is 3
Final test [ON-SITE]	Assessment tests	CB06 CB07	0.1	2.5	Y	Y	
Writing of reports or projects [OFF-SITE]	Combination of methods	CB07 CB09 CB10 E03 E04 E06 G01 T02	2.6	65	Y	N	Preparation of individual and group work
Study and Exam Preparation [OFF-SITE]	Self-study	CB07 CB08 E05	1.4	35	N	-	
<b>Total:</b>			<b>6</b>	<b>150</b>			
<b>Total credits of in-class work: 2</b>				<b>Total class time hours: 50</b>			
<b>Total credits of out of class work: 4</b>				<b>Total hours of out of class work: 100</b>			

As: Assessable training activity

Com: Training activity of compulsory overcoming (It will be essential to overcome both continuous and non-continuous assessment).

## 8. Evaluation criteria and Grading System

Evaluation System	Continuous assessment	Non-continuous evaluation*	Description
Final test	30.00%	100.00%	This item also refers to the possible progress tests that may be made during the course.
Oral presentations assessment	30.00%	0.00%	Presentation and defense of works
Other methods of assessment	40.00%	0.00%	Resolution of problems, exercises and practical cases, presentation of reports, active participation in class, etc.
<b>Total:</b>	<b>100.00%</b>	<b>100.00%</b>	

According to art. 6 of the UCLM Student Evaluation Regulations, it must be provided to students who cannot regularly attend face-to-face training activities the passing of the subject, having the right (art. 13.2) to be globally graded, in 2 annual calls per subject, an ordinary and an extraordinary one (evaluating 100% of the competences).

## 9. Assignments, course calendar and important dates

### Not related to the syllabus/contents

Hours	hours
Class Attendance (theory) [PRESENCIAL][Lectures]	15
Class Attendance (practical) [PRESENCIAL][Combination of methods]	20
Project or Topic Presentations [PRESENCIAL][Combination of methods]	8
Group tutoring sessions [PRESENCIAL][Group tutoring sessions]	4.5
Final test [PRESENCIAL][Assessment tests]	2.5
Writing of reports or projects [AUTÓNOMA][Combination of methods]	65
Study and Exam Preparation [AUTÓNOMA][Self-study]	35
<b>Global activity</b>	
<b>Activities</b>	<b>hours</b>
Project or Topic Presentations [PRESENCIAL][Combination of methods]	8
Writing of reports or projects [AUTÓNOMA][Combination of methods]	65

Class Attendance (theory) [PRESENCIAL][Lectures]	15
Class Attendance (practical) [PRESENCIAL][Combination of methods]	20
Group tutoring sessions [PRESENCIAL][Group tutoring sessions]	4.5
Final test [PRESENCIAL][Assessment tests]	2.5
Study and Exam Preparation [AUTÓNOMA][Self-study]	35
<b>Total horas:</b>	<b>150</b>

#### 10. Bibliography and Sources

Author(s)	Title/Link	Publishing house	Citv	ISBN	Year	Description
Miguel Ángel Díaz Mier	Negocios internacionales	Pirámide		978-84-368-1749-2	2003	
Charles W. L. Hill	Negocios internacionales	McGraw Hill		9786071505835	2011	
David Tanganelli Bernades	Joint Ventures Internacionales entre Pymes de la Unión Europea	Civitas-Thomson Reuters		978-84-470-2214-4	2004	
Robert D. Hisrich	International Entrepreneurship	SAGE		9781452217390	2013	