

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 ...
Curso	4
Duración	PRIMER SEMESTRE
Tipo	OPTATIVA
Idioma	INGLÉS
Ofertable en Lengua Extranjera	SÍ IDIOMA: INGLÉS
Movilidad Nacional	SÍ
Movilidad Internacional	SÍ
Estudiante Visitante Nacional	SÍ
ECTS	6,00
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.

OFERTA EN LENGUA EXTRANJERA

- Idioma: Inglés
- Tipo de grupo: Exclusivo (*)
- Nivel requerido: B1

*(Exclusivo, sólo se imparte en ese idioma; Adicional, un grupo adicional en ese idioma; Mixto, un mismo grupo con el idioma base - español y el que se oferta)

MOVILIDAD

- Movilidad Nacional (SICUE): Sí. Tipo de enseñanza: Presencial
- Movilidad Internacional: Sí. Tipo de enseñanza: Presencial
- Estudiante Visitante Nacional: Sí. Nº Plazas: 10. Tipo de enseñanza: Presencial

RESULTADO DEL APRENDIZAJE

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

COMPETENCIAS

Id.	Competencia	Tipo
CE13	Comprensión de los procesos de aparición, innovación y desarrollo de las empresas	ESPECÍFICA
CE19	Visión estratégica de la dirección de empresas	ESPECÍFICA
CE23	Habilidad para interpretar el contexto económico nacional e internacional que rodea a la empresa	ESPECÍFICA

Id.	Competencia	Tipo
CE30	Capacidad para comprender los procesos de internacionalización y las implicaciones internacionales de la gestión empresarial	ESPECÍFICA
CG03	Capacidad de organización y planificación	GENERAL
CG10	Trabajo en equipos de carácter interdisciplinar	GENERAL
CG11	Trabajo en un contexto internacional	GENERAL
CG13	Capacidad para trabajar en entornos diversos y multiculturales	GENERAL
CG18	Capacidad de adaptación a nuevas situaciones	GENERAL

Q CONTENIDOS

Contenido	Descripción
<p>Lecture 1. An introduction to family business. Relevance of FB worldwide</p> <p>Lecture 2. Trends in the evolution of family businesses</p> <p>Lecture 3. Internationalization of family businesses</p> <p>Lecture 4. Case studies</p> <p>Lecture 5. Importance of internationalization</p> <p>Lecture 6. Globalization and the International Environment.</p> <p>Lecture 7. Culture and international entrepreneurship.</p> <p>Lecture 8. Developing the global business plan.</p> <p>Lecture 9. Selecting international business opportunities.</p> <p>Lecture 10. International legal concerns.</p> <p>Lecture 11. Alternative entry strategies.</p>	

SISTEMA DE EVALUACIÓN

Procedimientos de evaluación

Tarea/Actividades	Medios, técnicas e instrumentos	Ponderación
Final exam (60%) Minimum requirement to pass: 3 points out of 6	The exam will consist on a theoretical multichoice test weighted 60%. Incorrectly answered 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 3 points out of 6 to pass this exam.	60 %
Group work (30%) Minimum requirement to pass: 1.5 out of 3 points	<p>To fulfill the requirements established for the practical part of the subject is required:</p> <p>Active participation in the group and development of team tasks. A minimum score of 1.5 points out of 3 is established to overcome the practical part of the subject. Absences in the day of the presentation or more than 80% in total (thoeretical and practical sessions) will imply the student fail the group work.</p> <p>UNDER ANY CONCEPT, A WRITTEN WORK COPIED FULLY OR OIN PART FROM THE INTERNET OR OTHER SOURCES WILL BE ADMITTED. PLAGIARISM WILL IMPLY FAILURE OF THE PRACTICAL PART OF THE SUBJECT.</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>	30 %

Tarea/Actividades	Medios, técnicas e instrumentos	Ponderación
Active participation in class (10%)	Active participation includes presenting ideas in the discussions in class and active listening. Just attending class is not considered participation. Using mobile phones, laptops, and any other electronic devices when they are not necessary for the class activity will be penalized.	10 %

Criterios 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 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.

Students that not fulfill the requirements of the continuous process of evaluation have the option of a final exam. This final exam is composed by two different parts, first a test exam as explained above for all students, and second a practical exercise including a brief case study.

PROFESORADO

Profesorado	Categoría	Coordinador
CAMELO ORDAZ, MARIA DEL CARMEN	CATEDRÁTICO DE UNIVERSIDAD	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.
10 Actividades formativas no presenciales	96,00	They will consist of: Perform the group and individual work, dedication to study hours and hours of tutorials to guide the preparation of the group work and to solve any doubts that might arise on the subject.
12 Actividades de evaluación	2,00	Final exam
13 Otras actividades	4,00	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). ISSN: 978-1-4522-1739-0.

Zellweger, T. (2017): *Managing the family business*. Edward Elgar Publishing.

Bibliografía Específica

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

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

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

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

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

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

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

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

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.
