

## Internationalization Programs Study Abroad 2020

Course title: **DOING INTERNATIONAL BUSINESS: DEVELOPING MANAGERIAL, ENTREPRENEURIAL AND MARKETING SKILLS (4 WEEKS)**

**Teaching period:** July 6-31, 2020

**Teaching hours:** 80

**Academic coordinator:** Raquel Antolín López

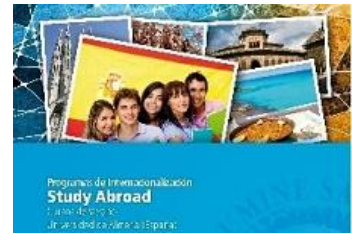
**Knowledge area:** Management, Entrepreneurship, International Business

### 1. INTRODUCTION

In a globalized economy, companies operate in different countries and employ an international workforce. In addition, companies today operate in dynamic and fast-changing environments that require quick and creative organizational responses. Given this scenario, students, potential managers and practitioners, need to develop managerial, entrepreneurship and marketing skills (negotiation, team management, communication, leadership, creativity, innovation, market research in an international environment, etc.) applicable to international and multicultural environments.

In this course, we offer a practical and applied perspective in order to develop and being able to develop these abilities and skills. Interaction among students will be encouraged to obtain and apply management and entrepreneurship skills in international organizations, understanding the different roles and functions of entrepreneurs and managers and developing basic skills for these positions.

The different modules will be taught by Doctors and Professors specialized in Management, Entrepreneurship and Marketing at the University of Almeria. All the lecturers have teaching experience both in Spanish and English in different bachelor degrees and in Master/Postgraduate courses, including a MBA and a Master in International Business Administration (in English). The teaching staff is also very active in research with publications in prestigious international journals such as *Academy of Management Learning and Education*, *J. Business Ethics*, *Human Resource Management*, *Organization & Environment*, *Technovation*, *Journal of Business Research*, *Plos One*, or *Business Strategy & the Environment*; as well as international chapters or books. In addition, their works are presented in international conferences such as *Academy of Management*, *Babson College Conference*, *Strategic Management Conference*, etc. Their research is multi-disciplinary and focuses on strategic management and marketing of private and public companies, as well as their organization and structure. It includes different levels of analysis: managers/entrepreneurs, teams, enterprises, economic sectors and production systems.



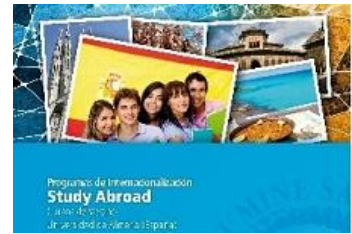
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### 2. OBJETIVES

1. Understanding and developing managerial, entrepreneurial and marketing skills needed to manage an international organization.
2. Dealing effectively with scenarios demanding complex decision-making processes, problem-solving, entrepreneurship, negotiation, effective communication, marketing, team management, motivation and leadership of groups in a multinational context.
3. Understanding and developing competences for the creation of a new company in an international context.

### 3. CONTENT

Modules	Description
<b>MODULE A</b> <i>Managerial Skills</i>	• International Negotiation and Conflict Management
	• Foreign Trade and entry modes strategies
	• Team management in cultural diverse contexts
	• Motivation and leadership for a global workforce
<b>MODULE B</b> <i>Entrepreneurial Skills</i>	• Opportunity identification/Creation and assessment
	• Creativity and innovation
	• Business models design
<b>MODULE C</b> <i>International Marketing Skills</i>	• International Strategic Marketing
	• International Market Research
	• Digital strategy for internationalization
	• E-commerce
<b>Professional Visits</b>	<ul style="list-style-type: none"> <li>• Cosentino Group©</li> <li>• Clisol Agro</li> <li>• Oro del Desierto</li> </ul>
<b>Seminars</b>	<ul style="list-style-type: none"> <li>• Young entrepreneurs panel</li> <li>• Foreign trade experts</li> </ul>



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### 4. METHODOLOGY

The course is completely taught in English. All professors in this course have experience teaching in English at an Undergraduate and Master's level.

The methodology of this course will be eminently practical and will foster the active participation and interaction of students, especially in a multicultural way.

We will use a variety of active and experiential learning methodologies: group dynamics, role plays, problem-solving activities, case studies, outdoor training activities, etc. We will also introduce gamification elements to engage students.

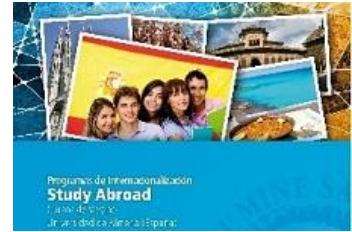
Some sessions (i.e. market research in international markets) will be held in computer-equipped spaces, where students will have the opportunity to practice with real data.

In addition, students will have the opportunity to visit three companies of the sector and attend seminars with entrepreneurs, managers and international trade experts.

### 5. PROFESSIONAL VISITS AND COMPLEMENTARY ACADEMIC ACTIVITIES

This course has an eminently practical focus and the theoretical lessons will be complemented with professional visits to companies of the main representative economic sectors of the south of Spain (i.e. construction and natural stone, intensive agricultural firms and multinational tourist and manufacture chains). The following extracurricular activities will be organized:

1. Visit to the headquarters of COSENTINO GROUP, one of the world leading companies in the design, production and distribution of architectural and decorative solutions from natural stone, and the first world producer of quartz surface Silestone®. Students will have the opportunity to know firsthand the strategic development, marketing and internationalization techniques that have led to this company to become world leader in the sector. With over 25 centuries of history, Macael quarries, have been and are the economic base of the region. Phoenicians, Romans and Arabs have lived through them, leaving a legacy of majestic works of our white marble. Examples of Macael Marble in the world: the Silver City Hotel in China, Burj Al Arab Hotel in Dubai, Kremlin Palace in Moscú, The court of the Lions at the Alhambra Palace in Granada.
2. Visit to the headquarters of CLISOL AGRO, a local firm with an extensive experience in the field of Mediterranean agriculture and of international reference in the sector worldwide. It has collaborated with the BBC documentary entitled "Europe's Salad Bowl". This firm is a clear example of an agriculture company which has focused on innovation and high qualifications of their staff as way to differentiate and compete in an increasingly globalized market, and with a higher number of consumers demanding



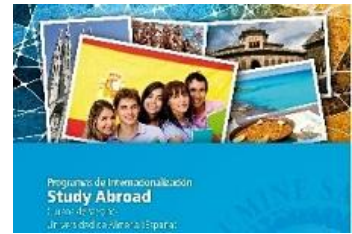
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higher quality products. Students will have the opportunity to know the business strategies being applied by the company for years which have become it an international benchmark of quality.

3. Visit to the headquarters of Oro del Desierto, a family firm located in Tabernas (Almería) focused on the production of organic olive crops that produces Organic Extra Virgin Olive Oil. It is a company with a very relevant internationalization strategy, as it currently exports its products to more than 30 countries. In addition, its quality and trajectory have been acknowledged with different national and international awards. For example, recently it was awarded with the 2<sup>o</sup> and 3<sup>o</sup> best olive oil awards according to the *World Best Olive* competition 2018/2019. Students can learn more about internationalization processes at a practical level, as well as managerial, entrepreneurial, and marketing skills can be successful.
4. Additional to these professional visits, outdoor training activities will be carried out with the aim of building teamwork spirit in the classroom and put into practice the conceptual skills acquired.
5. Furthermore, there will be several a sessions consisting in seminars with entrepreneurs, managers and international trade experts that have created or manage companies in different key sectors of Almería and that have an international scope.

### *Alternative visit:*

Visit to the head office of Bodega de Serón, a local winery, where the students will have the chance to learn the process of preparing wine and to taste it. The winery of Serón could be an example of an international-projected SME, despite its short history, it has already earned several international awards for its wines in international official competitions. The awards for its red "*Didacus*" and its white "*Saetías*" have come to recognize the great work of this winery, which has already become a benchmark in the world of wine. In the same office, students will have the opportunity of visit a factory of *Spanish cured ham* with the aim of showing the processes of salting, drying and curing of this worthy product. The climate and the height make Serón the ideal place to produce these products. The quality of this product has been recognized with the awarding of the PGI (Protected Geographical Indication) 'cured ham of Seron' that covers cured hams made exclusively in the Andalusian village of Serón by a process that includes a period of natural drying-maturation of at least 12 months. Both the wine and Spanish cured ham are two of the main gastronomic emblems of Spain which attract the attention of international markets



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### 6. ASSESSTMENT

Final grade 0-100 points:

- Class participation: 10 points
- Class activities: 20 points
- Team-based presentations: 20 points
- Final test: 50 points

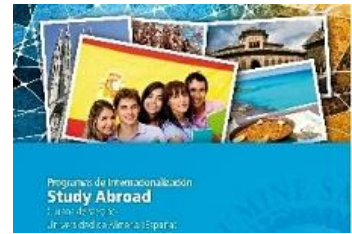
The overall pass mark is 50 and a minimum of 80% of attendance is required.

### 7. LECTURERS

**PhD. Raquel Antolín López** is an Associate Professor of Management at the University of Almeria. In addition, she collaborates in several projects with Indiana University, University of Colorado at Boulder and the City University of New York. Her main research interest lies at the intersection of sustainability, entrepreneurship and institutions. Her lines of research also include innovation, public policies, renewable energy and environmental strategy. The quality of her research has been recognized with different awards. On a teaching side, she teaches in both english and spanish, Entrepreneurship, Managerial skills and Quality and Environmental Management at undergraduate level, and International Strategic Management and International Business Negotiation in the Official Master of International Management and Modern Languages. She has been academic coordinator of the Business Study Abroad courses since 2015.

**PhD. Miguel Pérez Valls** is an Associate Professor of Management in the Department of Economics and Business Administration of the University of Almería. He participates in the Plurilingualism Plan since 2009 and teaches in several BA degrees (Strategic Management, Strategic Human Resources Management, Introduction to Business Administration, Business Organization and Administration, Human Resources Audit) and Graduate (MA) programmes (Strategic Management, Human Resources Management, Organizational Design, Data analysis, Curricular design). His main research lines focus on the impact of New Organizational forms on the development of business skills.

**PhD. Nieves García de Frutos** is an Assistant Professor of Marketing in the Department of Economics and Business Administration of the University of Almería. She currently teaches Applied international market research in the Marketing degree, and E-commerce in the Master in International Management and Modern Languages at the University of Almeria. In addition, she has experience in teaching Commercial Communication and Intercultural competences. She teaches in both English and Spanish. Her research to date has focused mainly on anti-consumption and sustainable consumer behavior and has appeared in high-prestige journals such as the International Journal of Research in Marketing, Psychology & Marketing, Journal of Macromarketing, or the Journal of Business Ethics.



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**PhD. Jose Luís Ruiz Real** is Assistant Professor of International Marketing in the Department of Economics and Business Administration of the University of Almería. He also has extensive experience as a consultant and advisor in Marketing, Positioning and Integral Management of Corporate Image, Digital Marketing, International Marketing, Branding and Tourism. It is a founding partner and Marketing Manager at MarcaDigital360, CEO at European Global Solutions, educational platform. Since 2011 he is Marketing Manager at Coolmyplanet. He combines his facet of consultant with teaching. He is teaches Marketing at the University of Almería (Spain), is a consultant advisor in the area of Marketing at Florida Institute of Management (Miami, USA), a consultant and tutor in the Bachelor of Marketing and Market Research at the Universidad Oberta de Catalunya (UOC), visiting professor at the University Changchun (China), as well as a guest lecturer at several national and international Universities.

**PhD. Maria del Mar Gálvez Rodríguez**, is Associate Professor of Management in the Department of Economics and Business Administration of the University of Almería, where she actively participates in teaching, research and management activities. Currently, she teaches Organization and Management, both in English and in Spanish. At a master level, she teaches Strategic Marketing, and Strategy. Her research activity is focused on Corporate Social Responasbility and Social Media in the Terciary sector (NGOs and foundations).

**Justo Alberto Ramírez Franco** and **Jose Manuel Torrente Galera** are the founders of Pair of Jacks, a consulting company for entrepreneurs and start-ups. They provide consulting services and training for the creation and acceleration of new ventures. They have relevant practical experience that includes training in entrepreneurship, economic and financial viability of new business projects assessment, research market and business plan skills. Justo Alberto Ramirez Franco is also a part-time lecturer in the department of Management at the University of Almería.

### Organized by:

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