
Career Development

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Office hours: by appointment

Course Type: Compulsory

Credits: 3 ECTS

Term: 3r term

1. COURSE PRESENTATION

Course Description

The Career Development course is a compulsory course for the MSs IB. It is a 3 ECTS course with the following characteristics:

- Training in skills, abilities, attitudes and tools for the development of a career professional in the international business environment.
- Work with techniques of self-knowledge and definition of professional purpose.
- Design of a professional positioning strategy and resources for the development of a personal brand
- Definition and implementation of a search strategy of professional opportunities.

Objectives

- Gain knowledge of the professional environment of international business.
- Learn skills linked to the job search and selection processes
- Learn about the functions related to international business within a company.
- Learn how to interrelate with professionals of international business.
- Put into practice communication skills in a professional environment.

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Competences/Learning Objectives

BASIC COMPETENCES

CB6. Possess and understand the knowledge that provides a basis or an opportunity to be original in the development or application of ideas, often in a research context.

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 specialised 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

G4. Leadership and management capacity of multicultural, interdisciplinary, competitive, changing and complex groups.

G5. PERSUASION. Detect customer needs and supplier requirements to adapt the products and services offered.

G6. Put into practice the essential elements to be able to carry out a

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negotiation.

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.

G11. Apply quantitative criteria and qualitative aspects in decision making.

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).

E2. Mastering the internal analysis of the company to diagnose the viability of starting the first phase of internationalization and consolidating the process

E3. Train to diagnose the viability of rationalizing the internationalization resources of the multinational company.

E4. Analyze, synthesize and interpret the data and master its application in the analysis of the business potential of the 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.

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E8. Advanced ability to use and develop information synthesis and communication tools for international companies.

E9. Analyze in depth the sector, competition, market, consumer, and distribution of each preselected country.

E10. Evaluate the selection of the appropriate country to develop the process of internationalization of the company.

E11. Design the international logistics network to support internationalization.

E12. Integrate the corporate social responsibility (CSR) policies of the company in the internationalization process.

E13. Define and develop a market research project for decision making in an international business environment.

E14. Design, organize and manage the sales force that will be deployed in new markets.

E15. Integrate the different areas of the company in business decision making in a simulated international environment.

E16. Master and resolve the legal-administrative procedures and procedures required in the internationalization process.

E17. Recognize and apply financial information, systems, and models to develop international financial operations.

E18. Select, organize, motivate, and lead the human resources of the company in an international environment.

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

- Be trained for professional practice in the international business environment.

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- Obtain direct knowledge of the professional environment and the main functions related to international business in a company with significant activity in this domain.
- Interact with a team of professionals whose main activity is focused on international business.
- Develop and put into practice oral and written communication skills in a professional environment.

Related SDGs

SDG 4: Quality education

SDG 5: Gender equality

SDG 8: Decent work and economic growth

SDG 12: Responsible consumption and production

2. COURSE LEARNING PLAN

Methodology

Students must fulfil the activities of the Career Development Course listed in the Calendar and Contents section. To do so, they must comply with the following commitments:

- 1) The student must attend the training sessions organised by Careers Service, and the information sessions to prepare the internship application process
- 2) The student must prepare the documentation that will be required for these sessions.
- 3) The student must answer all communications about internships, and take any required action. The absence of response or action will be understood as the student is not interested in fulfilling the internship requirements, and will affect the final evaluation of the subject

The competences, the learning outcomes, the assessment elements and the quality of the learning process included in this Teaching Plan will not be affected if during the academic trimester the teaching model has to switch either to an hybrid model (combination of face-to-face and on-line sessions) or to a complete on-line model.

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Evaluation criteria

Assessment element	Type of assessment	Type of activity	Grouping	Weight
Self-knowledge of the professional profile	Mandatory	Continuous	Individual	15%
Rediscover your professional purpose (Self-knowledge)	Mandatory	Continuous	Individual	15%
Digital Personal Brand	Mandatory	Continuous	Individual	15%
Professional search strategy	Mandatory	Continuous	Individual	15%
Be inspired by Alumni: Work as...	Mandatory	Continuous	Individual	10%
Internship search process	Mandatory	Synthesis	Individual	30%

Students need to obtain a **minimum of 4 in the Internship search process (Internship Search Process implementation Report)** to pass the course. The final course grade of students that do not obtain a minimum of 4 in the internship search process implementation report, will be the minimum between 4 and the final grade computed from the different continuous evaluation elements (with the weights set above).

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Retake conditions

Students that fail the evaluation of the course will have a retake opportunity that consists of the presentation of a new internship search process implementation report in accordance with the academic calendar. If a student has to retake this report, his **maximal grade for the course will be a 5**.

General Issues

Students are required to attend 80% of classes. Failing to do so without justified reason will imply a Zero grade in the participation/attendance evaluation item and may lead to suspension from the program

Students who fail the course during the regular evaluation are allowed ONE re-take of the evaluation, in the conditions specified above. If the course fails again after the retake, the student will have to register again for the course the following year.

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 any UPF 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."

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Content and learning activities

Session	Date & Time	Content	Description	Speaker
#1	Jan 25th, 2024 (14h00-17h00)	Professional profile Self-Knowledge	After completing the extended DISC questionnaire, an activity with theoretical and practical-playful content is carried out on self-knowledge of behavioral style in the work environment.	UPF-BSM Career Services.
#2	Feb 27th, 2024 (14h00-17h00)	Rediscover your professional purpose	The student will use Sikkhona cards to create a scene that represents personal purpose.	UPF-BSM Career Services.
#3	Mar 12th, 2024 (14h00-16h00)	Digital Personal Brand	Definition of a digital personal brand consistent with the defined professional purpose.	UPF-BSM Career Services & Alberto Chinchilla
#4	Apr 9th, 2024 (14h00-16h00)	Professional search strategy	A short and long-term career strategy is designed, based on iteration, continuous improvement of the profile through feedback and experience	UPF-BSM Career Services & Diana Pinós
#5	May 07th, 2024 (14h00-16h00)	Internship program / BE INSPIRED BY ALUMNI!	Final descriptive report of the search process. Evaluation of the tools used (including CV and profile updating), channels used and implementation of the plan.	UPF-BSM Career Services & MScIB Alumni

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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.

4. BIBLIOGRAPHY/RESOURCES/ READING MATERIALS

- Kahneman, D (2011). Thinking, Fast and Slow, Farrar, Straus and Giroux.
- Annie McKee, Rochard E. Boya tzi, Fran Johnston (2008): Becoming a Resonant Leader: Develop Your Emotional Intelligence, Renew Your Relationships, Sustain Your Effectiveness, Harvard Business Review Press.

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