



[INTERNATIONAL BUSINESS: MANAGERIAL, ENTREPRENEURIAL AND MARKETING SKILLS DEVELOPMENT]

Dates: July 3rd – 21st 2023

Teaching hours: 60h (8 ECTS)

**Area of knowledge: Marketing, Business Management &
Administration**

Academic coordinator: Raquel Antolín López



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 to develop these abilities and skills. Interaction among students will be encouraged to obtain and apply management, marketing, and entrepreneurship skills in international organizations, understand the different roles and functions of entrepreneurs and managers, and develop basic skills for these positions.

The different modules will be taught by PhDs and Professors with expertise in Management, Entrepreneurship, and Marketing at the University of Almeria. All the lecturers have teaching experience both in Spanish and English in different bachelor's degrees and Master/Postgraduate courses, including an MBA in International Business Administration (in English). The teaching staff is also very active in research with publications in prestigious international journals such as the *Journal of International Business Studies*, *Academy of Management Learning and Education*, *J. Business Ethics*, *Human Resource Management*, *Organization & Environment*, *Technovation*, *Journal of Business Research*, as well as international books or book chapters. Their research is multi-disciplinary and focuses on the 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.

In addition, there are modules taught by professionals with relevant experience in international management, entrepreneurship, and business education, that can share their business perspectives and practical experience with students.

MAIN GOALS

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, creativity, negotiation, effective communication, marketing, team management, motivation, and leadership of groups in a multicultural context.
3. Understanding and developing entrepreneurial competences for the management and creation of a new company in an international context.

4. Learning how to manage in a growing global and multicultural business environment.

CONTENT	
Course Modules	Description
MODULE A: Current Business challenges in an international context	<ul style="list-style-type: none"> ▪ Managers in the current workplace ▪ Managing current challenges: responsible management, diversity and multicultural management, attracting and building talent, etc.
MODULE B: Management skills	<ul style="list-style-type: none"> ▪ Motivation and leadership for a global workforce ▪ Creating and managing multicultural teams ▪ International negotiation and conflict management ▪ Foreign trade and entry modes strategies
MODULE C: Entrepreneurial skills	<ul style="list-style-type: none"> ▪ Creativity and innovation. ▪ Opportunity analysis: Idea feasibility and viability ▪ Business models design and new projects development
MODULE D: Marketing skills	<ul style="list-style-type: none"> ▪ International market research ▪ Digital strategy ▪ E-commerce.

COURSE METHODOLOGY	
In-lab sessions <input checked="" type="checkbox"/>	Company visits <input checked="" type="checkbox"/>
Academic visits <input type="checkbox"/>	Talks <input checked="" type="checkbox"/>
Lectures <input checked="" type="checkbox"/>	Others <input type="checkbox"/>
<p>Some other methodologies will be: group dynamics, gamification, problem-based learning, etc.</p> <p>The course is completely taught in English. All professors in this course have experience teaching in English and at an Undergraduate and Master's level. Furthermore, some lecturers are professionals that collaborate with the University to transmit their practice-related experiences and knowledge.</p> <p>The methodology of this course will be eminently practical and will foster the active participation and interaction of students, especially in a multicultural way. A variety of active and experiential learning methodologies is used: group dynamics, role plays, problem-solving activities, case studies, outdoor training activities, etc. Gamification elements are also introduced to engage students.</p>	



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 and attend seminars with entrepreneurs, managers, and international trade experts.

REQUIREMENTS

No previous knowledge is required. Good command of English is recommendable.

ACADEMIC VISITS & NETWORKING

Visit 1: **Clisol Agro**

Clisol Agro is a local ecological firm with extensive experience in the field of Mediterranean agriculture and an 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 that has focused on innovation and high qualifications of their staff as a way to differentiate and compete in an increasingly globalized market with a higher number of consumers demanding higher quality products. Students will have the opportunity to know the business strategies being applied by the company for years which have become an international benchmark of quality and organic agriculture.

Visit 2: **Briseis Company**

Briseis is a family firm with a long trajectory in hygiene and personal care products, and perfumery, which was created in the province of Almería in 1948. Since then the company has enlarged its product portfolio continuously and expanded to other Spanish locations and Paris from where it distributes its products to worldwide markets such as Saudi Arabia, The Arabian Emirates, Senegal, Canada, and Germany among others.

The students will have the opportunity to learn how an independent company has been able to survive and succeed in a sector dominated by large business groups thanks to its business agility, R&D investment, and quality. This company also serves as a good example on the importance of having effective managerial skills to overcome business crises and turn threats into business opportunities. Unfortunately, on the 6th of September 2007, a fire broke out and destroyed 90% of their main facilities (factory) in Almería which had terrible consequences for the company. Today, the Briseis factory is one of the best and most modern factories in Europe with 14.000 square meters built and the most modern machinery and technologies using renewable energy and energy-saving systems in the production process.



Visit 3: **Oro del Desierto**

Oro del Desierto is a family firm located in Tabernas (Almería) focused on the production of organic olive crops that produce 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 the 2º and 3º 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.

Alternative visit: 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 strategies that have led this company to become a 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, and The court of the Lions at the Alhambra Palace in Granada.

ASSESSMENT

The evaluation is based on three criteria (0-100 points):

- Class participation: 25 points
- Class activities and team-based presentations: 50 points
- Final test: 25 points

To pass the course, an overall grade of 50 and a minimum of 80% of attendance are required.

LECTURERS

Prof. **Raquel Antolín López**

She is an Associate Professor of Management and Entrepreneurship at the University of Almeria. In addition, she collaborates on several projects with Indiana University, the University of Colorado at Boulder, and the City University of New York. Her main research lines include sustainable entrepreneurship, sustainable business models, and corporate sustainability. She currently teaches Management and Entrepreneurship skills in the Business Administration degree and Intercultural competences in the Master in International Management.3. Understanding and developing entrepreneurial competences for the

management and creation of a new company in an international context.

Prof. Nieves García de Frutos

She is an Associate Professor of Marketing at the University of Almería. She currently teaches Applied international market research in the Marketing degree and E-commerce in the Master in International Management. In addition, she has experience in teaching Commercial Communication and Consumer behavior. Her research has appeared in high-prestige journals.

Prof. Justo Alberto Ramírez Franco & Prof. José Manuel Torrente Galera

They 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. In addition, Justo Alberto Ramírez Franco is also a part-time lecturer in the Department of Management at the U. of Almería. José Manuel Torrente Galera has also teaching experience since he collaborates with different institutions to provide training on economics and entrepreneurship.

Prof. Maria del Mar Gálvez Rodríguez

She is an 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 Spanish. At a master's level, she teaches Strategic Marketing and Digital strategy. Her research activity is focused on Corporate Social Responsibility and Social Media in the Tertiary sector (NGOs).

Prof. Jose Luís Ruiz Real

He is an Associate 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, an 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.



Prof. Jorge Tarifa Fernández

He is an Assistant Professor of Management in the Department of Economics and Business at the U.of Almería. He currently teaches Managerial Skills and Operations Management both at undergraduate and graduate levels. His research interest focuses on supply chain integration and the development of strategic capabilities and has been published in journals such as the *International Journal of Logistic Management* or *Business Process Management Journal*. He is also interested in digital technologies management and skill-biased technological change. In addition, he is currently researching new approaches to disability and employability to contribute to diversity in the workplace.

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