



“El saber de mis hijos
Hará mi Grandeza”

UNIVERSITY OF SONORA

Central Region Unit School of Economic and Administrative Sciences Department of Economy International Business and Trade Degree

Subject: International Business II	Formative Pillar: Professional
Teaching-learning process: Course-workshop	Previous requirement: International Business I
Hours per week: 4	Subsequent subject: None
Type: Mandatory	Credits: 6

Introduction:

The development of negotiating skills with an international perspective should be a permanent objective in the training of graduates in international business from the University of Sonora. The international negotiation courses should promote debate as a thinking development tool. Especially in aspects as important as environmental, economic, political, legal and cultural. The study of Political and Economic Geography, and the analysis of domestic and international competence are unavoidable aspects in international business.

General objective:

The objective in the International Business II course is to give students theoretical and practical ideas over businesses and, international economic and financial opportunities, in order for them to understand the real world of global business.

This course aims to provide students with a general and complete overview of the mosaic of international business. The aim is for the future business professional to apply the knowledge acquired and to be able to fully identify business opportunities. Besides, it is intended to give, the future international business professional, elements that allow him to successfully face the job market upon completion of his studies.

Proficiency Units:

1. Negotiation and diplomacy of international business
 - a. Balance of forces between governments and companies
 - b. Negotiation power
 - c. International negotiation
 - d. Cultural factors in the commercial negotiations
 - e. Negotiation's evolution and diplomacy in the internationalization process
 - f. Bilateral agreements
 - g. Multilateral agreements
2. Country evaluation and selection
 - a. Selection of marketing and production headquarters
 - b. General geographic strategy
 - c. Analysis of options

- d. Environment status
 - e. Market size
 - f. Resources availability
 - g. Risk analysis
 - h. Political risk
 - i. Instability evaluation
 - j. Country comparison tools
 - k. Diversification or concentration strategies
 - l. Investment decisions.
3. International operations control strategies
- a. Operations planning
 - b. Organizational structure
 - c. Decision making location
 - d. Transnational strategy
 - e. Control in the internationalization process
 - f. Managers and subsidiary performance
 - g. Especial situations control
 - h. Legal structure
 - i. Culture as control
4. Marketing
- a. Market size analysis
 - b. Product policy
 - c. Strategic marketing
 - d. Economic and cultural factors in marketing
 - e. Marketing and life cycle of a product
 - f. Marketing in the internationalization process
 - g. Price fixation policy
 - h. Market diversification
 - i. Promotion mechanisms
 - j. Advertising and propaganda
 - k. Commercial brands
 - l. Distribution channel selection
 - m. Segmentation of international markets
 - n. External sales management.
5. Import and export strategies
- a. Characteristics of export companies
 - b. Export strategies
 - c. Export trading companies
 - d. International traffic agencies
 - e. Export financing
 - f. Import strategies
 - g. Role of customs agencies
 - h. Analysis of domestic and international competence.
6. Global operations management and strategies to determine suppliers.
- a. Operation management strategies
 - b. Strategy of global manufacture in the internationalization process
 - c. Quality
 - d. Relationship with suppliers
 - e. Purchasing agents role
 - f. Product designs
7. International taxing and accounting

- a. Factors influencing the development of accounting around the world.
 - b. Accounting objectives
 - c. Accounting systems
 - d. Difference amortization
 - e. Foreign currency transactions
 - f. Conversion of financial statements in foreign currency
 - g. Performance evaluation and control in the internationalization process
 - h. Budgets
 - i. Taxation and tax credit
 - j. International tax practices
 - k. Planning the tax function.
8. Role International finances
- a. Role of finances and treasury in the internationalization process
 - b. External sources of funds
 - c. Eurocurrencies
 - d. International bonds
 - e. Stock market
 - f. International financial centers
 - g. Internal sources of funds
 - h. International cash management
 - i. Financial and exchange risk and management
 - j. Financial aspects of the investment decision.
9. International management of human resources
- a. Manager skills and characteristics
 - b. International managers transfer
 - c. Manager recruitment and selection
 - d. International training of the manager
 - e. Human resources management in the internationalization process
 - f. Differences in the work market
 - g. Labor force mobility
 - h. Management of wages and salaries, and staff compensations.
 - i. Comparative labor relations.

Teaching strategies:

Analysis of practical cases

Review recent documentary material

Database query

Group discussion in teams

Visits to organizations linked to the exchange of goods and services at an international level

Implement simulation exercises in the internationalization process

Evaluation:

The course evaluation will be implemented at various times, at the beginning to determine the presence of basic academic background for the development of the assignment; during the process to measure the level of achievement of proposed learning; at the end to validate the level of achievement of the general objective of the course.

To achieve this, it is suggested to use various evaluation instruments that allow the generation of relevant information for students and teachers, regarding the accreditation, compliance with what is stated in the general objective of the subject is a requirement.

Bibliography:

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.

Desired academic profile for person in charge of course:

Professional experience: At least two years in functions related with business planning, design and implantation, preferably linked with international markets

Academic Formation:

Possess a Master's degree in Business, Finances or in areas related to this field.

Teaching experience in Higher Education. At least 2 years.

Teaching and technological training:

Ease in teaching-learning tasks.

Ease in group or individual communication with students

Ability to use technological (IT) and teaching resources (computer, projector, slides, videos, etc)

Curse the teacher training process of the university

Other skills: Proficiency in English language (4 language skills)