

Weekly Program

To know the deadlines for the different activities visit the **Activities section** (in the main menu). Remember that the sum of the punctuations of all activities is 10. You can do all you prefer to until a maximum of 10 points which is the maximum grade you can obtain in the continuous evaluation.

	Units	Activities (10 points)
Week 1	Unit 1. International Businesses: participants, legal overview, and opportunities for individual entrepreneurs and small businesses 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	Case: Tesco's Expansion to South Korea (2.5 points) Test - Unit 1 (0.25 points)
Week 2	Case study preparation	Live class groups debate participation (1.75 points)
Week 3	Unit 2. International Businesses: the global corporation (cont.) 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) 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)
Week 4	Case study resolution	
Week 5	Unit 3. Business meetings: corporate culture and cross-cultural communication 3.1. Introduction 3.2. The risks of failing to appreciate local culture when running a global business 3.3. Cross-cultural communication and managing international employees and contractors 3.4. The perception of time across cultures 3.5. International negotiations and the influence of culture in decision-making 3.6. The importance of preliminary agreements before business meetings 3.7. Communication in business meetings: language and non-verbal cues	Case: Preparing for a U.S. – Japanese Business meeting (2.5 points) Test - Unit 3 (0.25 points)

	Units	Activities (10 points)
	3.8. Corporate culture: communication and contact after negotiations and the celebration of agreements (with a focus on East Asian customs) 3.9. Bibliographical references 3.10. Master class	
Week 6	Case study preparation	Live class groups debate participation (1.75 points)
Week 7	Unit 4. Strategies of international negotiation for selected countries (cont.) 4.1. Introduction 4.2. Brazil 4.3. China 4.4. Japan 4.5. Germany 4.6. The United States 4.7. The United Kingdom 4.8. Bibliographical references 4.9. Master class	Test - Unit 4 (0.25 points)
Week 8	Case study resolution	
Week 9	Unit 5. Globalization and the impact of international business on developing countries 5.1. Introduction 5.2. The extent and limits of globalization 5.3. Global externalities and global risks 5.4. Why –and how–governments encourage foreign investment 5.5. The private sector, FDI, and economic development 5.6. Social activism and corporate engagement with civil society 5.7. Competition and collaboration with local firms 5.8. Technology transfer 5.9. Bibliographical references 5.10. Master class	Test - Unit 5 (0.25 points)
Week 10	Unit 6. International Business: the dark side 6.1. Introduction 6.2. Economic concentration 6.3. Corruption 6.4. Labor exploitation and the negative impact of globalization 6.5. Business implications of economic inequality 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 11	Exams Week	

Note: Days from December 25th to January the 7th will be considered review periods.

This **weekly program** could be modified if the teacher considers it necessary for the students benefit.