



“El saber de mis hijos
hará mi grandeza”

UNIVERSIDAD DE SONORA

CENTRAL REGION UNIT
SCHOOL OF ECONOMIC AND ADMINISTRATIVE SCIENCES
ECONOMICS DEPARTMENT
BACHELOR’S DEGREE IN INTERNATIONAL BUSINESS AND TRADE

Identification Information:

Name of the subject: International Business I	Formative Pillar: Professional
Didactic unit: Course-workshop	Previous Subject Requirement: None
Class Hours: 4 per week (2 theory, 2 practice)	Subsequent Subject: International Business II
Subject Type: Mandatory	Credits: 6

General Objective

Identify the main theoretical and practical assumptions about international business, economic and financial opportunities, in order to properly interpret the dynamics of global business.

It is also intended that the student uses basic tools for the design of a general framework for a business.

Thematic Content

I. Fundamentals of International Business

- a. Introduction
- b. International business modalities
- c. The process of internationalization and economic globalization.
- d. The challenge of international business.

II. Cultural areas of businesses

- a. Concept of culture
- b. Culture and the process of internationalization
- c. Reconciliation of international differences
- d. Religion, language, values and attitudes, customs, manners, material culture, aesthetics
- e. Culture and strategic administration

III. Political and legal environment of businesses

- a. The political system and basic political ideologies.
- b. Impact of the political system on administrative decisions.
- c. The legal environment.
- d. Change in political systems, political ideologies and economics.
Economic integration and strategic business management.
 - i. The European Union
 - i.i. The North American Free Trade Agreement
 - i.i.i. MERCOSUR (The Southern Common Market)

IV. International trade theory

<ul style="list-style-type: none">a. Absolute advantage.b. Comparative advantage.c. Barriers to trade.d. International product life cycle theory.e. Trade in the internationalization process.f. Trade restrictions, barriers, techniques and agricultural products. <p>V. Government influence on world trade relations</p> <ul style="list-style-type: none">a. Reasons for the intervention.b. Modalities of commercial controlc. Free trade zones. <p>VI. Foreign direct investment</p> <ul style="list-style-type: none">a. Meaning of foreign direct investment.b. Reasons for foreign investment.c. Relationship between trade and factor movements.d. Market penetration and expansion and resource acquisition.e. Advantages of foreign direct investment. <p>VII. Ethical issues in international business and social responsibility</p> <ul style="list-style-type: none">a. The environment.b. Economic cooperation.c. Functions of the United Nations Organization. <p>VIII. The use of foreign currency</p> <ul style="list-style-type: none">a. Convertibility.b. Exchange restrictions.c. Determination of exchange rates.d. International monetary system.e. Exchange rate models.f. European monetary system.g. Black market of currencies.h. Participants in the foreign exchange markets.i. The role of central banks.j. Implications of exchange rate changes for business. <p>IX . Multinational companies</p> <ul style="list-style-type: none">a. Economic Impact of Multinational Companies.b. Effects on growth and employment. <p>Political and legal impact of Multinational Companies.</p>

<p>Teaching Strategies</p> <p>Analyze case studies.</p> <p>Review recent documentary material.</p> <p>Consultation of data bases.</p> <p>Group work discussions.</p> <p>Visits to organizations linked to the exchange of goods and services at the international level. Implementing negotiation process simulation exercises.</p>
--

Teaching Strategies

Analyze case studies.

Review recent documentary material.

Consultation of data bases.

Group work discussions.

Visits to organizations linked to the exchange of goods and services at the international level. Implementing negotiation process simulation exercises.

Course crediting and evaluation criteria

The evaluation of the course will be implemented in several moments: at the beginning of the course in order to determine the presence of basic academic background for the development of the subject; the level of achievement of the proposed learning will be assessed during the process and; at the end of the course the level of achievement of the general objective of the course will be validated.

To this end, it is suggested that various evaluation instruments be used to generate relevant information for students and teachers.

Bibliography and other didactic resources

Daniels, John D. y Radebaugh, Lee H., (2000) **NEGOCIOS INTERNACIONALES**, octava edición, Pearson Education, México.

Rugman, Alan M. y Hodgetts, Richard, (1997) **NEGOCIOS INTERNACIONALES, UN ENFOQUE DE ADMINISTRACIÓN ESTRATÉGICA**, primera edición, McGraw Hill, México.

Recommended teacher profile of the person responsible of the subject:

Professional Experience: Have at least 2 years of experience in activities related to business planning, design and implementation, preferably linked to international markets.

Academic:

Master's degree in Business, Finance, Administration or in an area related to economic sciences

Teaching Experience: Have at least 2 years of experience

Teaching Education

Ease in carrying out teaching-learning tasks.

Ease of communication with students as a group or individually.

Ability to use technology and instructional techniques (computer, projector, videos, slides, etc.).

Complete the institution's professional development process.