



UNIVERSIDAD DE GUADALAJARA  
CENTRO UNIVERSITARIO DE CIENCIAS  
ECONÓMICO ADMINISTRATIVAS  
MASTER BUSINESS ADMINISTRATION

1.- NAME OF THE SUBJECT

SELECTED TOPICS OF  
INTERNATIONAL BUSINESS

2.- KEY OF SUBJECT

D0853

3.- PREREQUISITES

NONE

4.- SERIACIÓN

NONE

5.- TRAINING AREA

OPTIONAL OPEN

6.- DEPARTMENT

MARKETING AND BUSINESS

7.- ACADEMY

INTERNATIONAL MANAGEMENT

8.- TYPE OF SUBJECT

CLASSROOM

9.- TYPE OF COURSE

COURSE

10.- WORKLOAD

HBCA	HAI	TOTAL
48	48	96 Hrs.

11.- CRÉDITS

6

12.- EDUCATION LEVEL

POSAGRADUATE / MASTERY

### **13.- PRESENTATION**

### **14.- TRAINING STUDENT PROFILE**

### **15.- OBJECTIVES OF THE PROGRAMME**

- Locate the concept of leadership in international organizations and global trading strategy.
- Analyze and compare organizational structures and each functional area of the national company with the multinational.
- Develop business strategies capable of gestating internationally, aware of the competitiveness abroad.

### **16.- CONTENT AREA**

#### **1. DEFINITION OF COMPETITIVE GLOBAL STRATEGY**

- 1.1 Scope and limitations of the national company
- 1.2 Analysis of internationally successful companies
- 1.3 The prospects in international negotiations

#### **2. MOVING A GLOBAL STRATEGY IN ACTION**

- 2.1 Study of the socio-cultural forces, political, legal, labor and financial
- 2.2 The market entry and participation policies
- 2.3 Franchising, alliances, mergers and acquisitions and strategies
- 2.4 Analyzing risk policies
- 2.5 Administration in international business operations

#### **3. GLOBAL STATUS OF COUNTRIES**

- 3.1 Mexico and developing countries
- 3.2 Developing countries
- 3.3 Developed countries
- 3.4 Competition Strategies

#### **4. COMPARATIVE ADMINISTRATION**

Local financial situation versus

- 4.1 international competition.
  - 4.2 Development of new niches in international markets.
  - 4.3 Analysis of forces multinationals
- Exterior with multinational companies; advantages disadvantages.
- 4.4 Horizons of international management

## **17.- BIBLIOGRAPHY**

- MANAGING THE GLOBAL CORPORATION  
AUTHORS: DAVIDSON/DE LA TORRE  
ED. MC. GRAW HILL
  
- INTERNACIONAL MANAGEMENT  
AUTHORS: HODGETTS/LUTHANS  
ED. MC. GRAW HILL
  
- INTERNATIONAL TRADE AND INVESTMENT  
AUTHOR: FRANKLIN R. ROOT  
ED. SOUTH-WESTERN 4ª EDICIÓN
  
- INTERNATIONAL BUSINESS  
AUTHORS: DONALD BALL/WENDELL MC. CULLUCH  
ED. BUSINESS PUBLICATIONS
  
- SOME PATTERNS IN THE RISE OF THE MULTINATIONAL  
ENTERPRISE  
AUTHOR: JACIC BEHRMAN  
ED. UNIVERSITY OF NORH CAROLINA
  
- VENTAJA COMPARATIVA DE LAS NACIONES  
AUTHOR: MICHAEL E. PORTER  
ED. C.E.C.S.A.

## **18.- PROFESSIONAL APPLICATION**

## **19.- PROFESSORS TEACHING THE SUBJECT**

## **20.- TEACHER PROFILE**

## **21.- LEARNING PROCESS**

## **22.- EXTRACURRICULAR ACTIVITIES**

## **23.- FORMULATION, APPROVAL AND VALIDATION**

**24.- EVALUATION OF LEARNING**

- Cases	20%
- Tasks	20%
- Partial exams	20%
- Research	40%
TOTAL	<u>100%</u>

**25.- CURRICULUM EVALUATION**

**26.CURRICULUM MAP**

**27.- PARTICIPANTS AND DATE ON THE DEVELOPMENT PROGRAM**