

MASTER'S DEGREE IN INTERNATIONAL BUSINESS

University of Extremadura
Faculty of Economics



Directors:



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María Maesso Corral
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Master's Degree in International Business



Number of credits: 60 ECTS credits

Enrolment Fee: 3.200 € (includes tuition fee plus guidance before, during and after application)

Teaching methodology: Synchronous online lectures; free access to online activities and materials.

Language of instruction: English

GENERAL OBJECTIVE

- The main purpose of this course consists in training students in the field of international business.

SPECIFIC OBJECTIVES

- To develop competent decision-making skills by providing techniques to analyse the international economic environment where international business takes place.
- To develop a solid knowledge in international finance, including the registration, communication, and analysis of economic and financial information on complex transactions from an accounting perspective.
- To acquire knowledge about marketing strategies and market research in order to achieve the company's strategic and operational objectives in an international environment.
- To acquire a better understanding of human resource management and corporate social responsibility among other strategic tools in the context of international business.

SYLLABUS

- MODULE 1: Analysis of the international economic environment.
- MODULE 2: International accounting and finance.
- MODULE 3: Marketing and communication.
- MODULE 4: International business strategy.
- MODULE 5: Final project.

CALENDAR

- Starting date: 15th September 2021.
- Ending date: 10th July 2022.

REQUIREMENTS

- **University degree** in economics and/or business management.
- Other requirements: **contents delivered entirely in English; good command of English language required.**

PRE-ENROLMENT AND ENROLMENT DATES

- **(Please email** to pmilanes@unex.es and mmaesso@unex.es)
- Pre-enrolment: **15th June** 2021 to 20th July 2021.
- Enrolment: **21st July** 2021 to 7th September 2021.

FACULTY MEMBERS

GLOBALIZATION AND
INTERNATIONAL TRADE



María Maesso, PhD

GLOBALIZATION AND
INTERNATIONAL TRADE



Teresa Fernández, PhD

FUTURE CHALLENGES OF
THE GLOBAL ECONOMY



Jesús Perez Mayo, PhD

ECONOMIC ANALYSIS
OF COUNTRIES



Alejandro Ricci, PhD

INTERNATIONAL
ACCOUNTING



Patricia Milanés, PhD

ANALYSIS OF
FINANCIAL STATEMENTS



Juan Monterrey, PhD

INTERNATIONAL
FINANCE



Mª del Mar Miralles, PhD

MARKETING
MANAGEMENT



Mercedes Galán, PhD

CORPORATE
COMMUNICATION



Monserrat Díaz, PhD.

INTERNATIONAL LEGAL
ENVIRONMENT



Luis Marín, PhD

STRATEGIC
MANAGEMENT



Cristina Barriuso, PhD

HUMAN RESOURCE
MANAGEMENT



Isabel Sánchez, PhD