

INTERNATIONAL BUSINESS STRATEGY
ESTRATEGIAS DE NEGOCIOS INTERNACIONALES

CODE:	ECO61917	DEGREE:	International Trade and Business (CNI)		
SEMESTER:	Seventh	TYPE OF COURSE:	Theoretical-practical course		
LEARNING HOURS:	CLASSROOM	OTHER FACILITIES	INDEPENDENT STUDY*	TOTAL	NUMBER OF CREDITS:
	48	0	24	72	4.5

* Estimated time spent by the student to carry out activities, tasks, and assignments outside the direct involvement of the teacher.

GENERAL OBJECTIVE

By the end of the course, the student will be able to analyze the most common business strategies and those that operate most efficiently in international markets, with the intention of applying them to business opportunities that are evaluated in different business environments.

CONTENTS

Syllabi for reference only, subject to change

DECLARATIVES

I. INTRODUCTION.

1. Concept of International Business Strategy
2. International environment and competitiveness
3. Porter's 5 forces competitiveness model

II. BUSINESS STRATEGIES APPLIED TO INTERNATIONAL AND GLOBAL BUSINESS.

1. International, multinational and global companies
2. Strategies of ethnocentrism, *regiocentrism*, and *geocentrism*
3. Strategies of cost leadership, differentiation, and focus

III. FUNCTIONAL STRATEGIES APPLIED TO INTERNATIONAL AND GLOBAL BUSINESS.

1. Strategies on human resource management in multinational and global companies
2. Training, expatriation and repatriation of personnel in the host country
3. International pricing strategies. Impact of currency and economic changes in the host country
4. Strategies on standardization or specialization of products and brands
5. Strategies for international promotion, impact of culture, standardization or specialization

IV. STRATEGIES FOR BUSINESS ENTRY MODES INTO THE INTERNATIONAL AND GLOBAL ENVIRONMENT BY MEANS OF IMPORT AND EXPORT.

1. Corporate motives to enter international trade
2. Imports
3. Exports

V. STRATEGIES FOR CONTRACTUAL BUSINESS ENTRY MODE TO THE INTERNATIONAL AND GLOBAL ENVIRONMENT

1. Licensing and franchising: business models; importance of the contractual aspect and technology transfer.
2. Production contracts; importance of the maquila; advantages and disadvantages for the company and the host countries.
3. Research and technology transfer contracts.
4. Service provision contracts.

VI. ENTRY MODE STRATEGIES FOR INVESTMENT IN THE INTERNATIONAL AND GLOBAL ENVIRONMENT

1. Sources of financing.
2. Concept of competitiveness of countries in the global environment.
3. Mergers and strategic alliances; factors of success and failure.
4. Acquisitions; technological, market and corporate policy motives.
5. Corporations exploiting natural resources: oil, mining, aerospace.
6. Long-term projects.