

Name of the SUBJECT 3.10. SPECIALIZATION IN COMPETITIVE TRENDSyO	ECTS credits 3 ECTS (75 hours), OPTIONAL
Duration, format and temporary location within the curriculum This subject will be taught throughout the fourth year of the degree.	
Previous requirements They are not established.	
Languages English/Spanish/Basque	
Basic skills <p>CB1. Students demonstrate knowledge and understanding of an area of study that builds on the foundation of general secondary education, and is often at a level that, while supported by advanced textbooks, also includes some aspects involving knowledge drawn from the forefront of their field of study.</p> <p>CB2. That students know how to apply their knowledge to their work or vocation in a professional way and have the skills that are usually demonstrated through the development and defense of arguments and problem solving within their area of study.</p> <p>Transversal Competences</p> <p>CT05- GLOBAL LOOK.- Know your roots and be curious to understand and respect the culture and history of other countries. Believing that multilingualism and all cultures have something to teach and not conforming to how things have always been done, but wanting to try new and different ways of doing things. Assume responsibly the existing problems in your world and be aware of and work for the environment and social justice for all beings that inhabit it.</p> <p>General / Personal Competences:</p> <p>CG7 Approaches the current reality and identifies possible future scenarios by analyzing the context from different perspectives, interconnecting ideas and knowledge</p> <p>Specific / Professional Skills:</p> <p>CE8 Knows and understands the implications of new trends in the management of organizations</p>	
Learning outcomes	

RA7_3 Faced with a diverse, interconnected, and multicultural social context, they are open, positive, and open-minded to address their implications in the short/medium/long term.

RA15_4 Is capable of proposing, designing and applying organization, management and direction tools, processes and methodologies that will lead the changes that will occur in organizations

Brief summary of contents

- Localisation
 - Doing Business index
- Foreign market entry modes
 - Export modes
 - Indirect export modes
 - Direct export modes
 - Intermediate modes
 - Franchising
 - Licensing
 - Strategic alliances
 - Joint ventures
 - Hierarchical modes
 - Foreign sales subsidiary
- Structures and decentralization
 - Multi-domestic strategic approach (Decentralized federation)
 - International strategic approach (Coordinated federation)
 - Global strategic approach (Centralized hub)
- Transnational approach (Integrated network)

Formation activities

The training actions planned for this module are the following:

- Development, writing and presentation of individual works (0.25 ECTS, 6.25 hours)
- Workshops oriented towards the acquisition of specific skills (0.5 ECTS, 12.5 hours)
- Online learning resources (1.5 ECTS, 37.5 hours)
- Activities and reflection dynamics both individually and in groups (0.25 ECTS, 6.25 hours)
- Accompaniment, mentoring and individual monitoring (0.25 ECTS, 6.25 hours)
- Training feedback (0.25 ECTS, 6.25 hours)

Evaluation system

All subjects will be assessed through the continuous assessment system through which constant information is provided to both teachers and students on the learning process throughout the academic period. As an indication, the criteria that will govern the grade evaluation system are the following:

- Those training activities aimed at the acquisition of knowledge and in which individual study predominates may be evaluated with oral and/or written tests that will correspond to a maximum of 40% of the final grade.
- On the other hand, those training actions aimed at the acquisition of practical competences of the subjects will be evaluated through the performance of different activities (work, cases, resolution of challenges, etc.) corresponding to a minimum of 60% of the grade. final.

Bibliography

Localisation

World Bank Group (2023). Doing Business Archive.
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Foreign market entry modes

Benito, G. R., Petersen, B., & Welch, L. S. (2009). Towards more realistic conceptualisations of foreign operation modes. *Journal of International business studies*, 40, 1455-1470.

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Structures and decentralization

Ghoshal, S., & Bartlett, C. (2000). *Transnational management. In text, cases, and readings in cross-border management (3rd ed.)*. Boston.

Sornn-Friese, H. (2019). 'Containerization in globalization': a case study of how Maersk line became a transnational company. *Shipping and Globalization in the Post-War Era: Contexts, Companies, Connections*, 103-131.

competitive trends

K Schwab (2018): The global competitiveness report. World Economic Forum

S Pérez-Moreno, B Rodríguez, M Luque - Economic Modelling, (2016): Assessing global competitiveness under multi-criteria perspective. elsevier

R Camagni, (2017): Regional competitiveness: towards a concept of territorial capital. - Seminal studies in regional and urban economics, Springer.

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Practical Applications of Market-Driven Scenarios: An Approach for Plausible Scenario Construction

B Golub, D Greenberg,(2018): R Ratcliffe - Practical Applications