

## GLOBAL STRATEGIC MANAGEMENT

<b>GENERAL OVERVIEW OF THE COMPETENCE</b>		
<b>DEGREE:</b> Business Management (Grado en Administración y Dirección de Empresas)		
<b>MATERIA:</b> Global Mindset		
<b>TYPE</b>	Basic Training	Compulsory : X      Elective:
<b>CREDITS:</b> 4 ECTS		
<b>CURSO :</b> 3	<b>SEMESTER:</b> 2	
<b>MODULE:</b> Ciudadano Glocal – Glocal Citizen		
<b>LANGUAGE:</b> English		
<b>MAIN INFORMATION OF THE COMPETENCE</b>		
<b>C315.</b> Understand the basics of strategic management in the process of internationalization		
<b>2. REQUIREMENTS</b>		
<ul style="list-style-type: none"> <li>✓ Spanish economy (Economía española)</li> <li>✓ Analysis of international environment (Análisis del entorno internacional)</li> </ul>		
<b>3. TRANSVERSAL COMPETENCES</b>		
LO1. Effective oral and written communication LO2. Use of information sources LO3. Team work LO4. Learn to learn		
<b>4. METHODOLOGY</b>		
Project-based learning X	Problem-based learning	Case methodology X
Team work X	Visiting organizations	Simulation
Workshop	External lectures x	Learning communities (Wikis, blogs, redes sociales,.....)

## 5. PROGRAM

### Competence 315 (C315)

- 1) Global organization
  - o Global environment
  - o Basic concepts and definitions of MNEs
- 2) Internationalization strategy
  - o Localization strategy
  - o Mode of entry
  - o Cooperation strategy
  - o Organizational structure and HR management
- 3) Cooperatives in foreign markets

## 6. BIBLIOGRAPHY

### Competence 315 (C315)

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- Schuler, R. S., & Tarique, I. (2007). International human resource management: A North American perspective, a thematic update and suggestions for future research. *International Journal of Human Resource Management*, 18(5), 717-744.
- Vernon, R. (1966). International investment and international trade in product cycle. *Quarterly Journal of Economics*, 80(2), 190-207.
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## 7. ASSESSMENT

These are the activities that will be assessed in GLOBAL STRATEGIC MANAGEMENT subject:

A1	<p><b>A1. Basque firms' international experience – Drive file (Team work)</b>            Each student will collect information about the international experience of their learning company or any other Basque firm. In any case, the firm under study should be a cooperative and it should have, at least, an international subsidiary.            In order to develop the task, the interview* will be used as the main source of information; and it will be focused on the following four subjects: 1) localization strategy; 2) mode of entry; 3) cooperation strategy; 4) organizational and HR strategy.</p> <p>The responses will be gathered in a shared Drive file, so that students can observe different type of experiences.</p>
A2	<p><b>A2. The International Strategy of a firm – Report (Team work)</b>            Each team will develop a proposal for the internationalization strategy of the firm according to a new localization strategy, mode of entry, cooperation strategy and the organizational and HR strategy.            Based on the information gathered on the IEP and the opportunities detected in other countries through secondary information sources, each team will select a firm and define its international strategy. Students who are on the IEP will choose México or UK as the location strategy for this task, while student who are in the Basque Country can select any other location. The proposal of the internationalization strategy will include the decision as well as its justification.</p>
A3	<p><b>A3. The International Strategy of a firm – Presentation (Team work)</b>            Each team will present the results of the Task 2</p>

The assessment of the above mentioned activities will be the following:

Conditions:

- A minimum of 5 is required in each competence to pass the subject
- Every Learning Outcome needs a minimum of 5 to pass.
- Every assignment needs a minimum of 5 to pass:
  - Activity 1 does not have a second submission
  - Activity 2 and 3 do have a second submission

GLOBAL STRATEGIC MANAGEMENT					
Competences	C315: Understand the basics of strategic management in the process of internationalization				
Learning outcomes	LOx1. The student understands the key decisions that are part of a strategy of internationalization	LOx2. The student analyzes and uses information about foreign markets to define the strategy of internationalization	LOx3. The student is able to define and explain a strategy of internationalization	LOx4. The student understands the challenges faced by firms in the process of internationalization	
A1 (LO1,2)	10		5	5	20
A2 (LO1,2,3,4)	10	25	5	5	45
A3 (LO1,3)	10		20	5	35
<b>Total</b>	<b>30</b>	<b>25</b>	<b>30</b>	<b>15</b>	<b>100</b>

  Activities where TCs are assessed:

LO1. Effective oral and written communication  
 LO2. Use of information sources  
 LO3. Team work  
 LO4. Learn to learn