



INTERNATIONAL STRATEGIC MANAGEMENT

TIMES:

Monday, 20:00-21:15

Tuesday, 20:00-21:15

Thursday, 17:00-18:15

I. PURPOSE OF THE COURSE

The course aims at familiarizing students with the considerations a management team contemplates when looking at the international context. Free trade agreements and the growing pace of globalization have created new opportunities for companies to expand their activities worldwide. This course is about understanding the figure of the manager in an international company, as well as meeting the challenges faced by managers and firms competing internationally. It is about how firms can use international strategy to build and sustain competitive advantage in an international context.

The course is structured with a mix of lectures, case studies and students' presentations. Continuous participation from the students is required in all phases of the course. Cases and selected article readings must be prepared prior to class.

The classes' detailed calendar will be distributed at the first session.

II. TOPICS

1. Global Picture: understanding the International Environment challenge

Historical overview

Political risks

Cultural characteristics

2. Global Management and Competitiveness: understanding International Strategies

Why do companies go global?

Globalization and localization

International strategic alliances and cooperative agreements

Does distance still matter?

3. Global Organizational Forms: understanding how to structure your operations

Toward internationalization

Multinational, global, and international companies

Developing Coordination and Control

The *transnational* corporation

4. Global Strategic Decisions

Cross-border mergers and acquisitions

5. Global Challenges

International Human Resources Management

Managing conflicting Stakeholders' pressures

A Sustainable Development perspective

III. BIBLIOGRAPHY

Suggested Readings:

Bartlett, Christopher A.: Transnational management: text, cases, and readings in cross-border management. (International Student Ed.)

Hill, Charles: International business: competing in the global marketplace
Irwin Publisher

More required readings and cases to be announced at the beginning of the course.

INTERNATIONAL STRATEGIC MANAGEMENT

Grade policy along the trimester

Continuous evaluation (class participation) 25%

Mid-term exam: 25%

Final exam: 50%

It is a necessary condition to take the final exam in order to obtain a quantitative grade for the whole course. In case the student does not take the final exam, the obtained qualification will be "not attended".

The minimum final exam grade for considering the rest of elements that determine the final grade will be 4,0 points. In case the student does not reach this minimum final exam grade, the course will be graded exclusively with that one obtained in the final exam.

Grade policy in the final exam in September

Continuous evaluation (class participation) 25%

Final exam: 75%

It is a necessary condition to take the extraordinary final exam in order to obtain a quantitative grade for the whole course. In case the student does not take the final exam, the obtained qualification will be "not attended".

The minimum final exam grade for considering the rest of elements that determine the final grade will be 4,0 points. In case the student does not reach this minimum final exam grade, the course will be graded exclusively with that one obtained in the final exam.