



Universidad  
de Navarra

*International Management (Gr.Rel.Intern.-15) Global Business*  
*Guía docente 2026-27*

## **PRESENTATION OF THE COURSE / INTRODUCTION + WELCOME**

It is a pleasure to have you in this course. I am looking forward to get to know you personally, and I hope that this course on International Management will be of interest to you. To assure a smooth running of the course, please pay attention to any news and contents here on this website (ADI). I will frequently publish new content here and use this online platform to communicate any news. So, please stay tuned.

### **Breve descripción de la asignatura / Short description:**

This course's purpose is to facilitate the development of analytical and critical awareness; especially in relation to INTERNATIONAL business settings. The course is designed in such a way that students start to understand the factors that influence businesses that act as global players. Thus, it means to offer students a firm academic base and provide conceptual tools for the effective functioning of the GLOBAL / INTERNATIONAL business organization. The course is specifically developed for Bachelor students who desire to learn about international aspects in business studies.

Even though the course will not rely on any prior INTERNATIONAL experience on part of the students, it will still contain a clear experiential learning component. Students are expected to hand in an analysis of a company's effort to go international (or similar) towards the end of the course. This assignment will foster the students' awareness of aspects fundamental for companies that work globally,

### **Details:**

ECTS: 3

Curso y semestre / Course and semester: Cuarto curso, segundo semestre / Fourth course, second semester

Duración / Duration: 1 semestre / 1 semester

Idioma / Language: Inglés / English

Título / Name: International Management (Gr.Rel.Intern.-15) Global Business

Facultad / Faculty: Facultad de Derecho/ Faculty of Law

Módulo y materia de la asignatura / Module / Type of content: Administración de Empresas / Business Management

Type of Course: Required

Carácter / Type: Básica / Basic (B)

Profesor responsable de la asignatura / Responsible professor: Prof. Dr. Marcel Meyer

Profesores / Professors: Prof. Dr. Marcel Meyer (email: mmeyer@unav.es / website: soon to be announced)

Horario / Timetable: Viernes / Friday (12.00 - 14.00)

Aula / Room: AMIGOS P0 Sem 12

## **RESULTADOS DE APRENDIZAJE (Competencias)**



### **Basic Competencies (Management and Economics)**

BC2. Students should be able to apply their knowledge to their job or vocation in a professional way. They should be able to prove their general competencies by developing and defending arguments and solving problems within their subject area.

BC4. Students should be able to convey information, ideas, problems and solutions to both specialized and general audiences.

BC5. Students should have developed the learning skills necessary to undertake higher programs of study with greater independence.

### **General Competencies (Management and Economics)**

GC2. Identifying, incorporating and using acquired knowledge in argument, discussion and problem solving as they apply to economics and business.

GC5. Developing the capacity for independent critical thought on matters relevant to economics and business.

### **Specific Competencies (Management)**

SC5. Understanding the concept of strategy within a business.

SC6. Analyzing the design of a business's goals and strategies.

SC8. Developing case studies on subjects related to economics and business.

### **Specific Competencies for Elective Subjects (Economics)**

SC06. Acquiring and improving understanding of the practical aspects of business, including start-up, administration and evaluation.

SC07. Acquiring a deeper understanding of and sharpening skills in fields of study particular to business activities, such as accounting, finance, project management and quality control.

## **ACTIVIDADES FORMATIVAS + PROGRAM**

### **PROGRAM**

The content of the course is mostly but not exclusively about:

1. **Communicating, negotiating and resolving conflicts across cultures,**
2. **Motivating and leading across cultures.**

The course includes various case studies from Harvard Business Publishing Education.

### **EDUCATIONAL ACTIVITIES**

Apart from offering an extensive theoretical part (in the classroom / 30 HOURS), this course also includes structured group learning exercises, unstructured (but guided) individual learning experiences (30 HOURS), and self-study (35 HOURS). In detail, this course includes online courses offered by Harvard Business Publishing Education such as (multimedia) case studies (Preparation time is expected to be an additional 25 HOURS), a project week (group work, (international) company analysis), presentations and an extensive written assignment (group work).

On successful completion of the course students will be able to:

Analyse an organisational situation.



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Identify key strategic issues in INTERNATIONAL organizations.

Develop and evaluate strategic options to address issues in an INTERNATIONAL organisational setting and deliberate upon strategy implementation issues.

Express assessments and ideas especially about INTERNATIONALIZATION in writing and orally.

These learning results are represented and evaluated by the exam, the written assignment, and the oral presentation. Especially through the written assignment the student shows that he/she can apply the knowledge facilitated in class.

Additional information regarding the **written assignment**:

Students are expected to present a topic that they choose which needs to have a clear connection to the theme of the course. The topic can be of a rather theoretical nature or it can have a clear practical focus.

The length of the written assignment should be around 15 pages (+/- 1 pages). The document (WORD) should be typed in Time New Roman size 12 or similar and should be double spaced. The assignment is to be handed in as a PDF (electronically) until the end of the course.

## EVALUACIÓN

### CONVOCATORIA ORDINARIA / STANDARD EVALUATION SCHEME

The assessment strategy consists of three components. On the one hand, students must pass a final exam. This exam is based on the course content. The exam accounts for 50% of the overall grade. It must be passed with a minimum grade of 4,5. On the other hand, students are expected to hand in a written group assignment towards the end of the course. This written assignment counts for 30% of the overall grade. The course also contains a (mid-term), group presentation. This oral presentation accounts for another 20% of the overall grade.

In this course attendance is paramount. If you do not attend classes, your assignments grades will be reduced by the % of non-attendance.

### CONVOCATORIA EXTRAORDINARIA

The extraordinary exam typically follows a similar structure as the standard exam.

Students who:

1) ... did not write the standard exam (due to illness, for example), but the extraordinary exam will be evaluated following the standard proceeding (i.e.: 20% presentation + 30% written assignment + 50% final exam).

2) ... write the extraordinary exam because they want to improve their grade, will be evaluated following the standard proceeding. Note: If the extraordinary exam turns out to have a worse grade than the one in the standard exam, the grade from the extraordinary exam is the one that counts.

**In general, this course adheres to the general rules and guidelines established by the faculty / university.**

## HORARIOS DE ATENCIÓN / TUTOR SESSIONS

**Prof. Dr. Marcel Meyer**

Tutor Sessions: (to be announced)

Please make an appointment by email (mmeyer@ unav.es) before you come to my office (2050, Amigos Building).



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## **BIBLIGRAFÍA / BIBLIOGRAPHY**

### **Básica / Basic:**

Thomas, D. C., & Inkson, K. C. (2017). Cultural intelligence: Surviving and thriving in the global village. Berrett-Koehler Publishers.

Schneider, S. C., & Barsoux, J. L. (2003). Managing across cultures. Pearson Education.

Hofstede, G., Hofstede, G. J., & Minkov, M. (2005). Cultures and organizations: Software of the mind (Vol. 2). New York: McGraw-hill.

### **Complementaria / Additional:**

Mintzberg, H., Ahlstrand, B., & Lampel, J. (1998). Strategy Safari: A Guided Tour Through The Wilds of Strategic Management. NY: The Free Press. Find it in the library.

Grant, R. (2015). Contemporary Strategy Analysis (ninth edition). Hoboken, New Jersey : John Wiley & Sons, Inc. Find it in the Library