



UNIVERSIDAD  
DE ALMERÍA

# International Business: Managerial, Entrepreneurial & Marketing Skills Development

JULY 6 - JULY 24 | 8 ECTS | 60 HOURS



A SEA OF KNOWLEDGE  
STUDY ABROAD



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## 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, prospective managers, and practitioners need to develop managerial, entrepreneurship, and marketing skills such as negotiation, team management, communication, leadership, creativity and innovation, and market research in an international environment, applicable to international and multicultural environments.

In this course, we offer a practical and applied perspective to develop these business 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 are taught by PhDs and Professors with expertise in Management, Entrepreneurship, and Marketing from the University of Almería. All the lecturers have teaching experience in both Spanish and English in different bachelor's degrees and Master/Postgraduate courses, including an MBA in International Business Administration (taught 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, Journal of Business Ethics, Human Resource Management, Organization & Environment, Technovation, Journal of Business Research, as well as, international books and book chapters. Their research is multi-disciplinary

and international with a focus on entrepreneurship, strategic management, and marketing of private and public companies at different levels of analysis: managers/entrepreneurs, teams, enterprises, economic sectors, and production systems.

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

## Coordinators

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Raquel Antolín López  
Justo A. Ramírez Franco

## Main Goals

- Understanding and developing managerial, entrepreneurial, and marketing skills needed to manage with an international business perspective.
- Dealing effectively with scenarios demanding complex decision-making processes, problem-solving, creativity, negotiation, effective communication, marketing, team management, motivation, and leadership of teams in a multicultural context.
- Learning how to manage in a growing global and multicultural business environment.



## Contents

<b>Module A: Business Challenges in an International Context</b>
Managers in the current workplace
Managing current challenges: responsible and sustainability management, diversity and multicultural management, attracting and building talent, etc.
<b>Module B: Management Skills</b>
Motivating and leading a global workforce
Creating and managing multicultural teams
International negotiation and conflict management
<b>Module C: Entrepreneurial Skills</b>
International entrepreneurship
Creativity and innovation. Generation and identification of business opportunities
Business models design and new projects development
<b>Module D: Marketing Skills</b>
International market research
Digital strategy
E-commerce
Foreign trade and entry modes strategies



Company Visits
Clisol Agro
Oro del Desierto
Briseis
Talks with Experts
Young entrepreneurs panel/international business experts

## Methodology

In-lab sessions, academic visits, lectures, company visits, talks, others.

The course is completely taught in English. All professors in this course have experience teaching in English at both an Undergraduate and Master's level. Furthermore, some lecturers are professionals who collaborate with the University to transmit their practice-related experiences and knowledge.

The methodology of this course is eminently practical and fosters 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, etc. Gamification elements are also introduced 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 and attend seminars with experts (entrepreneurs, managers, and international trade practitioners).

# Requirements



No previous knowledge is required.  
A good command of English is recommendable.

## Academic Visits & Networking

This course has an eminently practical focus and the theoretical lessons will be supplemented with company visits to leading sectors of the south of Spain (e.g., construction and natural stone, intensive and organic agricultural firms, multinational tourist, and manufacturing chains) and seminars with experts that will offer both learning and networking opportunities.

### Clisol Agro

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.

### Oro del Desierto

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.



### **Briseis**

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 of 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.

### **Talk with experts**

Talk with entrepreneurs, managers, and international trade experts who have created or managed companies in different key sectors of Almería and that have an international scope or with the UAL Emprande service.

Alternative visits (in case an unforeseen event occurs and the mentioned companies cannot be visited):

### **Consentino 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 are 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.



### Beyond Seeds

A seeds company that is part of the Biotech Group. The main purpose of this innovative and entrepreneurial company is to develop technological innovations in the field of plant biotechnology, based on scientific research carried out by their R&D team and in collaboration with scientific institutions, which help combat climate change and other sustainability grand challenges. The company is located in the Science and Technology Park of Almería (PITA) at the University of Almería, the group has a technical production and logistics center and a 3-hectares experimental station with research greenhouses. The group is also located in the Brickell financial district in Miami (USA).

### The PITA

The Science and Technology Park of Almería. The Park is part of the Association of Science and Technology Parks of Spain (APTE), whose main objective is to collaborate in the renewal and diversification of productive activity, technological progress, and economic development. It is a center for business cooperation, innovation, internationalization, and an incubator of new companies for the agricultural sector. The PITA is focused on the development of agricultural technologies (bioeconomics), renewable energies, ICTs, water technologies, sustainable construction, and improving the internationalization strategy of agricultural companies. In addition to visiting the PITA headquarters, the students will have the opportunity to visit three companies located in the park: Technova (an experimental center), the LAB (a spinoff from the University of Almería), and Biorizon and its microalgae plant.

## Assessment

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

- Class participation (50 points)
- Class activities and team-based presentations (50 points)

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

## Lecturers

### **Raquel Antolín López**

Full Professor of Management at the Department of Economics and Business Administration of the University of Almería. She also collaborates in several projects with Indiana University, the University of Colorado at Boulder, and the City University of New York. Her main research lines include corporate sustainability, sustainable entrepreneurship, sustainable cities management, and sustainability in business education. The quality of her research has been recognized with different international and national awards and has been published in journals such as the Journal of International Business Studies, Academy of Management Learning & Education, Technovation, and Journal of Business Ethics. On the teaching side, she teaches in both English and Spanish, Entrepreneurship and Managerial skills at the undergraduate level, and International Strategic Management and Multicultural business competences in the Master in International Business Administration and Languages. She has been the academic coordinator of the Business Study Abroad courses since 2015.

### **Nieves García de Frutos**

Associate Professor of Marketing at 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 of International Business Administration and Languages. 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 been published in high-prestige journals such as the International Journal of Research in Marketing, Psychology & Marketing, Journal of Macromarketing, or the Journal of Business Ethics.

### **José Luíz Ruiz Real**

Full Professor of International Marketing at 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. He combines his facet of consultant with teaching. It is a founding partner and Marketing Manager at MarcaDigital360, and CEO at European Global Solutions, an educational platform. Since 2011 he has been Marketing Manager at Coolmyplanet. He is also 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), a visiting professor at the University Changchun (China), as well as a guest lecturer at several national and international Universities. Currently, he is also the chair of international promotion of the Vicerrectorate of Internationalization.

### **Maria del Mar Gálvez Rodríguez**

Associate Professor of Management at 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 in the Master in Business Administration and International negotiation in the Master in International Business Administration and Languages. Her research activity focuses on Corporate Social Responsibility and Social Media in the Tertiary sector (NGOs) and has been published in high-impact journals such as Public Relations Research, Voluntas, Internet Research, and Online Information Review.

### **Javier Plaza Ibarra**

Founder and CEO of Onlinement, a digital marketing consulting company that focuses on offering a complete digital marketing service including website development, graphic design, communication on social networks, and the implementation of online advertising campaigns both in social networks and Google ads. Javier Plaza has extensive experience in digital marketing in multiple sectors and countries such as France, Denmark, and Spain. He has also experience in digital marketing training and IA applied to Marketing.

### **Eduardo Terán Yépez**

Assistant Professor of Marketing in the Department of Economics and Business at the University of Almería. His research focuses on international entrepreneurship, sustainable entrepreneurship, and tourist consumer behaviour. He has published in leading academic journals, including the Journal of Business Research, International Journal of Hospitality Management, Review of Managerial Science, Current Issues in Tourism, Management Review Quarterly, and the Journal of International Entrepreneurship. He teaches in both English and Spanish. At the master's level, he lectures on Innovation for Entrepreneurs and Foreign Trade, while at the undergraduate level, he teaches Introduction to Marketing and Marketing Management.

### **Justo Alberto Ramírez Franco & Jose Manuel Torrente Galera**

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, the 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 at the Department of Management at the U. of Almería. José Manuel Torrente Galera has also teaching experience since he collaborates with a high school to train students in economics and entrepreneurship.

### **Jorge Tarifa Fernández**

Associate Professor of Management at the Department of Economics and Business at the University 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, Business Process Management Journal, or Supply Chain Management: An International Journal. He is also interested in digital technology 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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<https://www.ual.es/estudios/study-abroad>

[sabroad@ual.es](mailto:sabroad@ual.es)

+34 950 01 58 16

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