
Business Trip. International Trade Mission.

Professor: Joan Pere Plaza Font

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Office hours: by appointment

Course Type: Compulsory

Credits: 3 ECTS

Term: 3rd term

1. COURSE PRESENTATION

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.

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Competences/Learning Objectives

BASIC COMPETENCES

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.

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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 a 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.

LEARNING OUTCOMES

- Identify business opportunities in the country of destination of the academic trip.
- Recognize, through field study, the cultural, business and product distribution

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characteristics in the country of destination of the academic trip.

- Identify the main institutions related to the internationalization process of a company in the destination country.
- Strengthen the network of contacts.

Related SDGs

SDG 4: Quality education

SDG 9: Industry, innovation and infrastructure

SDG 11: Sustainable cities and communities

SDG 12: Responsible consumption and production

SDG 16: Peace, justice and strong institutions

2. COURSE LEARNING PLAN

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.

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.
- 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

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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
- analyzing one of the organizations that have presented.

The report can be elaborated on individually or in groups (of up to 3 students) and word count for this report is 2000 words ($\pm 10\%$).

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

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%
International Week Insights	Summary of the main characteristics of the business environment in the areas of interests explained in the talks. Indicate which talks dealt with what aspects and their relation with the different MScIB courses. Account of the main learnings of the different talks of the International Week Alternatively, elaborate on an in-depth analysis focussed either on the business environment in	70%

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	the area of interest, a particular business/economic trend in the area of interest or one of the organizations presented	
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The International Trade Mission will take place after all academic loads in the third term are finished. The specific schedule of activities will be communicated to students in advance.

The deadline for the final report is July 15th at midnight. Please make use of the template available on the eCampus to edit your final text.

Retake conditions

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. Students having to retake the course will get a **maximal grade of 5**.

The retake report will have to be presented before the **20th of July at 24h**.

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

General Issues

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 last week of June. The specific scheduling of activities will be shared with the students in advance.

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3. PROFESSOR – JOAN PERE PLAZA

I have been a full-time lecturer at ESCI-UPF since 2017. Before this position, I served as a post-doctoral researcher at the Universidad Carlos III (Madrid), and conducted my doctoral research project, splitting my time between Barcelona and Brussels. I have also visited other universities and research centres, such as the École Normale Supérieure de Lyon (France) and the Centro de Estudios Avanzados de la Universidad Nacional de Córdoba (Argentina). Moreover, this academic year 2023-2024 I have been invited to teach on EU-related topics at Toulouse Business School and the MCI Innsbruck (Austria).

My academic interests focus on the institutional framework of the European Integration process (and compared regionalism), with special attention to the EU Trade Policy. I have also worked on the Methodology in Social Sciences, with close attention to applying Chaos Theory to this field. Life brought to other topics and fields of research, but I am always excited to read about these themes. Some of the results of my scientific works have been published in Springer Verlag and the Journal of European Public Policy. Sometimes alone, and many times co-authoring the papers with colleagues from different institutions,

I am deeply concerned with pedagogical innovation. I am a Scientific Advisor at Simlearn, a Belgium-based spin-off that creates innovative online story-telling tools to unpack the functioning of the EU's political system.

In my spare time, I bake all sorts of bread and grow tomatoes and spinach in my urban vegetable garden.