



GUÍA DOCENTE CURSO: 2018-19

**DATOS BÁSICOS DE LA ASIGNATURA**

Asignatura:	Gestión Internacional		
Código de asignatura:	70931101	Plan:	Máster en Gestión Internacional de la Empresa e Idiomas
Año académico:	2018-19	Ciclo formativo:	Máster Universitario Oficial
Curso de la Titulación:	1	Tipo:	Obligatoria
Duración:	Anual		

**DISTRIBUCIÓN HORARIA DE LA ASIGNATURA SEGÚN NORMATIVA**


Créditos:	6
Horas totales de la asignatura:	150
UTILIZACIÓN DE LA PLATAFORMA VIRTUAL:	Apoyo a la docencia

**DATOS DEL PROFESORADO**

Nombre	Martínez del Río, Javier		
Departamento	Dpto. de Economía y Empresa		
Edificio	Edificio Central. Planta BAJA		
Despacho	842		
Teléfono	+34 950 214705	E-mail (institucional)	jamartin@ual.es
Recursos Web personales	<a href="http://cms.ual.es/UAL/personas/persona.htm?id=525353574853495480">http://cms.ual.es/UAL/personas/persona.htm?id=525353574853495480</a>		

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## ELEMENTOS DE INTERÉS PARA EL APRENDIZAJE DE LA ASIGNATURA

### Justificación de los contenidos

This course examines and analyzes the problems of managing in an international organization. Consequently, the contents aim to provide the students with the managerial skills required to understand and the appropriate strategies for successful operation in an international company of the 21st century.

### Materia con la que se relaciona en el Plan de Estudios

This is a compulsory course that serves as an introduction to the rest of the optional courses

### Conocimientos necesarios para abordar la Asignatura

Given that the students' previous background is very heterogeneous, it is necessary to establish some mechanism to explain basic concepts before the classes start. For advanced students in a particular topic, it is very boring, time consuming and very little challenging to expend one session explaining elemental issues. Consequently, the professor will make available to the students some preparatory materials that should be reviewed and studied in advance. Among the preparatory materials there will be included learning outlines and auto-check questions. To make sure that the students have assimilated these contents, it will take place a pre-course exam of those preparatory materials prior to the classes. Students need to pass this exam before being allowed to assist to the classes. In case the students did not pass the exam, they should repeat it in a date that will be made public by the organization of the master. Therefore, the goal is to avoid lowering the level of the classes to explain elemental knowledge of topics (such as what is a "differentiation strategy"?). So, we expect to get a more homogeneous group and provide interesting, challenging, high-quality, and value-adding sessions right from the start.

### Requisitos previos recogidos en la memoria de la Titulación

General education and B1 level in English language are required, B2 level is highly recommended.

## COMPETENCIAS

### Competencias Generales

*Competencias Transversales de la Universidad de Almería*

*Competencias Básicas*

- Aplicación de conocimientos
- Capacidad de emitir juicios
- Capacidad de comunicar y aptitud social

### Competencias Específicas desarrolladas

- Comprehensive understanding of the skills required to manage a corporation in an international environment (Obtener una visión de conjunto sobre las habilidades necesarias para gestionar una empresa- CEM1)
- Ability to identify the costs and benefits of a firm's strategic initiatives in an international environment (CEM2 - Capacidad para identificar los costes y beneficios para la empresa de diferentes alternativas estratégicas)
- Applying managerial skills (such as motivating employees, leadership, entrepreneurship) in international contexts. (CEM3 - Conocer los principios prácticos de habilidades directivas específicas y aplicar estos principios en diferentes contextos organizativos)
- Decision making (CEM4- Capacidad para la argumentación de criterios de decisión)
- Teamworking (CEM5 - Capacidad de trabajo en equipo)

## OBJETIVOS/RESULTADOS DEL APRENDIZAJE

At the end of this course participants should be able to: - Applying knowledge to problem-solving processes to new or unknown environments within international and complex contexts. - Integrating knowledge in judgement calls based on incomplete or limited information and including social and ethical considerations into the decision making process - Clearly and unambiguously explaining conclusions and judgement calls and the knowledge and ultimate reasoning driving those calls to specialized or unspecialized counterparts - Understand the dimensions of international business activities - Developing analytical abilities for strategic decision making in an international environment - Developing skills relevant to managers of multinational corporations, as well as those for operating in other dimensions of business. - Applying motivational and leadership theories across cultures - Arguing strategic decisions - Teamworking

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# PLANIFICACIÓN

## Temario

Sessions:

1. Introduction and Background to International Management
2. Managing employee diversity
3. Organizational culture and internationalization
4. Motivation in an international environment
5. Managing international teams
6. Innovation
7. Leadership
8. Networking
9. Managing growth in international ventures
10. Internationalization strategies.

## Metodología y Actividades Formativas

In class participation and assignments. Case Studies. Students should intensively prepare the case studies and classes in advance and participate actively on the case studies resolution. After every class the instructor will assign a grade to every student based on both, the frequency of participation and the value added of the participations. In the WebCT online platform there will be made available a number of assignments and activities that should be delivered within a deadline. Those activities consist of: Watching a film and answering the questions formulated by the teacher related to the film. Answering these questions require from the students to apply management theory. Therefore, students will need to consult recommended bibliography to answer properly. These kind of exercises should be solved individually.

## Actividades de Innovación Docente

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## PROCEDIMIENTO DE EVALUACIÓN DE LAS COMPETENCIAS

### Crterios e Instrumentos de Evaluación

I believe (and research backs me) that students learn best when they talk about things and experience things by really going through and critically analyzing the process(es) we discuss. This also makes much more fun for all of us. Therefore, I will NOT stand up in front of the classroom and tell you everything you need to learn. Students must be ACTIVE in their learning process. We are working together! We all create knowledge, reach conclusions and learn.

I also believe that students learn best when they receive appropriate amounts of encouragement and criticism. If I always tell you that you've performed amazingly well, how will you really know when you have?

However, students are in the learning phase and it is normal to commit some mistakes. Students actively participating in the classes (and making mistakes from time to time) will be rewarded vs. those not participating (and not making any mistake).

The English language capabilities will NOT be taken into account in the student's evaluation.

There are two ways being evaluated:

Option A):

This option should be the most common among students and is preferred by the instructor. The student should attend to a minimum of 80% of the classes (in hours). If one student fails to attend to this minimum, for whatever reason (including failing in the preparation materials' exam), he or she should automatically follow the requirements of option B.

Daily participation

During the classes, students should participate actively on the case studies, open questions and assignments, both individually and in teams. When the instructor facilitates a case study through "blackboard learning" platform, students should prepare the case studies in advance. After every class, the instructor will assign a grade to every student based on both, the frequency of participation and the value added of every participation. In addition, every team will be graded according to the written answers provided to assignment questions during classes.

At the end of the course, the average of every day's grades will count a 40% of the final grade.

Assignments

Another 20% will be based in the evaluation of other activities, problems proposed during the course and on the participation on virtual forums. In particular, there will be a minimum of 2 tasks made available through aula virtual, based on comments on films related to the course topics.

Final exam

Finally, a 40% of the grade will depend on a final exam based on open questions and mini-cases related to the content provided during the course.

It is a condition to reach in the exam a grade of at least 40 points (out of 100) to pass the entire course.

Option B):

A final exam will count on a 70% of the final grade. This final exam will include multiple choice questions, descriptive questions and a written case study.

The remaining 30% will be based in the evaluation of other activities, problems proposed during the course and on the participation on "aula virtual" forums. In particular, there will be a minimum of 4 tasks made available through aula virtual, based on comments on films.

This option does not require a minimum attendance.

Marking system.

From 0 to 100, whereas:

100 - Matrícula de Honor - Excelent - A  
90 - 100 Sobresaliente - Very good - B  
70- 89 Notable - Good - C  
50 - 69 Aprobado - Satisfactory - D/E  
0 - 49 Suspenso - Fail - F

### Mecanismos de seguimiento

- Asistencia y participación en seminarios
- Alta y acceso al aula virtual
- Entrega de actividades en aula virtual
- Otros: Students will be evaluated everyday and grades will be published in the web platform of the course.

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## BIBLIOGRAFÍA

### Bibliografía recomendada

#### Básica

- Fred Luthans and Jonathan P. Doh. INTERNATIONAL MANAGEMENT: CULTURE, STRATEGY, AND BEHAVIOR.. McGraw-Hill. 2012.

#### Complementaria

- Luis R. Gomez-Mejia, David B. Balkin, Robert L. Cardy. Management: people, performance, change. New international edition. Pearson. 2014.

#### Otra Bibliografía

### Bibliografía existente en el Sistema de Información de la Biblioteca de la UAL

Puede ver la bibliografía existente en la actualidad en el Sistema de Gestión de Biblioteca consultando en la siguiente dirección:

<http://almirez.ual.es/search/e?SEARCH=GESTION INTERNACIONAL>

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