



"El saber de mis hijos
hará mi grandeza"

UNIVERSITY OF SONORA

CENTRAL REGION UNIT
SCHOOL OF ECONOMIC AND ADMINISTRATIVE SCIENCES
DEPARTMENT OF ECONOMY
DEGREE IN BUSINESS AND INTERNATIONAL COMMERCE

Identification Data

Subject: Introduction to International Business	Formative Pillar: Basic
Teaching-learning process: Course-workshop	Pre-requirement: None
Hours per course: 4 (2t-2p)	Post-requirement: None
Nature of subject: Mandatory	Credit Value: 6

Introduction

The purpose of the Introduction to International Business course is to provide information related to the products and services exchange field within the international commerce environment; the intention of this course is that the student builds a framework in regards to the different disciplines and professional environments of the bachelor's program the student just began.

General Objectives

Upon finalizing the course, the student will be able to identify the different disciplinary and professional fields that make up a part of the international business profession.

Proficiency units

International Business within the world economy.
 Importance of International Business.
 Concepts about competitiveness.
 Competitiveness at the micro and macro levels.
 Theories about competitive advantages.
 Relationships between resources, abilities, and competitive advantages.
 Size as an efficiency factor.
 Size as a source of power in negotiation.
 Economies of scale. The economics of experience.
 Concepts about globalization and its evolution process.
 Integration Treaties or so called "Global Villages".
 Multilateral Organisms: Guidelines, functions, and objectives.
 The forces that make up the International Environment. Businesses in the 21st century.
 Business criteria that companies should have when they go abroad.
 Fusions, acquisitions within business alliances.
 Managerial techniques in modern times.
 Commercial negotiations. Negotiation types: distributive, integrated, and intraorganizational.
 Ethics in international business.

Teaching-learning strategies

The student will perform different academic activities:

Review of documentary material

Encounters (interviews, conferences, etc.) with international business professionals

Visits to producers and service providers related to international business

Presentation of individual expositions

Evaluation and accreditation criteria

The evolution considers conceptual components and its applications to reality. In this manner, the following will be evaluated:

1. Formal products (general written documents generated within each unit and the final integration project):
 - The work includes the required elements
 - Utilization of grammatical rules (punctuation, spelling)
 - Organization of ideas and their foundation
 - Correct reference is made to sources quoted
2. Team work:
 - Organization of the workgroup members
 - Work planning
 - Distribution of activities and tasks
 - On-time and formal delivery of the requested products
 - Participation in the class sessions

Bibliography and other didactic resources

Tamames, Ramón (2000). **Economía internacional**. Alianza. Madrid

Domenick, Salvatore (1999). **Economía Internacional**. Ma Graw Hill. México

Porter. Michael (1995). **La Ventaja Competitiva de las Naciones**. Vergara, Madrid.

Bancomext. Revista Negocios Internacionales. México

Ball, Donald A., McCulloch, Wedell H. **Negocios Internacionales**. McGraw Hill. Quinta Edición. España. 1997.

YIP, George S. **Globalización**. Editorial Norma. 1995

Recommended profile of the Professor responsible of the subject:

Bachelor's Degree in Economy, International Commerce or a related field, preferably with a Master's Degree

Teaching Experience within the subjects.

Accredit the Professor's formation process from the Institution indicated.

Be able to manage an interdisciplinary approach.

Two-year teaching experience.

Domain of the English Language (4 skills)