

Universidad Autónoma de Coahuila

INTERNATIONAL ADMINISTRATION



Introducción a la Materia

ASSIGNMENT INTRODUCTION

Students will be able to analyze and identify how management strategies and innovative business models create value in organizations. You should also be able to understand the role of technology, in order to understand how to respond with greater strategic flexibility to the continuous changes of business environment.

It analyzes the economic and domestic and international trade structure and economic blocks to design retention strategies of the companies in highly competitive markets.

OBJECTIVE OF THE SUBJECT

Graduates will develop and implement business strategies in a global context and considers the impact of aspects: economic, political, legal, social and cultural international environment.

CONTENIDO TEMÁTICO

Introduction to International Management

- Setting organizational business
- Locale
- International Environment
- Differences between international management and global management
- Matrix, strengths, weaknesses, opportunities and threats (SWOT)

Introducción a la Materia

Business strategies in the field of Global Management

- Strategies of international production
- external marketing strategies
- Technology Strategy
- Financial and Tax Strategies internationally
- Strategies for corporate expansion

Principles of International Marketing

- Concept of international marketing
- Elements of international marketing
- Formulation of an export project
- Identification of exportable
- Determination of the target market
- Securing international prices
- Form of international distribution
- Promotion and International Recruitment
- Choice of packaging and export packaging
- Completion of customs procedures in administrative matters
- Shape of international transportation
- Methods of international payment

Elements of International Financial Management

- Concepto de administración financiera internacional
- Fundamentos de la administración de cartera de inversiones

Introducción a la Materia

- Identificación de fuentes de financiamiento externo y administración de flujos de efectivo
- Principios de administración de riesgos
- Conceptos de ingeniería financiera y formulación de proyectos de inversión internacionales

GENERAL EVALUATION

To report your final grade obtained from the sum of each unit's value, you must have compulsorily complied with the completion or submission of the following:

- Complete the activities presented for each unit and the homework uploaded into the platform, in a timely manner.
- Minimum grade for approval: 70.

Cause for Extraordinary Evaluation

- If the student does not achieve the minimum grade for approval, they will have the opportunity for an Extraordinary Evaluation that includes:
 - A test.

Repeating the course

- Once the student has presented their extraordinary evaluation and the grade obtained is not the minimum for approval, they will have to repeat it one more time, and it will appear as "Recursado".

REMEMBER THAT THE MINIMUM GRADE FOR APPROVAL IS 70

Introducción a la Materia

EVALUACIÓN	VALUE
UNIT I	20
UNIT II	20
UNIT III	20
UNIT IV	20
FINAL EVALUATION OF KNOWLEDGE	20
TOTAL	100

RECOMMENDED REFERENCES

- Zidane Zeraoui; David J Sarquís; Luz Araceli González; Orietta Perni; Pablo Telman Sánchez; (2009) Los procesos mundiales contemporáneos: un mundo transformado (1ª. ed) Mexico: Trillas
- Charles W.L. Hill; (2011) Negocios Internacionales (8ª ed) McGraw-Hill
- Donald Ball; Michael Geringer; Michael Minor; Jeanne McNett ; (2012) International Business: The Challenge of Global Competition (13th ed) USA : McGraw-Hill
- Gannon, Martin J., (2009) Understanding global cultures : metaphorical journeys through 29 nations, clusters of nations, continents, and diversity (4a ed)Thousand Oaks, Calif., USA: SAGE Publications

Introducción a la Materia

WORKFLOW

It is important for you to follow the instructions reading carefully every one of them. If you can't comprehend or is difficult for you to understand any instruction, you can contact your facilitator so they can help you with your doubts. You will use the Virtual Platform to learn and practice English, also, links to other web pages and exercises to do on your own and send them to the Homework section.

In every Unit you will find the following elements:

- Thematic Content: Presentation and analysis of contents and theory.
- Practice for every subject in the Unit.
- Activities in which you will apply the knowledge acquired. These activities will be evaluated and they will add a percentage to your final grade.

Note: Remember that before starting this module you must read the General guidelines and introduction. There you will find the evaluation criteria and all the elements of the module:

- Presentation.
- Welcome.
- Introduction.
- General competence of the module.
- Topics and subtopics.
- General evaluation criteria.
- Percentages for the general evaluation.
- Recommended references.
- Work flow.
- References.