Universidad Rey Juan Carlos

TEACHING GUIDE

COMPANIES AND INTERNATIONAL ORGANISATIONS: MULTINATIONAL COMPANIES

GRADO EN RELACIONES INTERNACIONALES (INGLÉS)

ACADEMIC YEAR 2026-27

Q2803011B UNIVERSIDAD REY JUAN CARLOS
Fecha firma: 13/11/2026 17:57 | Hash: 86898bec9f00691de18d13744af0c38c1.

Publication date: 22-06-2026

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I.-Subject Identification	
Type	FORMACIÓN BÁSICA
Teaching period	2 course, 2Q semester
Nº of credits	6
Language in wich the subject is taught	English

II.-Presentation

The aim of this module is to provide students with a clear understanding of the concept of the firm, organisational forms, and corporate culture, enabling them to identify and explain these aspects within the context of internationalisation and globalisation processes. In order to achieve these objectives, the module is organised into six topics covering the core areas of the subject. These are:

- The concept of the firm: organisational models and their functions.
- Types of firms and the evolution of management models.
- Organisational structure, corporate culture, and corporate social responsibility.
- Multinational companies: features, characteristics, operations, and relationships with international organisations.

The module requires the active participation of students through the analysis of case studies, class debates, case commentaries, and the review and discussion of key concepts, among other activities.

Active student engagement fosters the development of respect for diverse perspectives and promotes learning through the enrichment that arises from a plurality of opinions and viewpoints.

The students are required to:

- Read the assigned material before class
- Prepare homework assignments/papers/exercises
- Participate in group assignments
- Demonstrate proficiency on midterm and final exam

III.-Learning outcomes

CG03. Students must have the ability to gather and interpret relevant data in order to make value judgements that include an analysis of the relevant political, legal, social, economic, scientific and ethical issues.

CG04. Students must be able to transmit information, ideas, problems and solutions to others, be they specialised or not.

CG05. Students must be able to work in groups, transmitting, sharing and processing information.

CE09. Students must be aware of and understand the basic features of the globalisation of social, economic and political activity as well as the functioning of international organisations.

CE13. Students must acquire the necessary skills to understand and analyse economic relations and their international dimension.

- Key for degrees not adapted to RD 822/21: **CB** - basic competences, **CG** - generic competences, **CE** - specific competences, **CT** - transversal competences.
- Key for degrees adapted to RD 822/21: **CON** - knowledge, **COM** - competences, **HAB** - skills.

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IV.-Contents

IV.A.-Syllabus

PART 1. GLOBAL BUSINESS ENVIRONMENT

Topic 1. Corporations and the Global Environment

1.1. The firm and the entrepreneur: concepts and definitions
1.2. Types of businesses
1.3. The business objectives: Benefit vs value creation
1.4. Stakeholders and shareholders: actors involved in the formulation of organisational objectives.

Topic 2. Management functions

2.1. Planning
2.2. Organising
2.3. Leading. Human Resource Management: expatriate employees versus local personnel
2.4. Controlling

Topic 3. Organizational structure in multinational companies

3.1. Organizational design: definition, concepts, components and instruments
3.2. Fundamental organisational design decisions: differentiation and integration of activities
3.3. Contingency factors
3.4. Main methods of the organisational design
3.5. Mechanical and organic organisational structures

PART 2. CORPORATIONS INTERNATIONAL MANAGEMENT

Topic 4. International Agents. Multinational Companies.

4.1. The globalization process: the role of information and communication technology (ICT) developments
4.2. Multinational companies: feautres, characteristics and operations
4.3. The challenge of business internationalisation: corporate culture versus national culture
4.4. The evolution of multinational companies
4.5. Overview of the role of international trade and foreign direct investment in international relations

Topic 5. International Strategy

5.1. International strategic analysis
5.2. Modes of entry into international markets
5.3. International market selection
5.4. Generic strategies of multinational enterprises: global versus local approaches

Topic 6. Multinational Companies on the International System

6.1. The impact of multinational enterprises
6.2. Multinational enterprises and national policy
6.3. The impact of international organisations
6.4. Responsible business conduct in multinational enterprises: Corporate Social Responsibility and business ethics

IV.B.-Training activities

Type	Title
Lectures	Preparation of lecture classes
Resolution of exercises, problems, case studies	Analysis and resolution of individual and group case studies and practical exercises. Discussion and critical debate of case studies and academic readings. Completion of formative assessment tasks aimed at reinforcing understanding and consolidating key concepts.
Academic tutorials	Participation in academic tutorials

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Other activities	Preparation, development and presentation of individual and/or group coursework addressing the topics and case studies covered in the module.

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V.-Student workload	
Theoretical sessions	40
Resolution of exercises, problems, case studies, etc.	15
Practical sessions in experimental, technological and clinical laboratories, fieldwork, etc.	0
Tests and/or exams	5
Academic tutorials	30
Related activities: conferences, seminars, etc.	18
Preparation of theoretical sessions and self-study	7
Preparation of practical tasks, exercises, case studies, projects, etc.	35
Preparation for tests and/or exams	30
Total student workload	180

VI.-Methodology and academic programme

Type	Period	Content
Practical sessions	Week 1 to Week 15	Debates on assigned readings and current affairs. Analysis of practical case studies. Individual and/or group coursework.
Academic tutorials	Week 1 to Week 15	Academic tutorials.
Theoretical sessions	Week 1 to Week 15	Introduction to the topic. Overview of the module content and conceptual framework. Development of understanding and assimilation of the subject matter. Review and synthesis of key concepts.
Group work	Week 1 to Week 15	Preparation of group-based coursework assigned by the module lecturer, to be presented and discussed in class throughout the semester.

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VII.-Assessment methods

The general assessment method is continuous as established in the *Regulation for the Assessment of Learning Outcomes* of Rey Juan Carlos University.
All the assessment systems established in the degree report must be employed, except for those that have a minimum weight of 0%, which can be used by professors in the academic years they consider relevant. Each assessment system may be applied through one or more assessment activities, consistent with the system. No assessment activity can exceed individually 60% of the overall grade for the subject.
The sum of non re-evaluable activities cannot exceed 40% of the overall grade for the subject and, in general, should not have an established minimum grade (except for practical activities in which, strictly speaking, the conditions of the ordinary call cannot be reproduced in the extraordinary call).
Those students who do not manage to pass the subject in the ordinary call, or do not attend this first call, may attend the extraordinary call only for failed re-evaluable assessment activities.
The distribution and characteristics of the assessment activities are described below.

VII.A.-Description and weight of the assessment activities

In accordance with the principles of the European Higher Education Area (EHEA), assessment on this programme is based on continuous assessment. The distribution and characteristics of the assessment components are outlined below.
(1) Practical Assessments – Non-Resit Component (40%). Practical assessments are non-resittable and account for 40% of the final mark. The specific activities may vary depending on the size of the class group. The purpose of these practical activities is to assess students' progress on a regular basis throughout the semester. Continuous assessment promotes active participation and sustained engagement with the learning process, which cannot be replicated effectively through a resit assessment. Submission of all practical assessment tasks by the deadlines established by the lecturer is compulsory to receive a mark for this component. Marks obtained in the practical assessments (non-resittable component) will be retained until the resit examination period of the extraordinary assessment session.
(2) Written Examination – Resit Component (60%) (mimimum mark 5 out of 10). The written examination is resittable and contributes 60% of the final mark. The examination is designed to assess students' understanding and assimilation of the fundamental concepts and core content of the module. Students must obtain a minimum mark of 5 out of 10 in this examination to pass the module.
The final module grade will be calculated as follows:
- 40%: Average mark obtained in the practical assessment activities.
- 60%: On-campus written examination assessing the theoretical and practical content of the module. The examination format will be determined by the lecturer(s) responsible for the module and may include a variety of assessment methods, such as multiple-choice questions (single correct answer); multiple-choice questions (multiple correct answers); short-answer questions; analytical and reasoning questions; problem-solving exercises; case-study analysis; essay questions; among others. A minimum score of 5 out of 10 in the written examination is required to pass the module. As this assessment component is resittable, students who do not achieve the required standard may retake the examination during the extraordinary assessment period. The examination in both the ordinary and extraordinary assessment sessions will be conducted in person.

IMPORTANT: Under no circumstances may ordinary or extraordinary examinations be taken online or at students' home institutions. All examinations must be sat face to face in Madrid, on the dates officially established by the University.
EARLY APPLICATION CALL: Students who apply for and are granted access to the early assessment call, in accordance with the requirements set out in the URJC Regulations on the Assessment of Learning Outcomes, will be assessed by means of a theory-and-practice examination covering the content of the module.

VII.B. Assessment of students with academic exemption from class attendance

Having Academic Exemption from Class Attendance (DAAC) does not imply that students are automatically exempt from participating in the continuous assessment activities or in the training activities of compulsory attendance as established in the teaching guide. Once the exemption has been granted, students must contact the subject's teaching staff, who will propose the adaptations he/she may consider relevant, as long as they guarantee the acquisition and adequate assessment of the learning goals established. Students must maintain adequate communication with the teaching staff so that they may provide information on the dates for training and assessment activities, if these are not established in the programme and available for students at the time of achieving the exemption.
Subject with possibility of academic exemption: Yes.

VII.C. Review of assessment activities

In accordance with the Regulation for the Assessment of Learning Outcomes of Rey Juan Carlos University.

VII.D.-Students with a disability or special educational needs

In order to guarantee equal opportunities, non-discrimination, universal accessibility and academic success, students with disabilities or especial education needs may request curricular adaptations to follow their studies. These adaptations will be provided by the Unit of Attention to People with Disabilities of Rey Juan Carlos University, in accordance with the regulation which regulates the service for the Attention of People with Disabilities at the University. This Unit will issue a report for curricular adaptations, so that students with disabilities or special education needs must contact the service (at e-mail discapacidad.programa@urjc.es) in order to provide relevant information for different educational alternatives.

VII.E.-Academic behaviour, academic integrity and honesty

Rey Juan Carlos University is fully committed to the highest standards of academic integrity and honesty, so studying at the URJC means assuming and subscribing to the values of integrity and academic honesty set out in the University's Ethical Code. To support this process, the University has Rey Juan Carlos University's Academic Conduct Regulation as well as different tools (anti-plagiarism, supervision...) that offer a collective guarantee for the full development of these essential values.

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VIII.-Teaching resources and materials
Basic bibliography
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PLA BARBER, J. & DARDER, F.L. (2016). Dirección internacional de la empresa / Madrid. McGraw Hill Education

IX.-Professors	
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Department	Economía de la Empresa
Campus	Madrid - Vicálvaro
Category	Profesor/a Ayudante Doctor/a
Academic degree	Doctor
Person responsible for the subject	No
Tutorial timetable	Para consultar las tutorias póngase en contacto con el/la profesor/a a través de correo electrónico
Number of quinquennia	0
Number of sexennia	1
No. of positive evaluations by Docentia	0

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