

# Syllabus

## 2024-2025

### COURSE

- Name: **GLOBAL VISION OF INTERNATIONAL BUSINESS REALITY**
- Type of Course: **Elective**
- Dates: **9<sup>th</sup>-11<sup>th</sup> April 2025**
- Credits: **3 ECTS / 4 ECTS** for EMBA and FTMBA
- Teaching language: **English**
- Coordinator of the elective course: **Erola Palau Pinyana**
- Professor: **Erola Palau Pinyana**

**Special conditions of the elective course:** travel, accommodation and expenses at the destination are the exclusive responsibility of the participants.

### PRESENTATION OF THE COURSE

#### Description

The course *Global Vision of the International Business Reality* is part of the various business programs offered by UPF-BSM. It is an optional course that provides students with an international training experience. The objective of this activity is to offer participants a comprehensive perspective on international business through an academic trip to a destination outside Spain. This academic year, the chosen destination is Stockholm, Sweden. The "Study Trip" is designed in a way that allows participants to visit both public and private institutions, as well as various businesses. Students will gain insights into different industries and business types and will develop an understanding of the business dynamics of a foreign country.

The primary focus for students is to explore a business environment distinct from Spain or their home country. This experience allows them to engage with international and multinational companies across various economic sectors, enabling them to identify successful business practices. The trip serves as a complement to the skills acquired in other Master's courses and enhances the professional experience of each participant.

#### Why Sweden?

Sweden ranked first in the European Innovation Scoreboard (EIS) and second in the Global Innovation Index (GII) in 2022. Both indices assess the innovative capacity of countries through a range of indicators, providing valuable insights for governments, businesses, and

other decision-making entities.

The country has been recognized as the most innovative country in the European Union for the third consecutive year, according to the GII 2022, as reported by the World Intellectual Property Organization. Globally, Sweden holds second place, only behind Switzerland, surpassing major economies such as the United States, the United Kingdom, and South Korea.

In 2022, Sweden also secured first place among EU countries in the European Innovation Scoreboard (EIS), a ranking developed by the European Commission. This index offers a comparative analysis of the innovative performance of EU and other European countries. Sweden continues to lead the EU in innovation for the eleventh consecutive year, followed by Finland, Denmark, and Belgium, all of which perform above the European average.

According to data from Statistics Sweden, research and development (R&D) expenditure accounted for 3.50% of Sweden's GDP in 2021, totaling SEK 174.7 billion (approximately EUR 17.2 billion), marking an increase of SEK 1.3 billion compared to 2020. In the coming years, the Swedish government is expected to maintain its focus on innovation, prioritizing areas such as the green transition, digitalization in businesses, and the well-being of its population to address key societal challenges in both the short and long term.

## **EVALUATION**

As an elective academic activity, this course is graded, similar to other elective subjects in the master's program. Attendance at all "Study Trip" activities is mandatory. Additionally, all students must individually prepare and hand in a document detailed below.

### **Individual Activity**

Each student is required to individually prepare a report (minimum of 4,000 words) based on the activities undertaken during the trip. The report should assess the most relevant aspects of the companies visited and the conferences attended, while also contextualizing these observations within the business and economic environment of the country. Students are free to focus on the aspects that they find most relevant to their interests and academic goals.

It is essential to incorporate insights shared by the managers of the companies and institutions visited, as well as a personal reflection on the discussions and presentations during the trip.

- Delivery date: **April 30th, 2025**
- Format: **PDF**
- **To hand in through eCampus.**

## ACTIVITIES

**Note:** This is the first version of the agenda subject to possible change by companies. If at the last minute any of the companies cannot host the presentation, an alternative activity will be proposed.

Day/Hour	Visit	Address
<b>Wednesday 9th April</b>		
09:00-10:00	Ignite Sweden	To be confirmed
10:30-11:30	Business Finland	To be confirmed
LUNCH TIME		
14:00-15:00	Afry	Frösundaleden 2A 169 75 Solna Sverige
16:00-17:00	Ekobanken	Lilla Nygatan 13 111 28 Stockholm
<b>Thursday 10th April</b>		
09:30-10:30	To be confirmed	
11:45-12:45	To be confirmed	
LUNCH TIME		
14:30-16:00	StoraEnso	
<b>Friday 11th April</b>		
09:30-11:00	Stilride	Augustendalsv. 51 SE-131 52 Nacka Strand

### Very Important:

*It is imperative that all participants uphold a high standard of conduct throughout these excursions. Punctuality holds significant importance.*

*We kindly request that students arrive at the designated company location 15 minutes prior to the scheduled start time of the activity. The meeting point will be at the entrance of the building where the company is located. Please be advised that access to the visit will not be allowed once the scheduled time has commenced.*

## **TEACHING STAFF**

**Erola Palau** is a researcher in the Operations, Technology, and Science Department at UPF Barcelona School of Management, where she also coordinates the Sustainability Observatory and the MSc in Sustainability Management. Additionally, she is an Associate Professor at the Faculty of Economics and Business at Universitat Pompeu Fabra (UPF). She is currently a PhD candidate in Corporate Sustainability at Universitat de Girona. Before joining UPF-BSM, Erola worked as an International Key Account Manager in the export department of a private company.

## **BIBLIOGRAPHY**

The different companies participating in this module could propose bibliography and documentation that complement their presentations and that will be shared in the Global Classroom.