International Business: a European Perspective

Introduction

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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

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).
• 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/](https://www.proyectojeanmonneteu.unican.es/)
Introduction

International Business: a European Perspective

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.

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


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
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:


Texts for class discussion (these readings will be distributed)


Other relevant texts


Primary source material


CEPAL (2002-18) Foreign Investment in Latin America and the Caribbean,
www.eclac.cl


www.wto.org
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
World development indicators online

http://www.doingbusiness.org/rankings
Globalization of production and trade
Globalisation indicators: OECD
Foreign Direct Investment Statistics
International Trade Indicators
http://www.oecd.org/
Virtual Library search
ABI Global

http://www.buc.unican.es/
http://www.buc.unican.es/content/abiinformcomplete
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 ABIinform (Biblioteca virtual)

Case study discussion → Research essay.

Industries
- Telecommunication
- Electricity and Gas (other network services..)
- Transport - Air industry in Europe – Railways - Logistic - Infrastructure (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.