

# Localization and project management and international public tenders

**MASTER'S DEGREE MBA IN INTERNATIONAL MANAGEMENT**

***UNIVERSIDAD INTERNACIONAL MENÉNDEZ PELAYO***

This document can be used as reference documentation of this subject for the application for recognition of credits in other study programmes. For its full effect, it should be stamped by UIMP Student's Office.



## GENERAL DATA

### Brief description

This course aims to provide the student with an understanding of a new marketing channel for the company, which is that provided by participation in projects financed by multilateral funding agencies. These are increasing in number and in their allocation, and are accessible to companies of different sizes or activities, as long as they have analysed the types of projects that are called for, have verified that they include the activity that the company can offer, and have learned the mechanisms and procedures for participating in a formal and competitive process. This is therefore based on presenting, discussing and learning about these procedures, but also on knowing what the different multilateral funding bodies that provide funds to finance these projects are and how they work, their objectives, how they operate, and the type of projects in which they are involved. The basic notions of proposal formulation for these projects will also be advanced.

### Name

Localization and project management and international public tenders

### Code

102821

### Academic year

2024-25

### Degree

[MASTER'S DEGREE MBA IN INTERNATIONAL MANAGEMENT](#)

### ECTS Credits

1

### Type

ELECTIVE

### Duration

Cuatrimestral

### Language

Spanish/English

# CONTENTS

## Contents

The course is divided into six sessions comprising the following modules and contents

MODULE 1: Definition and operation of tenders. Searching for and locating opportunities and  
&#8226; Tenders: definition and types  
&#8226; Understanding the Multilateral Market and its procedures  
&#8226; The actors involved and their role.  
&#8226; Project Identification and Selection Processes

MODULE 2: Databases. The project life cycle.  
&#8226; The Databases  
&#8226; Case Study  
&#8226; Internal organisation of the company. Tasks  
&#8226; The project cycle: its phases

MODULE 3: Funding agencies. Main multilateral institutions:  
&#8226; World Bank, IDB, AfDB, ADB, AsDB, CAF, EBRD, EBRD, AfDB, EU External Assistance. Individualised handling by such agencies: Objectives and Procedures.  
&#8226; The references  
&#8226; Case Study

MODULE 4: UN Agencies. Expressions of interest  
&#8226; UN Procurement Agencies: scope and mechanisms  
&#8226; Objectives and characteristics of agencies  
&#8226; Expressions of interest and their importance: Application and contents of the Calls for Expressions of Interest  
&#8226; Case Study

MODULE 5: Forming consortia and preparing proposals:  
&#8226; The search for partners and forming consortia  
&#8226; Critical negotiating points  
&#8226; The terms of reference  
&#8226; Case Study

MÓDULO6: Proposal preparation and content  
&#8226; Technical proposal, financial proposal  
&#8226; Brief notions of Project Management

# COMPETENCES

## Conocimientos

CO1 - To learn about business management analytics in dynamic and complex environments, such as the international environment.

CO3 - To master the basic tools of information and communication technologies for exercising of their profession and for learning.

CO4 - To understand the concepts, theories and instruments for analysing and developing business internationalisation plans.

CO5 - To understand the nature of problems in the organisation and therefore the application of suitable tools by developing analytical skills.

CO6 - To acquire the skills for professional document drafting and reporting in the field of international business.

CO7 - To know the structure and functioning of the organisations and institutions that support companies; internationalisation.

CO8 - To know the main legal and fiscal aspects that directly or indirectly affect business internationalisation processes.

CO13 - To learn to incorporate the concept of sustainability in business and institutional projects, identifying its specific areas of practical application.

CO14 - To learn to incorporate other SDG concepts, which are also relevant for international companies, in their projects, identifying their specific areas of practical application.

## Habilidades

S1 - To apply the theoretical and practical knowledge acquired, with a high degree of independence, in both national and international companies, be they small or medium-sized or companies of a more multinational dimension, and even in non-business organisations whose management requires an international vision.

S3 - To be able to collect, record and interpret macroeconomic data, country information, industry and business information, financial and accounting data, statistical data, and relevant research results to systematise business decision-making processes in international environments.

S5 - To assess the relationship between enterprises and the institutional framework in which activities are carried out.

S6 - To manage digital platforms, technological, audiovisual and computer media to search for information and for effective communication of business projects.

S7 - To manage software and statistical programmes for data recording and analysis.

S8 - To analyse the results of market and competition research to propose strategic orientations and operational actions.

## **Competencias**

C1 - To work in multidisciplinary and multicultural teams, in highly demanding situations in terms of time (deadlines for designing and executing projects and cases) and results.

C2 - To develop business and personal activities within the strictest ethical and socially responsible behaviours, as well as to develop sensitivity towards social and environmental issues.

C3 - To express themselves correctly, both orally and in writing, in Spanish and English, maintaining an appropriate image in their professional activity.

C4 - To lead the process of designing the international strategy.

C5 - To work in a team, prioritising the precision of the results and the soundness and originality of the proposals. .

C6 - To lead and develop international business negotiation processes.

# LEARNING PLAN

## Training activities

Type of activity	Hours	% On site
TA1.- Master classes	8	100
TA2.- Practical classes	5	100
TA3.- Individual and group work	15	0
TA4.- Tutorials	2	100
TA5.- Individual student work	20	0

## Teaching methods

Presentation of theoretical sections in the face-to-face classes with team handling of practical cases and their presentation to the lecturer, who will permanently indicate examples and situations of companies in the different phases in which they may find themselves.

## Learning outcomes

• To understand the motives and objectives that different multilateral organisations have to fulfil, and why they fund projects that companies can access.

• To know the multilateral funding agencies that tender projects, who they are, the mechanisms, means and forms they use. Internal way of functioning as part of the project life cycle.

• To understand the different mechanisms by which they are managed, the parties involved in the process and how the company accesses the projects.

• To learn the process of searching for and selecting projects, the different phases of dissemination and proper receipt of information at the appropriate time interval.

• To understand the process of finding the necessary partners and forming consortia.

• To analyse the development of the bid preparation process.

• To be able to coordinate and organise within the company the circuits that must function and be prepared for complete compliance of the bid with requirements.

• To learn the basics of proposal preparation, and to gain a brief understanding of project management.

# EVALUATION

## Evaluation system

Students' final grades in the ordinary exam session will be determined on the basis of the final exam, which will account for 100% of the final grade.

The assessment will be carried out by means of an exam consisting of 10 multiple-choice questions, with the mark out of 10 representing 70% of the final grade for this test, with only one valid answer. Correct answers will be awarded 1 point, blank answers will be awarded 0 points, incorrect answers will lead to a deduction of 0.333 points, and 3 open-ended questions, marked out of 10, will account for 30% of the final grade for this test and must be answered in no more than 20 lines. The maximum mark for these questions is 10 points. The estimated duration will be a maximum of 45 minutes.

Most of the answers will be derived directly from the documentation provided during the course and/or from the explanations given in class by the lecturer. However, some may require personal effort of reflection on the part of students and the application of their own judgement.

In the 2nd and subsequent exams, 100% of the grade will depend exclusively on the exam, which may be a multiple-choice and/or essay type exam, the format of which will be announced sufficiently in advance.

## **FACULTY**

### **Coordinator/s**

**Albizu Soriano, Begoña**

*Licenciatura en Ciencias Económicas (Especialidad Economía Regional y Urbana). Universidad del País Vasco*

*Comercio Exterior. Internacionalización y Competitividad Empresarial.*

*Departamento de Estudios Económicos, ICEX.*

*Gerente General de BWE Agencia CHILE*

### **Lecturers**

Professor responsible for the subject

## **BIBLIOGRAPHY AND LINKS**

### **Bibliography**

• La localización y Gestión de Proyectos y Licitaciones Internacionales. Instituciones Financieras Multilaterales. Manual. Begoña Albizu AVU, SL.

• 2022 Annual Statistical Report on UN Procurement. UNOPS. United Nations

• Guía sobre Organismos Internacionales y de Desarrollo 2023. Multilateral Organisations Department. Directorate for Infrastructure, Health and ICT. ICEX Spain Trade and Investment.

• Guidance How to draw up your H2020 Consortium Agreement. Version 2.2, 07 January 2020. European Commission. Directorate General for Research and Innovation

• African Development Bank (AfDB) Business Guide 2018. Mora Fernández, Jennifer. Spanish Economic and Commercial Office in Côte d'Ivoire