International Business Trip

2017-2018

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Course Description

The Business Trip offers students the opportunity to perform a series of activities abroad to experience the implementation international business plans foreign countries. Visits to international companies and interviews with their managers are be organized in collaboration with ACCIO (the Catalan Agency for Competitivity and Internacionalization) so that students learn about the organizational structure and resources characteristic to international business operations.

Objectives

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

Methodology

- One week business trip including visits to companies and institutions of interest for IB.
- Students are required to be participative in these visits in order to fulfil the objectives of the course.
- Realization of a Business Trip report where students reflect on the main learnings acquired.

Evaluation criteria

EVALUATION ELEMENTS

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

Note: This document is only informational, detailed contents and faculty may change.
60% - Business Trip activities. Individual attendance and participation in each of the meetings.

Aspects evaluated:

- Ability to present yourselves and to communicate in a Business environment (overall behaviour/manners during the visits is to be evaluated).
- Quantity and quality of interventions in the different meetings.

40% - Business Trip Report (in groups of 3 to 4 students).

You are asked to submit a report of maximum 6 double spaced pages that deals with the main learnings of the Business Trip 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 or deal with the analysis of one of the visited institutions. Relating the report with the different courses of the program is highly encouraged.

Required contents (aspects evaluated and weight):

- Summary of the main aspects of the business environment in the areas visited relating these with the visits performed (20% of the grade)
- Account of the talks, persons in charge and contents of the talks (10% of the grade)
- A general account of the learnings acquired in the different talks and relation with the different courses of the MScIB (40% of the grade).
- A more profound analysis focussed either on the business environment in the area of interest or one of the visits performed (30% of the grade).

Deadline for the report: 8th of July 2018 at 24h. To be uploaded to the indicated space in e-Campus.

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 country and companies visited during the BT 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.”
General recommendations regarding the trip

- NON EU Shenguen citizens MUST bring passport and NIE (both)
- Bring formal clothes for the institutional visits
- Do not forget your passport
- Bring a copy of this program with you
- A detailed final agenda will be distributed with the time and addresses of all visits. You should bring it with you.
- You will be distributed the flight tickets as well as the insurance policy. You are responsible for bringing and keeping these.
Calendar and Contents

The specific scheduling of activities will be informed to students in the informative session to be held during the 3rd term.

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) research group at ESCI-UPF, the Experimental Economics Lab (LeeX) research group, and the Business Analytics Research Group (BARG) at UPF. She is author of a numerous articles and book chapters linked to international business, market research and economic decision making.