

International Business

5 ECTS / approximately 3 US credits

Contact Hours: 50

Students taking International Business will enroll in an innovative curriculum modality comprised of 2 academic modules: International Finance and International Marketing.



Module 1: International Finance

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Professor Lydia Ros

1. Course description / Introduction to the course

The International Finance is a course which is intended to facilitate students the application to a real life situation of instruments available for an appropriate financial management. The context is an international sphere using a financial management simulation model and the discussion and presentation of real cases.

We look forward to welcoming you to class or online and working together with you!

2. Learning objectives and competencies

- To introduce the basic concepts, markets and instruments for the financial management in an international context.
- To expose students to a real life situation in terms of available instruments for appropriate financial management in the international sphere, using a financial management simulation model
- To help students acquire the ability to identify and select the appropriate instruments and markets from those available to enable a company financial director to deal with the management of cash, investments and results in the international sphere.
- To enhance students' ability to develop an overall corporate vision in the face of international challenges.

3. Course format and methodological approach

The course has two different approaches: First, the discussion of real cases, prepared in teams outside of class and presented and discussed during the class. Second, a computer simulation of the financial management of a multinational company in which participants will make the decisions that allow them to optimize this management. Both will help students to use, in a practical manner, all those instruments learned during the course and they will also help to understand the conceptual explanations.

The simulation will oblige participants to be abreast of the economic situation and of the movement of the main economic and financial indicators. Participants will attend group sessions in ESADE's Data Processing Centre, supervised by a team of lecturers whose professional life comes within this area, but can also use their own PCs outside the classroom hours for decision-making.

What do I expect from you in class

This is a discussion course, so I encourage your active participation. Sharing your experience with the group will enrich all the participants and make the sessions more dynamic.

Laptop/tablets policy. **You are not supposed to use your laptop/tablets during case discussions. You have to be 100% focused in the discussions. You may use your laptops/tablets on the lectures/discussion sessions ONLY for academic use** emailing, facebooking, tweeting, chatting, skypeing, internet surfing, etc. should NOT be done during classes. Doing these would penalize strongly your grade on class participation.

4. Course Contents

Course Introduction. The International Financial Market.

Content:

- Introduction to the course.
- Financial Markets and Instruments available for the financial management in an international context
- Different kinds of risk

Exchange rate & interest rate forecasting

Content:

- Is it possible to forecast future market rates?
- What is the relationship between currency markets and money markets?
- Different theories to forecast market evolution and their limits in real application

Managing the financial risks of the company

Content:

- Review of the basics on capital budgeting. How to evaluate an international project
- Review of the traditional instruments available to a Financial director to manage exchange and interest rate risk
- Introduction to modern derivatives
- Comparative analysis of advantages and disadvantages of each instrument in real situations

5. Assessment

Simulations, case presentations and final exam

6. Bibliography

David K. Eiteman, Arthur I. Stonehill, Michael H. Moffett - Multinational Business Finance, 13th Edition. 2012 - Prentice Hall. ISBN-10: 0-13-274346-9 ISBN-13: 978-0-13-274346-4
David

K. Eiteman, Arthur I. Stonehill, Michael H. Moffett - Las Finanzas en Empresas Multinacionales, 12ª Edición. 2011 - Prentice Hall. ISBN: 9786073202527

Additional bibliography will be posted on the Moodle page

Module 2: International Marketing Strategies

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- 1 Course description / Introduction to the course**
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Prof. Dr. Susana Valdés
Prof. Ferran Blanch

1. Course description / Introduction to the course

This course aims to study how companies interested in entering international markets and/or expanding their activities abroad should go about designing, developing, implementing and monitoring their marketing strategies.

The course is based on the assumption that the students have some knowledge of basic and strategic marketing concepts and tools as well as of international management and basic analytical skills.

Contribution of the Course to the Program: a globalized world requires to know and understand specific marketing strategies and tools. This course is designed with a specific methodology that will help students to get familiar with the complexity and the key issues and main decisions taken in an international environment.

2. Learning objectives

By the end of the course, students should be able to:

- To analyze business opportunities in various markets
- To select the most appropriate target markets
- To design alternative entry strategies

- To carry out all the steps and operations involved in strategic marketing planning.

3. Course format and methodological approach

A variety of teaching methods will be used in order to meet the course objectives:

- Marketing faculty will lecture on key aspects of international marketing management.
- Real and current case studies and examples will be discussed in the course.
- Presentations of the guests speakers will be used as the basis for class discussions.
- Selected list of recommended readings to complement regular course assignments.

4. Course Contents

<i>Class</i>	<i>Subject</i>
1	Introduction to International Marketing
2	International Environment International segmentation
3	Types of Markets: Developing markets
4	How to select and to enter foreign markets
5	Brand & Product Strategies Global brands vs. Local brands
6	International Distribution & Pricing
7	International Communication Strategies
8	Internationalisation of Digital Businesses Organizing International Marketing activities
9	Wrap-up & individual exercise

In some lectures there will be a Guest Speaker, for example: Ms. Sonia Rotllán, EMEA Marketing Director of PEPSICO and Mr. Marc Oliveras, CTO of Tiendeo.com

5. Assessment

The final grade will be based on the following:

- Group reports on case studies: 40%
- Individual participation in class: 20%
- Final exam: 40%

Participation: The quality of what is said and the quality of one's listening and

6. Materials

responsiveness to others are important components for the evaluation of class participation.

There is no standard textbook for this course. Any of the following books may be used for reference purposes:

- Cateora, Philip R.; Mary C. Gilly and John L. Graham "International Marketing", McGraw-Hill/Irwin (18th Edition, 2019)
- Hollensen, Svend "Global Marketing: A Decision-Oriented Approach", Financial Times Press (7th Edition, 2016)
- Keegan, Warren J. and Mark Green "Global Marketing", Prentice Hall – Pearson Higher Education (10th Edition, 2019)

7. Faculty leading the course

The course will be taught by:

Professor Dr. Susana Valdés Gandarillas

susana.valdes@esade.edu

Degrees

- Ph. D. in Business Administration. University of Barcelona (UB), Barcelona, Spain
- Master in Business Research, UB, Barcelona, Spain.
- Master in Globalization, Cooperation and International Development by the University of Barcelona, Spain
- Master in Business Administration (MBA), ESADE, Barcelona, Spain.
- Bachelor in Business Administration, ESADE, Barcelona, Spain.

Profile

Academic Director of the Executive Master in Marketing and Sales (EMMV-BCN) at ESADE Business School-Ramon Llull University. Barcelona, Spain. Marketing and Sales Strategies consultant, she has international experience in several markets like Germany, United Kingdom, Mexico, Croatia, Switzerland, France and USA.

She worked at P&G as Marketing Organization Manager, International Key Account Manager and Group Manager. She won the P&G International Prize Award. She also worked at Danone as Head of Category Management and Store Management and Innovation. She was a permanent member of the Demand Management Committee at AECOC.

Professor Ferran Blanch

Ferran is a lecturer of Marketing in ESADE Business School since the year 2.000. Biologist and MBA from ESADE. Ferran collaborates on several programs with ESADE in Full Time Programs, Masters, Executive and In-Company programs. He also lectures in other partner b-school such as SDA Bocconi and Georgetown.

At the same time Ferran is collaborating in several marketing courses in other Business Schools and Universities.

Additional to Academia, Ferran is managing a consultancy firm of marketing where he is using learning's from corporate world where he held executive

positions in marketing and sales, mainly in FMCG multinationals in Spain, Italy and France.

By appointment, just email Professor Blanch:

lferran.blanch@esade.edu

This course is strictly ruled by ESADE's Honour Code

"I will not lie, cheat or steal to gain an academic advantage. I will respect all ESADE students, faculty and staff with my words and deeds."

The violations of the ESADE MBA Honor Code include the following:

Lying: Lying includes knowingly communicating an untruth in order to gain an unfair academic or employment advantage.

Cheating: Cheating includes, but is not limited to, using unauthorized materials to complete an assignment; copying the work of another person; unauthorized providing of materials or information (e.g. proprietary course information) to another person; plagiarism; unauthorized providing of materials or information to another person during an exam. All communications, written, oral or otherwise, among students during examinations, are forbidden, as is the use of notes, books, computers, calculators or other written material except when approved by the instructor.

Stealing: Stealing includes, but is not limited to, taking the property of another member of the ESADE community without permission, defacing or vandalizing the property of the ESADE Business School, or the misuse of ESADE resources.

Respect for others and professional conduct: Respect for others includes treating all ESADE students, staff, faculty and external contacts connected to the school with politeness and cordiality, refraining from using abusive language or physical violence.

Upon witnessing a violation of the Honour Code, a student has **amoral obligation** to inform the student whose conduct is believed to be in violation of the Code that the Code has been violated. Each member of the ESADE MBA community, as a person of integrity, has a personal obligation to adhere to this requirement, both on campus and when representing ESADE off campus.

Failure to comply with the more explicit guidelines set forth by the Programme's Rules and Regulations can also be considered as breach of the Honour Code.

Violations of this agreement and will be governed by MBA Programme Management which has the right to exercise any disciplinary action necessary in order to uphold the standards set forth herewith and in the Programme's Rules and Regulations.