

# MASTER'S DEGREE IN INTERNATIONAL BUSINESS

UNIVERSITY OF EXTREMADURA

FACULTY OF ECONOMICS

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

**Contents delivered entirely in English**

## REQUIREMENTS

University degree in economics and/or business management  
Good command of English language

**60 ECTS credits**

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

## Calendar:

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



## 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.

**Number of credits:**  
**60 ECTS credits**

## PRE-ENROLMENT AND ENROLMENT DATES

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

## CALENDAR

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

## ENROLMENT FEE:

- 3.530 € (includes tuition fee plus guidance before, during and after application)

## REQUIREMENTS

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

## DIRECTORS

Patricia Milanés Montero, PhD  
María Maesso Corral, PhD

Email: [pmilanes@unex.es](mailto:pmilanes@unex.es)  
Email: [mmaesso@unex.es](mailto:mmaesso@unex.es)

## 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

**MASTER'S DEGREE IN  
INTERNATIONAL BUSINESS**

UNIVERSITY OF EXTREMADURA

FACULTY OF ECONOMICS

