

## Weekly schedule

For the date of delivery of the various activities access to the section **Sending Activities** ( in the main browser ) . Remember that the sum of the scores of all activities is 15 points. You can make your choice until a maximum of 10 points (the highest rating What is obtainable in the continuous evaluation) .

	Units	Activities (10.0 points)
Week 1	<b>Unit 1. International Businesses: participants, legal overview, and opportunities for individual entrepreneurs and small businesses</b> 1.1. Introduction 1.2. Overview of international business 1.3. Participants, structure, and legal overview of international trade 1.4. International legal regimes and conditions of access to select country/countries 1.5. Modes of internationalization 1.6. International opportunities for individual entrepreneurs and small businesses 1.7. The necessary capabilities for conducting international operations 1.8. International marketing channels for small businesses 1.9. Bibliographical references 1.10. Master class	Test - Unit 1 (0.25 points)
Week 2	<b>Unit 2. International Businesses: the global corporation</b> 2.1. Introduction 2.2. Trends in global trade 2.3. Overview of global production, outsourcing, and logistics 2.4. International business and legal entities 2.5. Multinational corporations (MNCs)	Case: Tesco's Expansion to South Korea (2.5 points)  Forum: Tesco's Expansion to South Korea (1.75 points)
Week 3	<b>Unit 2. International Businesses: the global corporation (cont.)</b> 2.6. International partnerships, strategic alliances, and joint ventures 2.7. Applicable legal norms for international business 2.8. The importance of free trade agreements, the World Trade Organization, and other relevant international organizations 2.9. Bibliographical references 2.10. Master class	Test - Unit 2 (0.25 points)

	Units	Activities (10.0 points)
Week 4	<p><b>Unit 3. Business meetings: corporate culture and cross-cultural communication</b></p> <p>3.1. Introduction</p> <p>3.2. The risks of failing to appreciate local culture when running a global business</p> <p>3.3. Cross-cultural communication and managing international employees and contractors</p> <p>3.4. The perception of time across cultures</p> <p>3.5. International negotiations and the influence of culture in decision-making</p> <p>3.6. The importance of preliminary agreements before business meetings</p> <p>3.7. Communication in business meetings: language and non-verbal cues</p> <p>3.8. Corporate culture: communication and contact after negotiations and the celebration of agreements (with a focus on East Asian customs)</p> <p>3.9. Bibliographical references</p> <p>3.10. Master class</p>	<p>Test - Unit 3 (0.25 points)</p>
Week 5	<p><b>Unit 4. Strategies of international negotiation for selected countries</b></p> <p>4.1. Introduction</p> <p>4.2. Brazil</p> <p>4.3. China</p> <p>4.4. Japan</p> <p>4.5. Germany</p>	<p>Case: Preparing for a U.S. – Japanese Business meeting (2.5 points)</p> <p>Forum: Preparing for a U.S. – Japanese Business meeting (1.75 points)</p>
Week 6	<p><b>Unit 4. Strategies of international negotiation for selected countries (cont.)</b></p> <p>4.6. The United States</p> <p>4.7. The United Kingdom</p> <p>4.8. Bibliographical references</p> <p>4.9. Master class</p>	<p>Test - Unit 4 (0.25 points)</p>
Week 7	<p><b>Unit 5. Globalization and the impact of international business on developing countries</b></p> <p>5.1. Introduction</p> <p>5.2. The extent and limits of globalization</p> <p>5.3. Global externalities and global risks</p> <p>5.4. Why –and how–governments encourage foreign investment</p> <p>5.5. The private sector, FDI, and economic development</p> <p>5.6. Social activism and corporate engagement with civil society</p> <p>5.7. Competition and collaboration with local firms</p> <p>5.8. Technology transfer</p> <p>5.9. Bibliographical references</p> <p>5.10. Master class</p>	<p>Test - Unit 5 (0.25 points)</p>
Week 8	<p><b>Unit 6. International Business: the dark side</b></p> <p>6.1. Introduction</p> <p>6.2. Economic concentration</p> <p>6.3. Corruption</p> <p>6.4. Labor exploitation and the negative impact of globalization</p> <p>6.5. Business implications of economic inequality</p>	

	Units	Activities (10.0 points)
Week 9	<b>Unit 6. International Business: the dark side (cont.)</b> 6.6. Discrimination 6.7. Preparing for political risk 6.8. Ethical issues confronting the international business community 6.9. Bibliographical References 6.10. Master class	Test - Unit 6 (0.25 points)
Week 10	Revision week	
Week 11	Exam week	