Universidad de Navarra

Business in a Global context (RRII+Doble RRII/Der/His)

Guía docente 2026-27

PRESENTACIÓN

Breve descripción:**Course description:**

Globalization has multiple dimensions affecting the way we do business. It affects all the economic sectors and all types of firms. Every day, businesses face new opportunities and threats caused by global demand and global supply. Those direct effects come through international trade and international financial transmission channels, which have been exploding in the last few decades. Further, there are other key indirect effects by which globalization affects the strategy and the management of a business, such as the disruption of new technologies, political, legal, and social differences across countries, and environmental and cultural effects.

Managers facing with this diversity and complexity that regions and countries in the world exhibit, need to develop new strategies and managerial skills that include the international toolbox. In this course, students will acquire and apply the knowledge and competencies to successfully address global issues, based on exercises and case studies to simulate real life organizations.

- **Titulación**: **GRADO RELACIONES INTERNACIONALES**
- **Módulo/Materia**: Estructuras de las relaciones internacionales, negocios internacionales
- **ECTS**:6
- **Curso, semestre**: Sep-Dec 2023
- **Carácter**:Mandatory
- **Profesorado**: Professor Alvaro Banon
- **Idioma**: English
- **Aula, Horario**: Monday 17:30 Classroom 110 (FIRST FLOOR AMIGOS) and Thursdays 15:30 Classroom 011 Amigos Building

RESULTADOS DE APRENDIZAJE (Competencias)

Basic and General Competences:

CG01 - Analyze, evaluate and argue different situations around international context using the knowledge acquired in class.

CG02 - Negotiate, mediate, persuade and communicate with fortitude in the field of international relations.

CG04 - Use proper English according to with the academic terminology of international relations.

CG05 - Know how to express orally international topics in a proper way.

CB2 - Students will know how to apply the acquired knowledge and competences in jobs or in other professions by using arguments and problem solving into the field of international relations.

CB3 - Students will be able to collect and use relevant information in order to emit judgments that include a conclusion about important topics of social, moral or scientific nature.

CB4 - Students will be able to transmit information, ideas, problems, and solutions in a specialized or not specialized public.

CB5 - Students will have developed learning skills in order to undertake new studies with a high level of autonomy.

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PROGRAMA

Course Program (TBC)

PART I - Prof. A. Bañón

1. Environment

Perspectives on globalisation and international business

Political, economic and lega environments

Culture society, ethics and corporate social responsibility

2. Foundations

Intrenational investment

Global and regional integration and multilateral organisations

The global financial system. Exchange rates and the international monetary systems

3. Strategy

The enterprise in international contexts

Competitive strategy for internationa business

4. Management

Organization of international business

Global sourcing of production and services

International project and change management

ACTIVIDADES FORMATIVAS

I. Classroom activities

- **Lectures:** on the syllabus topics, one chapter per week

- **Exercises and case studies:** related to the contents of each chapter, which shall be prepared in advance in groups of 4 people. The groups are organized by the teachers, and will stay the same throughout the semester

II. Student work

- Students are required to fully understand the topics covered in the course, to be able to comprehend and apply the information related to each chapter. Therefore, it is key that they do not fall behind and try to set aside regular times outside of class to work on the course material.

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EVALUACIÓN

CONVOCATORIA ORDINARIA

Course Assessment

- Ongoing assessment: 60%, of which
  - 20% comes from individual participation in class, and
  - 40% from group cases and exercises. Students will recieve separate participation and case scores.
- Final exam: 40%. The minimum exam score to pass the course is 5/10. Students will receive a unique final exam score

Attendance will be checked regularly. If a Student misses 1 class that student will miss 1/3 of the 30% of individual participation. It he/she misses 2 clasess, 2/3, and with 3, he/she will miss

CONVOCATORIA EXTRAORDINARIA

- Final exam 70%
- Individual participation: 30%

HORARIOS DE ATENCIÓN

D. Alvaro Bañon Irujo (abanon@unav.es)

- Despacho 2300 Edificio Amigos. Planta 2
- Horario de tutoria: Wednesdays 1100-12:00. Please send an emal to set an appointment

BIBLIOGRAFÍA

Essential reading

International Business. M. Peng and K. Meyer. Cengage (2019). Available at the library (SO 080.144)

Other resources

Global Business: Strategy in Context. L. Willcocks. SB Publishing (2021)

Global Business: Management. L. Willcocks-. SB Publishing (2021)

Articles, Tech Notes, Case studies and other resources provided by the teachers during the course.

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