



## IDENTIFYING DATA

### Final Year Dissertation

Subject	Final Year Dissertation			
Code	V06M101V01208			
Study programme	University Master?s Degree in International Trade			
Descriptors	ECTS Credits	Choose	Year	Quadmester
	6	Mandatory	1st	2nd
Teaching language	Spanish Galician			
Department				
Coordinator	Vaamonde Liste, Antonio Comesaña Benavides, Fernando			
Lecturers	Cabanelas Lorenzo, Pablo Comesaña Benavides, Fernando Lampón Caride, Jesús Fernando Sandoval Pérez, María de los Angeles Vaamonde Liste, Antonio			
E-mail	fercoben@uvigo.es vaamonde@uvigo.es			
Web	<a href="http://faitic.uvigo.es/index.php/es/">http://faitic.uvigo.es/index.php/es/</a>			
General description	(*)El proyecto es una asignatura del Master en la que el alumno debe demostrar su madurez intelectual y su capacidad para integrar conocimientos, actitudes y habilidades. En consecuencia, el proyecto debe responder a criterios de calidad y rigor, por lo que se seguirá una metodología específica planteada por los profesores que resulte capaz de identificar adecuadamente necesidades de información, selección de fuentes, tratamiento de datos y presentación acordes a los retos que se exigen desde el Master al proyecto para poder superarlo.			

## Competencies

Code	
C11	(*)Realización de un proyecto completo de internacionalización de empresas, planificación de operaciones de comercio internacional, o marketing internacional
D24	(*)Planificación y realización de un proyecto integrado de internacionalización.
D25	(*)Planificación y realización de un proyecto de marketing internacional.

## Learning outcomes

Expected results from this subject	Training and Learning Results	
- Internilize knowledge fostering attitudes and skills to help to compete in a global environmet.	C11	D24
- Applying the knowledges through conceptual integration, and via the analysis and the practical application.		D25
- Develop a suitable methodology for the diagnostic, the generation of alternatives and the election of options for the internationalisation of companies, organisations or projects.		
- Identifying correct decisions in a business context.		
- Favouring the implication in the preparation of internationalization projects or developing any already existent.		
- Stimulate the entrepreneurial attitude in internationalization projects.		

## Contents

Topic

The contents of the project will be able to develop Not applicable.

in any activity that involve internationalisation, with special value to those that involve alliances or the development of cooperation.

The project fields will be able among the following:

- Export or import of products.
- Commercialisation of services.
- Acquisition or international sale of technologies or development of international projects that involve actions consolidated of R&D.
- Agreements of distribution and of cooperation in which take part international agents.
- Production, distribution and preparation of products for outside markets.
- Agreements of cooperation between organisations, companies or entities that involve actions in the global environment or international, in particular, mixed companies, filial, so much of production or commercialisation, agreements of technical assistance, licences, agreements of assistance, outsourcing, participation in R&D projects.
- Also they could articulate like combination of the previous or other proposals to evaluate by the professors whenever they involve internationalisation, included reverse.

## Planning

	Class hours	Hours outside the classroom	Total hours
Supervised work	5	15	20
Project based learning	10	90	100
Essay	3	27	30

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

## Methodologies

	Description
Supervised work	Autonomous work by the student that will be supervised by a mentor assigned from the coordination of the subject. This selection can derive from an agreement between the student and the mentor or by decision of the coordinator of the subject due to thematic affinity.
Project based learning	<p>INTRODUCTION:</p> <p>Justification of the Objective [identify]</p> <p>Description of the methodology</p> <p>1. ANALYSIS And DIAGNOSTIC</p> <p>1.1 ANALYSES OF The GLOBAL ENVIRONMENT.</p> <p>1.2 ANALYSES OF The SPECIFIC ENVIRONMENT.</p> <p>1.3 INTERNAL ANALYSES.</p> <p>1.4 DIAGNOSTIC.</p> <p>2. STRATEGIES.</p> <p>2.1 DEFINITION OF OBJECTIVES.</p> <p>2.2 STRATEGIES OF INTERNATIONALIZATION.</p> <p>2.3 SYNTHESIS: PLAN DIRECTOR OF INTERNATIONALIZATION (simple analysis of viability).</p> <p>3. CONCLUSIONS.</p> <p>Bibliography.</p> <p>Appendices.</p>

## Personalized attention

Methodologies	Description
Project based learning	The students has classes of orientation and their individual supervisor.
Supervised work	Attention by the tutor to the evolution of the work. The coordinator of the subject will inform of the dates and procedures that have to fulfil the students.

## Assessment

	Description	Qualification	Training and Learning Results	
Supervised work	REPORT ELABORATED PUT TITOR.	30		
	The report of the supervisor, will take into account in the qualification.			
Project based learning	DEVELOPMENT And MANUFACTURE OF The PROJECT: (not fulfilling terms will involve an assessment of zero in the corresponding section. Rank of assessment: 0-10)  <ul style="list-style-type: none"> <li>- Proposal and justification of the project, weight 5 .</li> <li>- Structure and index: 5%</li> <li>- Development of the analysis (external and internal environment), weight 30%</li> <li>- Development of the diagnostic, weight 20%</li> <li>- Development of strategies, weight 30%</li> <li>- Viability and implantation, weight 10%</li> </ul>	40	C11	D24 D25
Essay	FINAL PRESENTATION OF THE PROJECT: The presentation will be public. The criteria of evaluation will be the following: Quality of the presentation, weight 20% Contents, weight 50% Approach and originality, weight 20%; Bibliography and documentation, weight 10%	30	C11	D24 D25

### **Other comments on the Evaluation**

The two phases, Development of the project (Projects) and final Presentation of the project (Works and projects) need to be surpassed. It is necessary to obtain at least a 5 globally in each part to surpass the subject.

In the case to concur to the second announcement, will evaluate equally the tracing of the project with a 40%, and 30% of the global evaluation will correspond to the final Presentation of the project that the student will deliver in the conditions established poles professors, and will evaluate in accordance with the criteria established in the final Presentation of the project . The supervisor will offer a numerical punctuation that amounts for 30% of the final qualification.

### **Sources of information**

#### **Basic Bibliography**

#### **Complementary Bibliography**

### **Recommendations**