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# International Business Week

**Professor:** Mercè Roca i Puigvert

**E-mail:** merce.roca@esci.upf.edu

**Office hours:** by appointment

**Course Type:** Compulsory

**Credits:** 3 ECTS

**Term:** 3<sup>rd</sup> term

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## Course Description

The International Week offers students the opportunity to perform a series of activities to experience the implementation international business plans in foreign countries. Talks by international companies and interviews with their managers are organized in collaboration with ACCIO (the Catalan Agency for Competitiveness and Internationalization) so that students learn about the organizational structure and resources characteristic to international business operations.

## Objectives

- Identify the business climate and opportunities in the countries of destination
- Identify the cultural characteristics, business environment and distribution facilities in the countries of destination.
- Identify the main institutions related with internationalization at the country of destination.
- Strengthen the network of contacts of students.

## Methodology

- One week international week including talks by companies and institutions of interest for International Business.
- Students are required to be participative in these talks to fulfil the objectives of the course.
- Realization of a Business Week report where students reflect on the main learnings acquired.

The competences, the learning outcomes, the assessment elements and the quality of the learning process included in this Teaching Plan will not be affected if during the academic trimester the teaching model has to switch either to a hybrid model (combination of face-to-face and on-line sessions) or to a complete on-line model.

## MSc in International Business

Note: This document is for informational purposes only. Course contents and faculty may change.

## Evaluation criteria

### EVALUATION ELEMENTS

The International Week is a 3 ECTS course. There are mainly two sources of Evaluation: participation in the activities and a report.

40% - International Week activities. Individual participation in each of the meetings.

Aspects evaluated:

- Ability to interact professionally in an online environment.
- Quality of the interventions in the different meetings.
- Follow-up questions after the talks: all questions that you have that due to a matter of time constraints were not possible to pose to the speaker must be sent to the course professor. A selection might be sent to the speaker.

60% - International Week Report (in groups of up to 3 students).

You are asked to submit a report of maximum 5 double spaced pages that deals with the main learnings of the International Week and their relation with the overall Master objectives.

The paper should introduce the international business environment in the area of interest and go over the main learnings of the different talks attended. The main body of the paper can either deepen on:

- the international business environment in the area
- a particular economic/business trend of interest in the area
- analysing one of the organizations that have presented

Evaluation rubric-required contents (aspects evaluated and corresponding weight):

Title	Contents	Weight
Executive summary (max. 1 page)	A general account of the format and learnings acquired in the different talks and their relation with the different courses of the MScIB. The best executive summary will be selected to be proposed for publication in the MScIB's website. Make sure that it is written in a communicative style.	30%
Doing business in...	Summary of the main characteristics of the business environment in the areas of interests explained in the talks.	15%

MSc in International Business

	You need to indicate which talks dealt with what aspects and their relation with the different MScIB courses.	
International Week Insights	Account of the main learnings of the different talks of the International Week	15%
In-depth analysis	A more profound analysis focussed either on the business environment in the area of interest, a particular business/economic trend in the area of interest or one of the organizations presented	40%

**Deadline for the report: 12th of July 2021 at 24h. To be uploaded to e-Campus (International Week Space).**

As with all courses taught at the UPF ESCI-BSM, students who fail the course during regular evaluation will be allowed ONE re-take.

The re-take of the BT implies an individually realized full report on the countries and companies of interest with a maximum length of 15 pages.

If the course is again failed after the re-take, students will have to register again for the course the following year.

Plagiarism is to use another’s work and to present it as one’s own without acknowledging the sources in the correct way. All essays, reports or projects handed in by a student must be original work completed by the student. By enrolling at ESCI-BSM Master of Science and signing the “Honor Code,” students acknowledge that they understand the schools’ policy on plagiarism and certify that all course assignments will be their own work, except where indicated by correct referencing. Failing to do so may result in automatic expulsion from the program.”

## Calendar

The International Week activities will take place during the week 29th June to 3rd July. The specific scheduling of activities will be informed to students in anticipation.

An effort is being made to place activities in the central hours of the day to accommodate for different time zones, whenever possible. When allowed to, sessions will be recorded and posted via eCampus.

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## Reading Materials/ Bibliography/Resources

Online talks. Those for which we receive authorization will be recorded.

Relevant documents made available via e-campus.

## Bio of Professor

Mercè Roca i Puigvert is the Academic Director of the MSc in International Business. She obtained her PhD from Leeds University Business School and a Master degree in Economics and Management from Universitat Pompeu Fabra. She is a member of the Research in International Studies and Economics (RISE) at ESCI-UPF, the Experimental Economics Lab (BESLab) research group, and the Business Analytics Research Group (BARG) at UPF. She is author of numerous articles and book chapters linked to international business, market research and economic decision making.