
Career Development

Professor: Rosa Colomé Perales
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Office hours: by appointment
Course Type: Compulsory
Credits: 3 ECTS
Term: 3r term

Course Description

The Career Development course is a compulsory course for the MSs IB. It is a 3 ECTS course with the following characteristics:

- Training in skills, abilities, attitudes and tools for the development of a career professional in the international business environment.
- Work with techniques of self-knowledge and definition of professional purpose.
- Design of a professional positioning strategy and resources for the development of a personal brand
- Definition and implementation of a search strategy of professional opportunities.

Objectives

- Gain knowledge of the professional environment of international business.
- Learn skills linked to the job search and selection processes
- Learn about the functions related to international business within a company.
- Learn how to interrelate with professionals of international business.
- Put into practice communication skills in a professional environment.

Methodology

Students must fulfil the activities of the Career Development Course listed in the Calendar and Contents section. To do so, they must comply with the following commitments:

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- 1) The student must attend the training sessions organised by Careers Service, and the information sessions to prepare the internship application process
- 2) The student must prepare the documentation that will be required for these sessions.
- 3) The student must answer all communications about internships, and take any required action. The absence of response or action will be understood as the student is not interested in fulfilling the internship requirements, and will affect the final evaluation of the subject

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 an hybrid model (combination of face-to-face and on-line sessions) or to a complete on-line model.

Evaluation criteria

Assessment element	Type of assessment	Type of activity	Grouping	Weight
Self-knowledge of the professional profile through the Extended DISC	Mandatory	Continuous	Individual	15%
Rediscover your professional purpose (Self-knowledge) through Playmobil Pro	Mandatory	Continuous	Individual	15%
Digital Personal Brand	Mandatory	Continuous	Individual	15%
Professional search strategy: Lean StartUp applied to professional search	Mandatory	Continuous	Individual	15%

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Be inspired by Alumni: Work as...	Mandatory	Continuous	Individual	10%
Internship search process	Mandatory	Synthesis	Individual	30%

Students need to obtain a **minimum of 4 in the Internship search process (Internship Search Process implementation Report)** to pass the course. The final course grade of students that do not obtain a minimum of 4 in the internship search process implementation report, will be the minimum between 4 and the final grade computed from the different continuous evaluation elements (with the weights set above).

Students that fail the evaluation of the course will have a retake opportunity that consists of the presentation of a new internship search process implementation report in accordance with the academic calendar. If a student has to retake this report, his **maximal grade for the course will be a 5.**

Students are required to attend 80% of classes. Failing to do so without justified reason will imply a Zero grade in the participation/attendance evaluation item and may lead to suspension from the program

Students who fail the course during the regular evaluation are allowed ONE re-take of the evaluation, in the conditions specified above. If the course fails again after the retake, the student 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 any UPF 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.”

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Calendar and Contents

Assessment element	Content	Graded Delivered	Term
Self-knowledge of the professional profile through the Extended DISC	After completing the extended DISC questionnaire, an activity with theoretical and practical-playful content is carried out on self-knowledge of behavioral style in the work environment.	Disc Workbook	First term
Rediscover your professional purpose (Self-knowledge) through Playmobil Pro	Through Playmobil Pro as a playful tool, the student will use an "avatar" to create a scene that represents personal purpose.	Career Purpose - The student takes a photo of the final scene with Playmobil Pro and writes about its purpose.	First term
Digital Personal Brand	Definition of a digital personal brand consistent with the defined professional purpose.	The student creates an action plan for their digital strategy that included: 1.An analysis of his/her current digital footprint. 2.Define the action plan that will follow to activate the digital identity."	Second term

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		3- Present a CV, LinkedIn	
Professional search strategy: Lean StartUp applied to professional search	A short and long-term career strategy is designed, based on iteration, continuous improvement of the profile through feedback and experience, using Lean Startup concepts and tools	Search Implementation Report	Second term
Be inspired by Alumni: Work as...	Participation and assistance	Participation Alumni Workshop	Third term
Internship search process	Final descriptive report of the search process. Evaluation of the tools used (including CV and profile updating), channels used and implementation of the plan.	Search Implementation Report	Third term

Reading Materials/ Bibliography/Resources

- Kahneman, D (2011). Thinking, Fast and Slow, Farrar, Straus and Giroux.
- Annie McKee, Rochard E. Boya tzis, Fran Johnston (2008): Becoming a Resonant Leader: Develop Your Emotional Intelligence, Renew Your Relationships, Sustain Your Effectiveness, Harvard Business Review Press.
- <https://pro.playmobil.com/>; <https://www.linkedin.com/company/playmobilpro/>
- <https://gotraining.co/lego-serious-play/>

Learning outcomes

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- Be trained for professional practice in the international business environment.
- Obtain direct knowledge of the professional environment and the main functions related to international business in a company with significant activity in this domain.
- Interact with a team of professionals whose main activity is focused on international business
- Develop and put into practice oral and written communication skills in a professional environment.

Competencies

BASIC COMPETENCES

CB6. Possess and understand the knowledge that provides a basis or an opportunity to be original in the development or application of ideas, often in a research context.

CB7. That students know how to apply the acquired knowledge and their ability to solve problems in new or little-known environments within broader (or multidisciplinary) contexts related to their area of study.

CB8. That students are able to integrate knowledge and face the complexity of formulating judgments based on information that, being incomplete or limited, includes reflections on the social and ethical responsibilities linked to the application of their knowledge and judgments.

CB9. That students know how to communicate their conclusions and their knowledge and reasons that support them to specialised and non-specialized audiences in a clear and unambiguous way.

CB10. That students possess the learning skills that allow them to continue studying in a way that will be largely self-directed or autonomous.

GENERAL COMPETENCES

Instrumental skills

G1. Search, analysis, evaluation and synthesis of information. Managing the information acquired from its analysis, its assessment and the synthesis of that information.

G2. Relate concepts, knowledge and tools from different areas.

G3. Communicate orally and in writing in English

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Personal generic competencies

G4. Leadership and management capacity of multicultural, interdisciplinary, competitive, changing and complex groups.

G5. PERSUASION. Detect customer needs and supplier requirements to adapt the products and services offered.

G6. Put into practice the essential elements to be able to carry out a negotiation.

Systemic generic competencies

G7. Understand an organization with a global perspective.

G8. Implement initiatives and changes within an organization.

G9. Promote respect for multicultural values: equality, solidarity, commitment.

Competencies for applicability

G10. Make the knowledge and skills acquired effective in an advanced way.

G11. Apply quantitative criteria and qualitative aspects in decision making.

G12. Apply the concept of networking through the use of the Internet and other networking techniques.

G13. Organize and manage time efficiently in the development of tasks.

SPECIFIC COMPETENCES

E1. Identify the phases of internationalization of a company (expansion, internationalization, and rationalization of activities).

E2. Mastering the internal analysis of the company to diagnose the viability of starting the first phase of internationalization and consolidating the process

E3. Train to diagnose the viability of rationalizing the internationalization resources of the multinational company.

E4. Analyze, synthesize and interpret the data and master its application in the analysis of the business potential of the country.

E5. Interpret the current and future situation of the international economic, legal, social, and political environment.

E6. Recognize and identify sources of information and international documentation (public and private) on the business potential of a country and a sector of economic activity.

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E7. Evaluate and select the pool of countries with potential for the internationalization of the company, identifying the strategic fit of the company with the opportunity that each one represents.

E8. Advanced ability to use and develop information synthesis and communication tools for international companies.

E9. Analyze in depth the sector, competition, market, consumer, and distribution of each preselected country.

E10. Evaluate the selection of the appropriate country to develop the process of internationalization of the company.

E11. Design the international logistics network to support internationalization.

E12. Integrate the corporate social responsibility (CSR) policies of the company in the internationalization process.

E13. Define and develop a market research project for decision making in an international business environment.

E14. Design, organize and manage the sales force that will be deployed in new markets.

E15. Integrate the different areas of the company in business decision making in a simulated international environment.

E16. Master and resolve the legal-administrative procedures and procedures required in the internationalization process.

E17. Recognize and apply financial information, systems, and models to develop international financial operations.

E18. Select, organize, motivate, and lead the human resources of the company in an international environment.

E19. Mastering the tools and advanced capacity to successfully develop a negotiation at an international level, taking into account the importance of the specific socio-cultural aspects of each region.

E20. Master and know how to use the different forms of organization of the international company.

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Bio of Professor

Rosa Colomé Perales

Adjunct professor at ESCI-UPF and Director of the Career Service at ESCI-UPF

PhD in Business Organisation from Pompeu Fabra University, MSc in Logistics and Supply Chain from Cranfield University (UK) and MSc in Economics from Pompeu Fabra University

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