

International Business: a European Perspective

Introduction



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Cofinanciado por el
programa Erasmus+
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Technical Competence

Activities and results of large enterprises depend on the decisions and strategies adopted by corporations and industrial groups, as well as those taken by the government and institutions set in a regional, national and international contexts.

International Business is one of the most important approaches to Management. It is also the foundation for most advanced work at the MBA and DBA (international strategy, finance, marketing, innovation etc.).

International Business: A European Perspective

International Business: a European Perspective

- This course combines one weekly lecture and seminar to ground students in the theories and practices of international Business from a *European perspective*.
- It includes a study visit to a EU Multinational Corporation in the region, giving students get face-to-face contact with industry representatives.
- We also invite Guest Speakers to talk about the challenges of international business in different EU and non-EU contexts.
- Rather than following a US perspective, the course puts Europe at its centre, as a *source* and *host* of International Business (trade or investment).

International Business: A European Perspective

International Business: a European Perspective

- Parts 1 to 3 provide the fundamental theoretical concepts and empirical knowledge that students need to acquire to successfully analyse International Business.
- Part 4 applies this knowledge through an exploration of EU businesses in the world.
- The seminars apply the concepts learnt in the theory using different methodologies, including critical reading, class-based discussion of texts and data and direct contact with the business community through a study trip.
- The course has been completely redesigned as part of the Jean Monnet Chair awarded to the UC <https://www.proyectojeanmonneteu.unican.es/>

Learning goals related to

Methodological Competence

This course will take an analytical approach to International Business but there will be a strong focus on **applications and case studies** in both the classroom and the course work.

Social Competence

Students should be prepared to participate in class. **There will also be at least one group (3-5 member) project.**

Personal skills

The course will consist of lectures on the basic material coupled with examples (Managerial implication – Business-Firm, Industry and Country focus) and case studies and an applied problem set for each section to develop analytical skills.

Contents

Introductory Lecture. International Business: A European Perspective.

Part 1

Lecture 1. Europe in the Global Economy

Lecture 2. Europe and Global Trade: Patterns, Theories, Policies and Strategies

Lecture 3. Regional and Multilateral Trade: Integration or Disintegration?

Part 2: Exchange Markets and Institutions

Lecture 4. Foreign Exchange Markets

Lecture 5. International and Regional Institutions and their rules:
The European Union and the World Trade Organization

Contents

Part 3. Foreign Direct Investment and Multinational Corporations

Lecture 6. Foreign Direct Investment and Multinational Corporations

Lecture 7. Study trip to Multinational Corporation (e.g. Viesgo, Eon, etc)

Lecture 8. European Multinational Corporations in the Global Economy

Lecture 9. Guest lecture by representative of a leading EU Multinational

Contents

Part 4. Case Studies: Multinationals, Europe, and the World

Lecture 10. Creating Multinationals: The role of policy

Lecture 11. The coming of age of the energy and water multinationals:
How do public MNCs behave abroad?

Lecture 12. Emerging Country Multinational Corporations in Europe

Contents

Seminars

- 1. Core Assignment is explained: Goal, timeline, methods.*
- 2. EU trade analysis*
- 3. Geography and Trade analysis*
- 4. Exchange markets and institutions: analysis*
- 5. Trade rules: analysis*
- 6. Class-based discussion of case study on EU MNC*
- 7. Porter ´s Diamond Theory reflection on site visit*
- 8. Presentation of student essays – tutor feedback*
- 9. Presentation of student essays – tutor feedback*
- 10. Presentation of student essays – tutor feedback*
- 11. Final presentation of all student essays.*

Course textbook and readings I

Course Textbook:

International Business: competing in the global market place, Charles Hill, McGraw-Hill. 2014 (copies in unican library)

Texts for class discussion (these readings will be distributed)

1). Clifton, J., Díaz-Fuentes, D., & Revuelta, J. (2010). The political economy of telecoms and electricity internationalization in the single market. *Journal of European Public Policy*, 17(7), 988-1006. , DOI: [10.1080/13501763.2010.499229](https://doi.org/10.1080/13501763.2010.499229)

2) Clifton, J., Fuentes, D. D., & Warner, M. (2016). The loss of public values when public shareholders go abroad. *Utilities Policy*, 40, 134-143.
doi.org/10.1016/j.jup.2015.11.003.

Readings II

- 3) Clifton, J., & Díaz-Fuentes, D. (2011). The European Union, southern multinationals and the question of the 'strategic industries'. In *The Emergence of Southern Multinationals* (pp. 226-241). Palgrave Macmillan, London.
- 4) Clifton, J., & Díaz-Fuentes, D. (2010). Is the European Union ready for foreign direct investment from emerging markets?. In *Foreign Direct Investments from Emerging Markets* (pp. 335-358). Palgrave Macmillan, New York.
- 5) Alonso, J. M., Clifton, J., Díaz-Fuentes, D., Fernández-Gutiérrez, M., & Revuelta, J. (2013). The race for international markets: were privatized telecommunications incumbents more successful than their public counterparts?. *International Review of Applied Economics*, 27(2), 215-236.

Secondary reading

Other relevant texts

International Economics: Theory and Policy Pearson Addison Wesley; 2014.
Paul Krugman y M. Obstfeld (10th Edition)

Clifton, J., Comín, F., & Diaz Fuentes, D. (2006). Privatizing public enterprises in the European Union 1960–2002: ideological, pragmatic, inevitable?. *Journal of European Public Policy*, 13(5), 736-756.

Clifton, J., Comín, F., Díaz-Fuentes, D.,. (2007). Transforming public enterprise in Europe and North America. Palgrave.

Primary source material

UNCTAD (1990-2018) World Investment Report <http://www.unctad.org>
<http://unctad.org/en/pages/DIAE/World%20Investment%20Report/WIR-Series.aspx>

CEPAL (2002-18) Foreign Investment in Latin America and the Caribbean,
www.eclac.cl
<http://www.cepal.org/en/publications/type/foreign-direct-investment-latin-america-and-caribbean>

OCDE (2000-2016) Recent Trends in Foreign Direct Investment and Financial Market Trends, París. www.oecd.org

World Trade Organization (2000-2018) International Trade Statistics
www.wto.org



UNCTAD

UNITED NATIONS CONFERENCE ON TRADE AND DEVELOPMENT

UNCTAD

World Investment Report 2004. The shift towards services -

World Investment Report 2005 Transnational Corporations and the Internationalization of R&D

**World Investment Report 2008
Infrastructure for development**

**World Investment Report 2012
Towards a New Generation of
Investment Policies**

**World Investment Report 2016
Investor Nationality: Policy Challenges**

**World Investment Report 2016 Investment and the
New Digital Economy**



<http://www.unctad.org/wir>

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data.worldbank.org/data-catalog/world-development-indicators

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World Development Indicators

The primary World Bank collection of development indicators, compiled from officially-recognized international sources. It presents the most current and accurate global development data available, and includes national, regional and global estimates.

Type	Time series
Periodicity	Annual
Last Updated	01-Feb-2017
Economy Coverage	WLD, EAP, ECA, LAC, MNA, SAS, SSA, HIC, LMY, IBRD, IDA
Granularity	National, Regional
Number of Economies	217
Topic	Agriculture & Rural Development, Aid Effectiveness, Climate Change, Economy & Growth, Education, Energy & Mining, Environment, External Debt, Financial

Downloads

- WDI (Excel)-ZIP (80 MB)
- WDI (CSV)-ZIP (45 MB)

Related Links

- WDI 2016 products page
- Data Updates and Errata
- Database Archives
- International Debt Statistics

Available Formats

- Online Tables

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<http://www.doingbusiness.org/rankings>

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Rankings Distance to Frontier

Economy Rankings

Economies are ranked on their ease of doing business, from 1-190. A high ease of doing business ranking means the regulatory environment is more conducive to the starting and operation of a local firm. The rankings are determined by sorting the aggregate [distance to frontier](#) scores on 10 topics, each consisting of several indicators, giving equal weight to each topic. The rankings for all economies are benchmarked to June 2016. Read the methodology, explaining how the [ease of doing business](#) rankings and the distance to frontier measure are calculated (PDF).

Subnational *Doing Business* data available.

Select Rankings by Region Select Rankings by Income

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www.oecd.org/corporate/mne/statistics.htm

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Corporate affairs Guidelines for multinational enterprises

Foreign Direct Investment (FDI) Statistics - OECD Data, Analysis and Forecasts

News

26/01/2017 - FDI, corruption and the OECD Anti-Bribery Convention
This paper estimates a dynamic foreign direct investment (FDI) gravity model to explore the impact of corruption in general and the OECD Anti-Bribery Convention in particular.

20/01/2017 - OECD releases new statistics on FDI by partner country
The OECD's interactive database contains the most up-to-date, comprehensive and meaningful measures of FDI available in the world today. The database now includes new detail on FDI by partner country and by industry.
> [Access the database](#) | [More about the new measures](#)

03/11/2016 - FDI down 5% in the first half of 2016
In the first half of 2016, global FDI flows decreased by 5%, as compared to the second half of 2015, to USD 793 billion but remain above half-year trends observed in 2013 and 2014. In Q1 2016, FDI flows rose to USD 513 billion due to

FDI regulatory restrictiveness index

The FDI Regulatory Restrictiveness Index (FDI Index) measures statutory restrictions on foreign direct investment in 58 countries, including all OECD and G20 countries, and covers 22 sectors.
> [Access the FDI index](#)

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Globalization of production and trade
Globalisation indicators: OECD

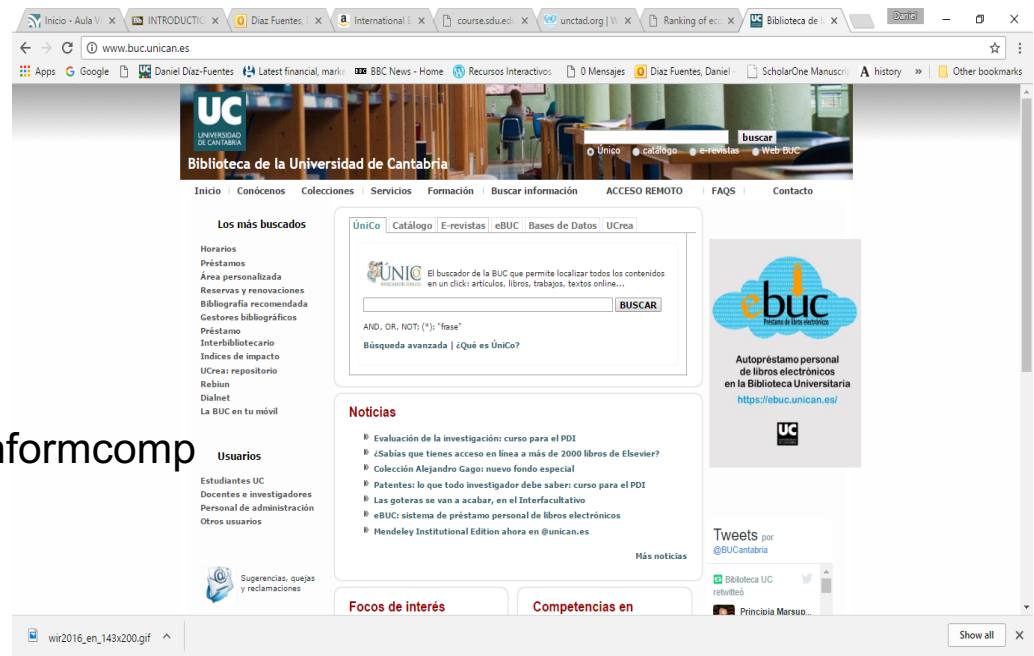
Foreign Direct Investment Statistics
International Trade Indicators

<http://www.oecd.org/>

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• Más información
• Ver lista de títulos

Materias tratadas

Bases de datos incluidas

¿Desea obtener más información?

Pruebe una de estas opciones:

- Buscar en la ayuda en línea.
- Descubrir respuestas a preguntas frecuentes del centro

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Teaching methods

- Lecture discussion based on
 - Bibliography
 - Case Studies.
 - Videos.
- Small-group discussions.
- The lecture notes are also supplemented with weekly problem sets and readings from the business press
 - *Financial Times*,
 - *The Economist*, *Fortune*, *Business Week*, etc.
 - available at ABlinform (Biblioteca virtual)

<http://www.buc.unican.es/BDigital/recursos/basesdatos/detalle.asp?titulo=ABI+Global>

Case study discussion → Research essay.

Industries

- Telecommunication
- Electricity and Gas (other network services..)
- Transport - Air industry in Europe – Railways - Logistic - Infraestructure (Button)
- Finance (CEPAL 2016) Oil (UNCTAD 2016)

Case studies - firms

- Telefonica – Deutsche Telecom – Vodafone –
- E.on, Endesa, RWE, EDF, ENEL, EDP,
- Shell, Exxon, Gazprom, Pemex
- KLM-Air France, Ryanair.
- EADS-Airbus vs Boeing, Embraer, Bombardier
- Gerdau, Vale

Privatisation – internationalisation

Globalization or regionalisation TRIAD (Rugman).

Trade and Property Rights

FDI (UNCTAD)

New regulation – consumers satisfaction.