



## IDENTIFYING DATA

### (\*)Dirección Internacional da Empresa e os Mercados no Mundo

Subject	(*)Dirección Internacional da Empresa e os Mercados no Mundo			
Code	V06M101V01102			
Study programme	(*)Máster Universitario en Comercio Internacional			
Descriptors	ECTS Credits	Choose	Year	Quadmester
	4.5	Mandatory	1st	1st
Teaching language	Spanish			
Department				
Coordinator	Curras Valle, María Consuelo Cabanelas Lorenzo, Pablo			
Lecturers	Cabanelas Lorenzo, Pablo Curras Valle, María Consuelo González-Portela Garrido, Alicia Trinidad			
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General description				

## Competencias

Code	
A3	(*)Conocimiento de las técnicas de márketing utilizadas en el comercio internacional
A11	(*)Realización de un proyecto completo de internacionalización de empresas, planificación de operaciones de comercio internacional, o marketing internacional
A12	(*)Aplicación de los conocimientos y técnicas del comercio internacional en la actividad real
B3	(*)Conocimiento de las técnicas de dirección y gestión comercial en un contexto global, de los diferentes mercados, y de las relaciones y estrategias económicas de carácter internacional.
B4	(*)Conocimiento de las técnicas de venta, estrategias, productos, marcas y comunicación en los mercados internacionales
B25	(*)Planificación y realización de un proyecto de marketing internacional.
B26	(*)Aplicación práctica de conocimientos adquiridos: financiación, marketing, fiscalidad, planificación comercial, inglés comercial, mercados electrónicos, gestión de operaciones, y otros relacionados con el comercio internacional

## Learning aims

Expected results from this subject	Typology	Training and Learning Results
To obtain the bases for scheduling and developing a commercial strategy with coherence in the internationalization of the company.	know Know How	A3 A11 B3 B25 B26
To acquire the capacity to manage an international market research, based in a previously defined methodology and using different prestigious sources of information. It includes the capacity to process the information obtained as well as its presentation.	know Know How	A3 A11 B4 B26

To identify and understand the main markets, as well as detecting potential markets, its know characteristic and business opportunities.

A3  
A12  
B3

<b>Contents</b>	
Topic	
Introduction: Opportunities and Potentialities of the International Trade	1. Introduction. 2. Why the internationalization?
The managerial function and the strategic planning	1. Current crisis and the internationalisation. 2. The internationalisation of the company. 3. Keys for the success.
Managerial skills in the international markets	1. Previous concepts. 2. Typification of companies and styles of direction. 3. Matrix T-H.
The internationalisation of the company	1. The importance of country brand. 2. Positioning the firm outside. 3. Integrated strategy for the internationalisation of the company.
The international businesses environment	1. The outline in the international marketing. 2. Analysis PESTEL.
The plan of internationalisation and the plan of marketing	1. Attitude and managerial orientation. 2. Process of decision of internationalisation. 3. Operative marketing: strategies and tactical for the internationalisation.
International markets research	1. Introduction. 2. Methodology for the evaluation and analysis of markets. 3. Investigation of external markets
Markets around the world	(*)I_ *UEII_ *EEUUIII_ *ChinaIV_ Brazil

<b>Planning</b>			
	Class hours	Hours outside the classroom	Total hours
Master Session	21	21	42
Seminars	18	18	36
Workshops	3	6	9
Short answer tests	1	9.5	10.5
Multiple choice tests	1	9	10
Jobs and projects	0	5	5

\*The information in the planning table is for guidance only and does not take into account the heterogeneity of the students.

<b>Methodologies</b>	
	Description
Master Session	Exposition of the lessons in accordance with the planning of the course. It includes questions and discussion.
Seminars	Thematic conferences performed by professional experts in the topics. It includes exposition and discussion.
Workshops	With a theoretical background, students should solve real cases. It is important team work, concepts application, and creativity in the proposals.

<b>Personalized attention</b>	
Methodologies	Description
Workshops	The professors will attend the doubts arisen of the realisation of the works or projects included in the subject.
Tests	Description
Jobs and projects	The professors will attend the doubts arisen of the realisation of the works or projects included in the subject.

<b>Assessment</b>		
	Description	Qualification
Master Session	Assistance, attitude, participation in the classes.	5
Seminars	Assistance, attitude, participation in the seminars.	5
Workshops	Result of the activity developed in the workshop.	10
Short answer tests	Proof on understanding, knowledge and application of concepts.	40
Multiple choice tests	Proof of question type test to check the follow-up.	30
Jobs and projects	Realisation of a work tied to the internationalisation of the company.	10

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**Other comments on the Evaluation**

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The students participating in the continuous evaluation and do not fulfil the qualifications that allow him to reach 50% of the assessment, will have to attend to the extraordinary announcement.

Those students that do not fulfil a minimum assistance of 70% will have to attend to the final examination, to a specific proof of evaluation.

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**Sources of information**

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Cavusgil, S. Tamer, **International business : strategy, management, and the new realities**, 2008,

Cerviño, Julio, **TEXTO IMPRESO Marketing internacional : nuevas perspectivas para un mercado globalizado**, 2006,

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**Recommendations**

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**Subjects that continue the syllabus**

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(\*)Márketing Internacional/V06M101V01202

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