

i ASIGNATURA INTERNATIONAL MANAGEMENT OF FAMILY BUSINESS

Código	21506049
Titulación	GRADO EN ADMINISTRACIÓN Y DIRECCIÓN DE EMPRESAS
Módulo	MÓDULO X. MENCIÓN EN DIRECCIÓN DE NEGOCIOS I ...
Materia	MATERIA X.5 INTERNATIONAL MANAGEMENT OF FAMI ...
Duración	PRIMER SEMESTRE
Tipo	OPTATIVA
Idioma	INGLÉS
ECTS	6
Teoría	4
Práctica	2
Departamento	C139 - ORGANIZACION DE EMPRESAS

✓ REQUISITOS Y RECOMENDACIONES

Requisitos

Students must have the fundamental knowledge about Dirección Estratégica

I and II.

To take this course you will need a level of English B2.

Students from exchange programs must also have a level of English B2.

Recomendaciones

You are expected to read all the material for each lecture BEFORE coming to class, and you are also expected to participate in the discussion. If you come to class, we will expect to pick on you to answer questions or to demonstrate your understanding of the topic. Above all, you are expected to ASK questions! We very much recommend that you spend some time every day or week reading the Economist or Financial Times to get an understanding of the world economy, and to keep abreast of current developments.

RESULTADO DEL APRENDIZAJE

Id.	Resultados
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1.	<p>R1. To analyze the reasons that lead companies to internationalize.</p> <p>R2. To know the different possibilities of expansion and how it develops its internationalization process.</p> <p>R3. To identify the alternative structural strategies and configurations they can adopt.</p> <p>R4. To understand the influence that the culture of the destination countries can have on their strategies.</p> <p>R5. To introduce the different ways of doing business in the various international markets.</p> <p>R6. To learn and understand the specific nature of the family business</p> <p>R7. To identify the unique characteristics of the family business and the implications of this specificity for its management</p> <p>R8. To understand the specific characteristics of the internationalization of family businesses</p>

Q CONTENIDOS

Lecture 1. Importance of internationalization

Lecture 2. Globalization and the International Environment.

Lecture 3. Culture and international entrepreneurship.

Lecture 4. Developing the global business plan.

Lecture 5. Selecting international business opportunities and alternative entry strategies.

Lecture 6. An introduction to family business. Relevance of FB worldwide

Lecture 7. Trends in the evolution of family businesses

Lecture 8. Internationalization of family businesses

Lecture 9. Case studies

SISTEMA DE EVALUACIÓN

Criterios generales de evaluación

The evaluation of this subject will be based on a continuous process, based on the following criteria:

Individual evaluation:

Active participation in class.

Final exam.

Evaluation by working groups:

Written essays and presentations.

Students who follow the continuous evaluation system commit themselves to maintaining an attendance of 80% to the theoretical and practical classes, being compulsory attendance on the day of the presentations of their projects. Likewise, they must submit projects and essays in the terms and

due form, according to the indications that will be made through the Virtual Campus. Failure to comply with these conditions will lead to exclusion from the continuous evaluation system.

Those students who do not meet the requirements of the continuous assessment system will be evaluated through a final exam.

Procedimiento de calificación

Final exam: 60%

Group projects and essays: 30%

Active participation in class: 10%

Procedimientos de evaluación

Tarea/Actividades	Medios, técnicas e instrumentos
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Tarea/Actividades	Medios, técnicas e instrumentos
<p>Final exam (60%) Minimum requirement to pass: 3 points out of 6</p>	<p>The exam will have two parts, one theoretical and one practical. The theoretical part will account for 60% of the exam grade, and practice 40%.</p> <p>The theoretical part will contain test questions, from which answered incorrectly questions will be subtracted, and it will be mandatory to answer a minimum number of the questions contained in the exam. It will be necessary to obtain a minimum of 5 points out of 10 in the theoretical part in order to be able to pass the subject, provided that also the minimum indicated for the practical part is reached.</p> <p>Students who pass the practical part through the continuous evaluation system will not have to do the practical part of the exam. The practical part will consist in the resolution of a brief case, and it will be necessary to obtain a minimum of 4 points out of 10 in order to pass the exam, provided that also the minimum indicated for the theoretical part is reached</p>

Tarea/Actividades	Medios, técnicas e instrumentos
<p>Group work (30%) Minimum requirement to pass: 1.5 out of 3 points</p>	<p>To fulfill the requirements established in the theoretical and practical methodology of the subject is required:</p> <p>Active participation in the group and development of jointly assigned tasks. A minimum score of 1.5 points out of 3 is established to overcome the practical part of the subject. Absences from attendance at any of the practical classes will exclude the student from continuous assessment.</p> <p>UNDER ANY CONCEPT, WILL BE ADMITTED A WRITTEN WORK COPIED ON ALL OR ON PART OF THE INTERNET OR OTHER SOURCES. THE PRESENTATION OF A WORK COPIED, EVERYWHERE OR ON PART OF THE INTERNET OR OTHER SOURCES, WILL MEAN THE EXCLUSION OF THE CONTINUOUS EVALUATION SYSTEM.</p> <p>The attendance and the use of the seminars that are included as part of the subject will be valued through a summary of each seminar that each student will have to deliver at the end of the session, and that will suppose 10% of the qualification of the works in group.</p>
<p>Active participation in class (10%)</p>	<p>Active participation includes presenting ideas in the discussions in class and active listening.</p> <p>Just attending class is not considered participation.</p> <p>Using mobile phones, laptops, and any other electronic devices when they are not necessary for the class activity will be penalized.</p>

PROFESORADO

Profesorado	Categoría	Coordinador
DIAZ CARRION, ROSALIA	PROFESOR SUSTITUTO INTERINO	Sí
LORENZO GOMEZ, JOSE DANIEL	PROFESOR TITULAR UNIVERSIDAD	No

ACTIVIDADES FORMATIVAS

Actividad	Horas	Detalle
01 Teoría	32	Students must read the contents of each chapter in the recommended bibliography BEFORE attending class, since they will have a central role in the development of the sessions.
02 Prácticas, seminarios y problemas	16	Group work sessions supervised by the teacher. Resolution of problems and / or cases. Significant construction of knowledge through the interaction and team work of the students. Development in group of works or debates, accompanied or not of the presentation on a topic/project of the subject. Supervised activity with shared participation.

Actividad	Horas	Detalle
10 Actividades formativas no presenciales	88	They will consist of: - Perform the group work (30 hours) - Dedication to study hours (58 hours)
11 Actividades formativas de tutorías	6	Students use these hours of tutorials to guide the preparation of the group work and to resolve any doubts that might arise on the subject.
12 Actividades de evaluación	4	Final exam
13 Otras actividades	4	Seminars organized by the Faculty of interest for the subject

BIBLIOGRAFÍA

Bibliografía básica

Hisrich, R. D. (2012). International Entrepreneurship: Starting, Developing, and Managing a Global Venture: Starting, Developing, and Managing a Global Venture. Sage (second edition).

Poza, E. (2004): Family Business. Thomson/South Western.

Bibliografía específica

Peng, M. W. (2009). Global Strategic Management, International Edition. South Western: Cengage Learning.

Narula, R. (2003), Globalisation and Technology, Polity press: Cambridge.

UNCTAD (2008), World Investment Report 2008, Geneva and New York: United Nations.

Dunning (1993) Multinational enterprises and the global economy. Mass.: Addison-Wesley.

Miller, D. & Le Breton-Miller (2005): Managing for the long run: lessons in competitive advantage from great family businesses. Harvard Business School Press.

Gersick, K., Davis, J., McCollom Hampton, M. & Lansberg, I. (1996): Generation to generation: life cycles of the family business. Harvard Business School Press.

Ward, J.L. (2004): Perpetuating the family business: 50 lessons learned from long-lasting, successful families in business. Palgrave MacMillan.

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En aplicación de la Ley 3/2007, de 22 de marzo, para la igualdad efectiva de mujeres y hombres, así como la Ley 12/2007, de 26 de noviembre, para la promoción de la igualdad de género en Andalucía, toda alusión a personas o colectivos incluida en este documento estará haciendo referencia al género gramatical neutro, incluyendo por lo tanto la posibilidad de referirse tanto a mujeres como a hombres.