
Business Trip. International Trade Mission.

Professor: Mercè Roca i Puigvert

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Office hours: by appointment

Course Type: Compulsory

Credits: 3 ECTS

Term: 3rd term

Course Description

The International Week offers students the opportunity to perform a series of activities to experience the implementation international business plans in foreign countries. Talks by international companies and interviews with their managers are organized in collaboration with ACCIO (the Catalan Agency for Competitiveness and Internationalization) so that students learn about the organizational structure and resources characteristic to international business operations.

Objectives

- Identify the business climate and opportunities in the countries of destination
- Identify the cultural characteristics, business environment and distribution facilities in the countries of destination.
- Identify the main institutions related with internationalization at the country of destination.
- Strengthen the network of contacts of students.

Learning Outcomes

- Identify business opportunities in the country of destination of the academic trip.
- Recognize, through field study, the cultural, business and product distribution characteristics in the country of destination of the academic trip.
- Identify the main institutions related to the internationalization process of company in the destination country.
- Strengthen the network of contacts.

Competences

BASIC COMPETENCES

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CB7. That students know how to apply the acquired knowledge and their ability to solve problems in new or little-known environments within broader (or multidisciplinary) contexts related to their area of study.

CB8. That students are able to integrate knowledge and face the complexity of formulating judgments based on information that, being incomplete or limited, includes reflections on the social and ethical responsibilities linked to the application of their knowledge and judgments.

CB9. That students know how to communicate their conclusions and their knowledge and reasons that support them to specialized and non-specialized audiences in a clear and unambiguous way.

CB10. That students possess the learning skills that allow them to continue studying in a way that will be largely self-directed or autonomous.

GENERAL COMPETENCES

Instrumental skills

G1. Search, analysis, evaluation and synthesis of information. Managing the information acquired from its analysis, its assessment and the synthesis of that information.

G2. Relate concepts, knowledge and tools from different areas.

G3. Communicate orally and in writing in English

Personal generic competencies

G5. PERSUASION. Detect customer needs and supplier requirements to adapt the products and services offered.

Systemic generic competencies

G7. Understand an organization with a global perspective.

G8. Implement initiatives and changes within an organization.

G9. Promote respect for multicultural values: equality, solidarity, commitment.

Competencies for applicability

G10. Make the knowledge and skills acquired effective in an advanced way.

G12. Apply the concept of networking through the use of the Internet and other networking techniques.

G13. Organize and manage time efficiently in the development of tasks.

SPECIFIC COMPETENCES

E1. Identify the phases of internationalization of a company (expansion, internationalization, and rationalization of activities).

E4. Analyze, synthesize and interpret the data and master its application in the analysis of the business potential of the country.

E5. Interpret the current and future situation of the international economic, legal, social, and political environment.

E6. Recognize and identify sources of information and international documentation (public and private) on the business potential of a country and a sector of economic activity.

E7. Evaluate and select the pool of countries with potential for the internationalization of the company, identifying the strategic fit of the company with the opportunity that each one represents.

E9. Analyze in depth the sector, competition, market, consumer, and distribution of each preselected country.

E11. Design the international logistics network to support internationalization.

E13. Define and develop a market research project for decision making in an international business environment.

E16. Master and resolve the legal-administrative procedures and procedures required in the internationalization process.

E19. Mastering the tools and advanced capacity to successfully develop a negotiation at an international level, taking into account the importance of the specific socio-cultural aspects of each region.

E20. Master and know how to use the different forms of organization of the international company.

Methodology

- One week international week including talks by companies and institutions of interest for International Business.
- Students are required to be participative in these talks to fulfil the objectives of the course.
- Realization of a Business Week report where students reflect on the main learnings acquired.

The competences, the learning outcomes, the assessment elements and the quality of the learning process included in this Teaching Plan will not be affected if during the

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academic trimester the teaching model has to switch either to a hybrid model (combination of face-to-face and on-line sessions) or to a complete on-line model.

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Evaluation criteria

The International Week is a 3 ECTS course. There are two sources of Evaluation: participation in the activities and a report.

40% - International Week activities. Individual participation in each of the meetings.

Aspects evaluated:

- Ability to interact professionally in an online environment.
- Quality of the interventions in the different meetings.
- Follow-up questions after the talks: all questions that you have that due to a matter of time constraints were not possible to pose to the speaker must be sent to the course professor. A selection might be sent to the speaker.

60% - International Week Report (in groups of up to 3 students).

You are asked to submit a report of maximum 5 double spaced pages that deals with the main learnings of the International Week and their relationship with the overall Master objectives.

The paper should introduce the international business environment in the geographical area of interest and go over the main learnings of the different talks attended. The main body of the paper can either deepen on:

- the international business environment in the area
- a particular economic/business trend of interest in the area
- analysing one of the organizations that have presented

The evaluation rubric and required contents (aspects evaluated and corresponding weight) is the following:

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| Title | Contents | Weight |
|------------------------------------|--|--------|
| Executive summary (max. 1 page) | A general account of the format and learnings acquired in the different talks and their relationship with the different courses of the MScIB. The best executive summary will be selected to be proposed for publication in the school's website or networks. Make sure that it is written in a communicative style. | 30% |
| Doing business in... | Summary of the main characteristics of the business environment in the areas of interests explained in the talks. You need to indicate which talks dealt with what aspects and their relationship with the different MScIB courses. | 15% |
| International Week Insights | Account of the main learnings of the different talks of the International Week | 15% |
| In-depth analysis | A more profound analysis focussed either on the business environment in the geographical area of interest, a particular business/economic trend in the area of interest or one of the organizations presented | 40% |

Deadline for the report: 11th of July 2021 at 24h. To be uploaded to e-Campus (International Week Space).

As with all courses taught at the UPF ESCI-BSM, students who fail the course during regular evaluation will be allowed ONE re-take.

The re-take of the BT implies an individually realized full report on the countries and one of the companies studied with a **maximum length of 5 pages**. The same rubric as the standard evaluation will be followed.

If the course is again failed after the re-take, students will have to register for the course the following year.

Plagiarism is to use another's work and to present it as one's own without acknowledging the sources in the correct way. All essays, reports or projects handed in by a student must be original work completed by the student. By enrolling at ESCI-BSM Master of Science and signing the "Honor Code," students acknowledge that they understand the schools' policy on plagiarism and certify that all course assignments will be their own work, except where indicated by correct referencing. Failing to do so may result in automatic expulsion from the program."

Calendar and Contents

The International Week activities will take place during the week 27th June to 1st July. The specific scheduling of activities will be informed to students in anticipation.

Bio of Professor

Mercè Roca i Puigvert is the Academic Director of the MSc in International Business. She obtained her PhD from Leeds University Business School and a Master degree in Economics and Management from Universitat Pompeu Fabra. She is a member of the Research in International Studies and Economics (RISE) at ESCI-UPF, the Experimental Economics Lab (BESLab) research group, and the Business Analytics Research Group (BARG) at UPF. She is author of numerous articles and book chapters linked to international business, market research and economic decision making.