
Business Trip. International Trade Mission.

Professor: Joan Pere Plaza Font

Office hours: by appointment

Course Type: Compulsory

Credits: 3 ECTS

Term: 3rd term

1. COURSE PRESENTATION

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.

This course is included in the subject **Applied Topics in Internationalisation**, which has the following learning outcomes:

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- The student will be able to propose actions in accordance with an ethical and responsible professional practice in the field of international business, in the different activities of the Master, especially in the Professional Internship and in the Final Project.
- RA7. Mat.7A.1 Identify during the internship, the interrelationships and synergies between the different departments of a company, and how these impact on international operations.characteristics in the country of destination of the academic trip.
- The student will be able to identify business opportunities in foreign markets in order to analyse the viability of business activities at an international level.
- RA1. Mat.7A.2 7B.1 Describe the basic characteristics of the different markets: economic situation and prospects, degree of development of the countries and sectors that offer the most advantages for trade and investment.
- RA1. Mat.7A.3 7B.2 Identify the relevant factors, in terms of advantages and risks, to be taken into account when trading and investing in different countries and sets of regions.

Related SDGs

SDG 4: Quality education

SDG 9: Industry, innovation and infrastructure

SDG 11: Sustainable cities and communities

SDG 12: Responsible consumption and production

SDG 16: Peace, justice and strong institutions

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2. COURSE LEARNING PLAN

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.

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Evaluation criteria

The International Week is a 3 ECTS course. There are 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.
- 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 relationship with the overall Master objectives. The paper should introduce the international business environment in the geographical 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
- analyzing one of the organizations that have presented.

The report can be elaborated on individually or in groups (of up to 3 students) and word count for this report is 2000 words ($\pm 10\%$).

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The evaluation rubric and required contents (aspects evaluated and corresponding weight) is the following:

Title	Contents	Weight
Executive summary (max. 1 page)	A general account of the format and learnings acquired in the different talks and their relationship with the different courses of the MScIB. The best executive summary will be selected to be proposed for publication in the school's website or networks. Make sure that it is written in a communicative style.	20%
International Week Insights	<p>Summary of the main characteristics of the business environment in the areas of interests explained in the talks. Indicate which talks dealt with what aspects and their relation with the different MScIB courses.</p> <p>Account of the main learnings of the different talks of the International Week</p> <p>Alternatively, elaborate on an in-depth 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</p>	80%

The International Trade Mission will take place after all academic loads in the third term are finished. The specific schedule of activities will be communicated to students in advance.

The deadline for the final report is July 15th at midnight. Please edit your final text using the template available on the eCampus.

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Retake conditions

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 one of the companies studied with a **maximum length of 5 pages**. The same rubric as the standard evaluation will be followed. Students having to retake the course will get a **maximal grade of 5**.

The retake report will have to be presented before the Jul 30th at midnight.

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

General Issues

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 and Contents

The International Week activities will take place during the last week of June. The specific scheduling of activities will be shared with the students in advance.

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3. PROFESSOR – JOAN PERE PLAZA

I have been a full-time lecturer at ESCI-UPF since 2017. Before this position, I served as a post-doctoral researcher at the Universidad Carlos III (Madrid), and conducted my doctoral research project, splitting my time between Barcelona and Brussels. I have also visited other universities and research centres, such as the École Normale Supérieure de Lyon (France) and the Centro de Estudios Avanzados de la Universidad Nacional de Córdoba (Argentina). Moreover, this academic year 2023-2024 I have been invited to teach on EU-related topics at Toulouse Business School and the MCI Innsbruck (Austria).

My academic interests focus on the institutional framework of the European Integration process (and compared regionalism), with special attention to the EU Trade Policy. I have also worked on the Methodology in Social Sciences, with close attention to applying Chaos Theory to this field. Life brought to other topics and fields of research, but I am always excited to read about these themes. Some of the results of my scientific works have been published in Springer Verlag and the Journal of European Public Policy. Sometimes alone, and many times co-authoring the papers with colleagues from different institutions,

I am deeply concerned with pedagogical innovation. I am a Scientific Advisor at Simlearn, a Belgium-based spin-off that creates innovative online story-telling tools to unpack the functioning of the EU's political system.

In my spare time, I bake all sorts of bread and grow tomatoes and spinach in my urban vegetable garden.