

Competences of the Master' Degree in International Business

In addition to the Basic, General and Transversal Competences, the following **specific competences** will be developed:

- Design a multi-component methodology to measure the attractiveness of a country as a market for a company's products and services; as a supplier of a company's final or intermediate products and services; and as a production platform for a company's products and services.
- Apply a multi-component methodology to measure the attractiveness of countries in a region as potential customers, suppliers and production platforms for a company.
- Evaluate the different strategic options that companies have to internationalise.
- Design the internationalisation strategy appropriate to the sector, the stage of the international expansion process and the market or territorial scope in which a company intends to operate.
- Determine the advanced market research tools to identify customer needs.
- Apply the most appropriate advanced market research tools to identify customer needs in each international market.
- Evaluate the different combinations of the international marketing mix.
- Apply the most appropriate marketing mix policy for a given international market. Valorar las características de las diferentes fuentes que tiene la empresa para financiar su **proceso de internacionalización**.

- Determine the most appropriate combination of financial and tax instruments to finance the internationalisation process of the company in each international market.
- Apply the most appropriate financial assets and legal elements to minimise the risk inherent to international activity in each market.
- Define the selection policies and techniques for expatriate and local staff appropriate to the specific characteristics (economic, socio-labour, traditions...) of the different international markets in which the company operates.
- Identify the intercultural training needs of expatriates and local staff for a better adaptation.
- Establish an international remuneration plan for expatriates and staff of international subsidiaries.
- Design communication channels between managers and employees of different subsidiaries with the parent company.
- Design an international career development plan for expatriate, local and repatriate staff.
- Adapt the company's international recruitment plan to the specific characteristics (economic, socio-labour, traditions, etc.) of the different international markets in which the company operates
- Adapt the international remuneration plan to the remuneration systems and the characteristics of the extra-salary compensations existing in each international market.
- Adjust the internal communication system to the cultural (social and professional) characteristics of the different international markets.
- Adapt the international professional development plan for expatriate staff, local staff and personnel.