

INTERNATIONAL BUSINESS CASES
CASOS DE NEGOCIOS INTERNACIONALES

CODE:	ECO62017	DEGREE:	International Trade and Business (CNI)		
SEMESTER:	Eighth	TYPE OF COURSE:	Course - workshop		
LEARNING HOURS:	CLASSROOM	OTHER FACILITIES	INDEPENDENT STUDY*	TOTAL	NUMBER OF CREDITS:
	48	0	72	120	7.5

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

GENERAL OBJETIVE

By the end of the course, the student will be able to design projects focused on problem solution or improvement proposals related to international business, where theoretical-methodological aspects are incorporated for the development of analysis and synthesis skills, as well as the understanding of real situations in the work field.

CONTENIDOS

Syllabi for reference only, subject to change

DECLARATIVOS

I. INTRODUCTION TO THE CASE METHOD

1. Definitions and basic concepts
2. Types of cases
3. Application areas

II. CASE DEVELOPMENT AND SOLUTION METHODOLOGY

1. Phases for case development
2. Strategies and tools for root cause analysis
3. Methodology: action plan development and follow-up; preventive action development; risk identification and assessment

III. INTERNATIONAL NEGOTIATION OF COLLECTIONS AND PAYMENTS.

1. Types, characteristics, advantages and disadvantages
2. Uses and scope
3. Tailoring to the environment of the countries with which the international trade will be developed

IV. ENVIRONMENTAL ANALYSIS FOR DECISION MAKING.

1. National and international environmental analysis
2. Quantitative and qualitative aspects for decision making
3. Identification of financial, economic and cultural variables
4. Strategy determination
5. Case studies