1. JUSTIFICACIÓN CURSO

In the course International management, the student deepens understanding of strategic management of international and global firms. This course integrates theory with practice such that the student develops knowledge through the permanent confrontation and reconciliation between the two. Thus the student gains insight to aid in future, professional decision-making.

2. OBJETIVOS GENERALES DEL CURSO

2.1. Develop abilities in competitive analysis of the internationalized firm in terms of human resources, organizational change, socio-industry-governmental relations, and market trends.

3. DESCRIPCIÓN ANALÍTICA DE CONTENIDOS

3.1. Introduction to the ethical and socially responsible management of international firms
3.2. Objective: Review principle aspects of management and how cross-national socio-ethical issues shape the way we do business internationally.
3.3. Learning strategy: class discussion, readings, case studies
3.4. Industry-Government relations
3.5. Objective: Examine business-government relations from the legal and the strategic viewpoints.
3.6. Learning strategy: class discussion, readings, case studies, guest lecturers
3.7. Operations and Organization
3.8. Objective: Determine how organization structure affects operational productivity and profitability.
3.9. International human resource management and labor relations
3.10. Objective: Identify the theoretical and legal different types of staffing used by international companies.
3.11. Learning strategy: class discussion, readings, case studies, guest lecturers
3.12. Motivation and Leadership
3.13. Objective: Identify key leadership and motivation theory and apply them to the international setting
3.14. Learning strategy: class discussion, readings, case studies, guest lecturers
3.15. Management of virtual teams
3.16. Objective: Examine virtual teams as offering significant stakeholder benefits when strategically managed.
3.17. Learning strategy: class discussion, readings, case studies
3.18. Analysis and Control
3.19. Objective: Discuss the principal approaches to control of a multinational firm and subsidiaries, taking into account the uncertainty and complexity of international markets, and how they differ from control of a domestic firm.
3.20. Learning strategy: class discussion, readings, case studies

4. EVALUACIÓN

4.1. Exam 25%
4.2. Course project proposal 10%
4.3. Course project literature review 20%
4.4. Course project final 20%
4.5. Case studies 25%

5. BIBLIOGRAFIA GENERAL