International commercialization of goods and services in engineering, construction and professional

MASTER'S DEGREE MBA IN INTERNATIONAL MANAGEMENT

UNIVERSIDAD INTERNACIONAL MENÉNDEZ PELAYO

Másteres Universitarios

This document can be used as reference documentation of this subject for the application for recognition of credits in other study programmes. For its full effect, it should be stamped by UIMP Student's Office.

GENERAL DATA

Brief description

The objective of this subject is to convey to the students the main characteristics of these markets, the factors to be analysed and the knowledge necessary to help in decision-making for the international commercialisation of goods and services corresponding to these industries.

Name

International commercialization of goods and services in engineering, construction and professional

Code

102830

Academic year

2024-25

Degree

MASTER'S DEGREE MBA IN INTERNATIONAL MANAGEMENT

ECTS Credits

1

Type

ELECTIVE

Duration

Cuatrimestral

Language

Spanish/English

CONTENTS

Contents

• B2B and B2G market definition and characteristics. The difference in approaches to the B2G market.

• Description and characteristics of the engineering, construction, consultancy and ICT industries.

• The impact of new technologies on the engineering and construction industry: Digital transformation, Industry 4.0 and circular economy

• Commercial approach to the internationalisation of goods and services in these sectors: Organisational model and international implementation model.

• International marketing of industrial goods and services: Business opportunities.

• Customer management: Analysis, identification, selection, commercial management and negotiation.

• The competitive environment: The diversity of international competition. Positioning.

• Management of the international commercial network.

• Diversity of goods and services in these industries: Supply and the “made-to-measure” approach

• Success and failure factors and lessons learned.

• Analysis of a case study on international marketing of goods and services in these industries.

COMPETENCES

Conocimientos

CO1 - To learn about business management analytics in dynamic and complex environments, such as the international environment.

CO3 - To master the basic tools of information and communication technologies for exercising of their profession and for learning.

CO4 - To understand the concepts, theories and instruments for analysing and developing business internationalisation plans.

CO5 - To understand the nature of problems in the organisation and therefore the application of suitable tools by developing analytical skills.

CO6 - To acquire the skills for professional document drafting and reporting in the field of international business.

CO7 - To know the structure and functioning of the organisations and institutions that support companies’ internationalisation.

CO8 - To know the main legal and fiscal aspects that directly or indirectly affect business internationalisation processes.

CO13 - To learn to incorporate the concept of sustainability in business and institutional projects, identifying its specific areas of practical application.

CO14 - To learn to incorporate other SDG concepts, which are also relevant for international companies, in their projects, identifying their specific areas of practical application.

Habilidades

S1 - To apply the theoretical and practical knowledge acquired, with a high degree of independence, in both national and international companies, be they small or medium-sized or companies of a more multinational dimension, and even in non-business organisations whose management requires an international vision.

S3 - To be able to collect, record and interpret macroeconomic data, country information, industry and business information, financial and accounting data, statistical data, and relevant research results to systematise business decision-making processes in international environments.

S5 - To assess the relationship between enterprises and the institutional framework in which activities are carried out.

S6 - To manage digital platforms, technological, audiovisual and computer media to search for information and for effective communication of business projects.

S7 - To manage software and statistical programmes for data recording and analysis.

S8 - To analyse the results of market and competition research to propose strategic orientations and operational actions.

Competencias

C1 - To work in multidisciplinary and multicultural teams, in highly demanding situations in terms of time (deadlines for designing and executing projects and cases) and results.

C2 - To develop business and personal activities within the strictest ethical and socially responsible behaviours, as well as to develop sensitivity towards social and environmental issues.

C3 - To express themselves correctly, both orally and in writing, in Spanish and English, maintaining an appropriate image in their professional activity.

C4 - To lead the process of designing the international strategy.

C5 - To work in a team, prioritising the precision of the results and the soundness and originality of the proposals. .

C6 - To lead and develop international business negotiation processes.

LEARNING PLAN

Training activities

Type of activity	Hours	% On site
TA1.- Master classes	8	100
TA2.- Practical classes	5	100
TA3.- Individual and group work	15	0
TA4.- Tutorials	2	100
TA5.- Individual student work	20	0

Teaching methods

The subject will follow the following methodological structure:

• Practical Classes based on business cases involving Spanish and multinational companies from the engineering, consulting and construction industries.
• Team work on internationalisation strategy for an engineering, consulting and or/construction company.
• Student participation will be encouraged by means of continuous questions from the lecturer in order to generate a discussion on the issues analysed in each session.

EVALUATION

Evaluation system

Students' final grades in the ordinary exam session will be determined on the basis of three concepts: the final exam, a project on the internationalisation strategy of a company in the industries studied and class participation.

1) The final exam consisting of the mixed type, with multiple-choice and open-ended questions, will account for 100% of the final grade.

The written examination to assess the theoretical knowledge acquired by students will consist of 20 multiple-choice questions, with four answers for each question, but only one valid answer. The multiple-choice part of the exam is worth 80% of the total grade. Correct answers will be awarded 0.5 points. No points will be deducted for unanswered questions, and incorrect answers will lead to a deduction of 0.166 points. In addition, an open-ended question will be included with a weighting of 20% of the total grade. The duration of the exam is 45 minutes.

Most of the answers will be derived directly from the documentation provided during the course and/or from the explanations given in class by the lecturer. However, some may require a personal effort of reflection on the part of students and the application of their own judgement.

2) Teamwork on a company's internationalisation strategy.

Work, to be done in a group, in order to allow the student to increase their final grade by up to 10%. In order to be eligible for this promotion, the student must obtain a minimum score of 3.5 in the final exam.

3) Class participation.

The lecturer may increase or decrease the final grade achieved by up to +/- 10% according to the participation of each student, both quantitatively (number of interventions) and, mainly, qualitatively (timeliness and quality of interventions), as well as the attitude and attention given during the teaching sessions.

In the 2nd and subsequent exam sessions, 100% of the grade will depend exclusively on the exam. The type of examination may be a multiple-choice or essay type, oral, mixed or assignment. The student will be informed of the type(s) of test(s) in good time.

FACULTY

Coordinator/s

Llopis Franco, Miguel

Licenciado en Ciencias Económicas y Empresariales.

Desarrollo económico y economía internacional.

Universidad Complutense de Madrid.

Lecturers

Porfessor responsible for the subject

BIBLIOGRAPHY AND LINKS

Bibliography

• “Student Handbook” (2024-2025) prepared by the lecturer containing the content for the subject.

• PowerPoint presentations for each of the sessions with the main points and phases of internationalisation of engineering and construction companies.

Further recommended reading:

-Shaping the Future of Construction_WEF

-Reorganizing for Growth in engineering companies_Booth & Co.

-Technology in Infrastructure_WEF

-The next normal in construction_ Mc Kinsey

-2024 engineering and construction industry outlook_Deloitte Insights

-2024_Top 21 Construction Industr Trends

-EFCA Future Trends report 2023

-EFCA Barometer_Autumn_2023_Final

-SEOPAN_Asociación de empresas constructoras y concesionarias

-TECNIBERIA_ Asociación española de empresas de ingeniería

-The basics of battle cards

-Guide_to_Winning_Proposal_Methodologies

-WEF_Circularity_in_the_Built_Environment_2023

-EFCA Construction 2050 Paper

-EFCA Future Scenarios Report 2021