

Globalization and International Business Management – 7,5 ECTS

Organizational planning system. Concept, characteristics and stages strategic planning process. The strategic planning in different contexts. Advantages and disadvantages of strategic planning. Definition of international strategies, international strategies characteristics, planning of global operations.

Marketing and Consumer Behavior – 7,5 ECTS

Fundamentals of marketing. Strategic planning. The marketing environment. Market research-marketing information systems. Consumer markets-purchase decision process. Organizational markets and buyer behavior. Demand measurement and prediction. Market segmentation, target market selection and product positioning. Product planning: products, brands, packaging and services.

Culture and International Business Negotiations – 7,5 ECTS

Introduction. International negotiations. Negotiation, the State of the art. Approaches to the analysis of negotiation. The negotiation process. Negotiating skill. Customer handling. Elements to negotiate.

To recognize, analyze and understand the stages of the negotiation process, the planning procedures of negotiation, the main elements, the factors that affect the negotiations, skills, strategies, and tactics of international negotiation.