Universidad Rey Juan Carlos

TEACHING GUIDE

COOPERATION AGREEMENTS IN RESEARCH AND DEVELOPMENT

MÁSTER U. EN BUSINESS ORGANIZATION (INGLÉS)

ACADEMIC YEAR 2026-27

Q2803011B UNIVERSIDAD REY JUAN CARLOS
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I.-Subject Identification	
Type	OBLIGATORIA
Teaching period	1 course, 1S semester
Nº of credits	6
Language in wich the subject is taught	English

II.-Presentation

International Business (IB) encompasses cross-border commercial activities, including the trade of goods and services, as well as foreign direct investment (FDI). It plays a strategic role in the development of both advanced and emerging economies, which often depend on international markets to complement domestic capabilities and secure critical resources. In addition to economic transactions, international cooperation agreements in Research and Development (R&D) have emerged as a vital component of IB. These agreements enable firms and nations to share knowledge, mitigate innovation costs, accelerate technological progress, and co-develop solutions to complex global challenges. Such collaborative frameworks are especially critical in high-tech sectors, where innovation cycles are fast and resource demands are high. Supported by advancements in digital infrastructure, logistics, and organizational strategies, IB and R&D cooperation together drive global competitiveness and reinforce the interconnectedness of national economies in an increasingly globalized world.

III.-Learning outcomes

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CG01. Habilidades básicas de gestión de la información en la investigación.
CG02. Capacidad para exponer con argumento los puntos de vista propios y analizar y valorar alternativas en los trabajos de investigación.
CG03. Habilidad para verificar e integrar conocimientos actualizados en el ámbito de la Organización de Empresas.
CG04. Capacidad para aplicar el conocimiento a la práctica de forma creativa.
CT01. Aplicar los conocimientos adquiridos y su capacidad de resolución de problemas en entornos nuevos o poco conocidos dentro de contextos más amplios.
CT02. Integrar conocimientos y enfrentarse a la complejidad de formular juicios a partir de una información que, siendo incompleta y limitada, incluya reflexiones sobre las responsabilidades sociales y éticas vinculadas a la aplicación de sus conocimientos y juicios.
CT03. Comunicar sus conclusiones a públicos especializados y no especializados de un modo claro y sin ambigüedades
CT04. Adquirir habilidades de aprendizaje que permitan continuar estudiando de un modo que habrá de ser en gran medida auto-dirigido y autónomo.
CT05. Desarrollar el razonamiento crítico y la capacidad para realizar análisis y síntesis de la información disponible
CB6 - Poseer y comprender conocimientos que aporten una base u oportunidad de ser originales en el desarrollo y/o aplicación de ideas, a menudo en un contexto de investigación
CB7 - Que los estudiantes sepan aplicar los conocimientos adquiridos y su capacidad de resolución de problemas en entornos nuevos o poco conocidos dentro de contextos más amplios (o multidisciplinares) relacionados con su área de estudio
CB8 - Que los estudiantes sean capaces de integrar conocimientos y enfrentarse a la complejidad de formular juicios a partir de una información que, siendo incompleta o limitada, incluya reflexiones sobre las responsabilidades sociales y éticas vinculadas a la aplicación de sus conocimientos y juicios
CB9 - Que los estudiantes sepan comunicar sus conclusiones y los conocimientos y razones últimas que las sustentan a públicos especializados y no especializados de un modo claro y sin ambigüedades
CB10 - Que los estudiantes posean las habilidades de aprendizaje que les permitan continuar estudiando de un modo que habrá de ser en gran medida autodirigido o autónomo.
CE01. Saber identificar las necesidades y demandas de los contextos en los que se exige la aplicación de herramientas metodológicas y aprender a proponer soluciones adecuadas para las preguntas de investigación que emanan de las líneas derivadas del ámbito de Organización de Empresas
CE02. Desarrollar el razonamiento y pensamiento crítico para realizar análisis de la realidad empresarial a través de la identificación, descripción y diagnóstico de problemáticas empresariales actuales cercanas al entorno en el que el alumno se encuentra utilizando las herramientas estratégico organizativas que desde el área de Organización de Empresas se ofrecen, y que utilizan las organizaciones para su propio diagnóstico.
CE03. Aplicar herramientas metodológicas para la solución de problemas y/o preguntas de investigación en el ámbito estratégico-organizativo
CE04. Saber utilizar herramientas de estrategia y organización para identificar y resolver los problemas, tales como análisis de las 5 fuerzas de Porter, Análisis PESTLE, de factores económicos, sociales, tecnológicos, legales y de entorno, análisis del diamante de Porter, análisis DAFO, modelos de cuadros de mando integrales¿
CE05. Aprender a proponer soluciones apropiadas basándose en los modelos empresariales estudiados.
CE07. Obtener información de forma efectiva lo que implica ser capaz de buscar, gestionar organizar y analizar la información bibliográfica relevante en el ámbito de Organización de Empresas, y en cada línea de investigación propuesta
CE10. Evaluar la investigación proyectada por otros investigadores y profesionales, a través del desarrollo de competencias de lectura y síntesis crítica de artículos de investigación de cada una de las líneas de Organización de Empresas que se enseñan en la titulación
CE12. Conocer los principales modelos teóricos que subyacen en los diversos ámbitos específicos de la investigación. Los alumnos adquieren conocimientos específicos de las teorías más relevantes que explican los comportamientos empresariales, como la Teoría de los Recursos y Capacidades, la Teoría de los Costes de Transacción, la Teoría de Capacidades Dinámicas, la Teoría de la Agencia, la Teoría de Dependencia de Recursos, la Teoría Ecléctica¿.

- 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 I: BACKGROUND FOR INTERNATIONAL BUSINESS
Globalization and International Business

Part II: COMPARATIVE ENVIRONMENTAL FRAMEWORKS
The Cultural, Political, Legal and Economic Environments Facing Business

Part III: THEORIES AND INSTITUTIONS: TRADE AND INVESTMENT
International Trade and Governmental Influence on Trade

Part IV: Cross-National Cooperation and Agreements

IV.B.-Training activities

Type	Title
Lectures	Available in the virtual classroom
Individual work	Initiated in the first month of classes and finalized with a class presentation
Group work	Presented in class by the group
Other activities	Students can request tutoring with professors via the virtual classroom email
Other activities	Taught and evaluated by Professors Cristina Carrasco and Alicia Orea

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V.-Student workload	
Theoretical sessions	20
Resolution of exercises, problems, case studies, etc.	20
Practical sessions in experimental, technological and clinical laboratories, fieldwork, etc.	0
Tests and/or exams	8
Academic tutorials	6
Related activities: conferences, seminars, etc.	6
Preparation of theoretical sessions and self-study	20
Preparation of practical tasks, exercises, case studies, projects, etc.	60
Preparation for tests and/or exams	10
Total student workload	150

VI.-Methodology and academic programme

Type	Period	Content
Individual work	Week 1 to Week 14	Assigned to students at the beginning of the course to work on them until completion, having to submit a written document and to make a class presentation
Seminars	Week 1 to Week 14	One-session seminars on course-related topics. Compulsory attendance. (Taught and graded by Profs. Carrasco and Orea)
Group work	Week 1 to Week 14	Case studies prepared in groups for class discussion. Topics are related to the course
Theoretical sessions	Week 1 to Week 14	Presentation and discussion in class of the course topics indicated in the syllabus (Prof. Carlos Rodriguez Monroy)

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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

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Continuous ordinary assessment:
The distribution and characteristics of the assessment tests are those described below. Only in exceptional case and for special reasons may the teacher add changes to the Guide. These changes will require the prior consultation with the Subject Head and the prior and explicit authorization of the Degree Programme Coordinator, who will notify the Vice-Rector's office in charge of Academic Affairs of the modifications made. In any case, the changes proposed must consider the stipulations of the verified report. In order for these changes to take effect, they must be duly communicated at the start of the course to the students using Aula Virtual.
The combination of activities that are not re-assessable cannot exceed **40%** of the subject grade and, in general, cannot have a minimum grade, and tests which exceed **60%** of the subject weighting cannot be added.

Extraordinary assessment: Students who do not manage to pass the ordinary assessment, or who did not attend, will be subject to completion of an extraordinary assessment to verify the acquisition of the skills established in the guide, only for activities that are re-assessable.

Description of the tests for assessment and their weights.

Weighting for assessment Ordinary Evaluation: If the Faculty believes that attendance is compulsory, it must be specified with precision. (Note: for not admitting to a test a student due to not complying with the minimum of assistance, it must be able to be justified by the professor using a probationary system, for example, signature sheets).
The distribution and characteristics of the evaluation tests are those described below. According to the specific characteristics of each class group, the Professor may, in the first weeks of the course, make changes that seem appropriate, being these communicated to the Vice-rector of Teaching,
Academic Ordination, and Titles.

Extraordinary Evaluation: Students who fail to pass the course in the regular session, or who have not taken the exam, may only take the re-assessable assessment activities they failed in the extraordinary session.
The distribution and characteristics of the assessment activities are described below.

Evaluation System	Evaluation Activity	Weighting	Can be Re-evaluated	Minimum Grade	Contents
Continuous assessment	Written Exam	40% Midterm 20% Final Exam 20%	YES	4 out of 10 points	Topics in Syllabus
Continuous assessment	Individual Assignment	30%	YES	4 out of 10 points	Assigned by Instructor
Continuous assessment	Seminars (3)	30% (10% each)	NO	No mínimum grade	As indicated by Instructor

The final grade is calculated as the weighted average of the grades for the assessment activities according to the percentages indicated, provided that the minimum grade indicated for each activity was achieved (if applicable). Taking the above into account, to pass the course, the weighted average must be at least 5.
• If no assessable test was taken, the final grade will be "Not Presented."

EXTRAORDINARY ASSESSMENT
In the extraordinary assessment, only re-assessable assessment activities for which the minimum grade has not been achieved may be re-assessed.
• Re-assessment will take place on the official date indicated for the extraordinary examination.
• The grade for the seminars will be retained for this examination.
To pass the course, the overall grade must be 5 or higher (once the minimum grade for the re-assessable test has been met).

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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: No.

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
da Silva Lopes, T., Casson, M., & Jones, G. (2018). Organizational innovation in the multinational enterprise: Internalization theory and business history. *Journal of International Business Studies*, 1-21.
Selected articles from Foreign Affairs journal related to the COVID-19 pandemic and the Ukrainian war effects on IB.
Teagarden, M. B., Von Glinow, M. A., & Mellahi, K. (2018). Contextualizing international business research: Enhancing rigor and relevance. *Journal of World Business*, *53*(3), 303-306.
Chen, F., Meng, S., & Zhou, W. (2017, October). Overview of International Business. In *2nd International Symposium on Business Corporation and Development in South-East and South Asia under B&R Initiative (ISBCD 2017)*. Atlantis Press.
Witt, M. A. (2019). De-globalization: Theories, predictions, and opportunities for international business research. *Journal of International Business Studies*, 1-25.
Daniels, J. D., Radebaugh, L. H., & Sullivan, D. P. (2015). *International Business: Environments and operations*. Pearson Global Edition.
Iammarino, S., McCann, P., & Ortega-Argilés, R. (2018). International business, cities and competitiveness: recent trends and future challenges. *Competitiveness Review: An International Business Journal*, *28*(3), 236-251.
Consultation bibliography
Chidlow, A., Ghauri, P. N., Buckley, T., Gardner, E. C., Qamar, A., & Pickering, E. (Eds.). (2019). *The Changing Strategies of International Business: How MNEs Manage in a Changing Commercial and Political Landscape*. Springer.

IX.-Professors	
Name and surname	ALICIA OREA GINER
E-mail address	alicia.orea@urjc.es
Department	Economía de la Empresa
Campus	Madrid - Vicálvaro
Category	Titular de Universidad
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	1
Number of sexennia	1
No. of positive evaluations by Docentia	2
Name and surname	CARLOS RODRIGUEZ MONROY
E-mail address	carlos.monroy@urjc.es

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Campus	Madrid - Vicálvaro
Category	Professional
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	0
No. of positive evaluations by Docentia	0
Name and surname	CRISTINA CARRASCO GARRIDO
E-mail address	cristina.carrasco@urjc.es
Department	Economía de la Empresa (ADO), Economía Aplicada II y Fundamentos Análisis Económico
Campus	Madrid - Vicálvaro
Category	Profesor/a Ayudante Doctor/a
Academic degree	Doctor
Person responsible for the subject	Yes
Tutorial timetable	Para consultar las tutorias póngase en contacto con el/la profesor/a a través de correo electrónico
Number of quinquennia	1
Number of sexennia	0
No. of positive evaluations by Docentia	1

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