



IDENTIFYING DATA

International Business Management and World's Markets

Subject	International Business Management and World's Markets			
Code	V06M101V01102			
Study programme	University Master's Degree in International Trade			
Descriptors	ECTS Credits	Choose	Year	Quadmester
	4.5	Mandatory	1st	1st
Teaching language	Spanish Galician English			
Department				
Coordinator	Cabanelas Lorenzo, Pablo			
Lecturers	Bravo Miguéns, Sara Cabanelas Lorenzo, Pablo Cabanelas Omil, José Currás Valle, María Consuelo Estévez Suárez, Gerardo Prieto López, Sergio			
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General description	This subject try to help students to understand differential characteristics that international business possess in a highly globalized world. It tries to anchor concepts, methodologies and good practices necessary in the nowadays business world. It also lets students reflect about different markets and the influence of their characteristics in the way of doing business.			

Competencies

Code	
C3	(*)Conocimiento de las técnicas de marketing utilizadas en el comercio internacional
D3	(*)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.

Learning outcomes

Expected results from this subject	Training and Learning Results	
To obtain the bases for scheduling and developing a commercial strategy with coherence in the internationalization of the company.	C3	D3
To acquire the capacity to manage an international market research, based in a previously defined C3 methodology and using different prestigious sources of information. It includes the capacity to process the information obtained as well as its presentation.		
To identify and understand the main markets, as well as detecting potential markets, its characteristic and business opportunities.	C3	D3

Contents

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.

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.
Managerial skills in the international markets	1. Previous concepts. 2. Typification of companies and styles of direction.
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 in the world	UE; USA; China; Brazil; among others

Planning

	Class hours	Hours outside the classroom	Total hours
Lecturing	15	15	30
Seminars	10	20	30
Workshops	6	6	12
Problem and/or exercise solving	1	15	16
Objective questions exam	1	15	16
Essay	0	8.5	8.5

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

Methodologies

	Description
Lecturing	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.

Personalized assistance

Methodologies	Description
Workshops	Queries in front of doubts in projects to develop in workshops.
Tests	Description
Essay	Attention to questions arisen in cooperative projects.

Assessment

	Description	Qualification	Training and Learning Results
Lecturing	Assistance, attitude, participation in the classes.	5	C3
Seminars	Assistance, attitude, participation in the seminars.	5	C3 D3
Workshops	Result of the activity developed in the workshop.	10	C3 D3
Problem and/or exercise solving	Proof on understanding, knowledge and application of concepts.	30	C3 D3
Objective questions exam	Proof of question type test to check the follow-up.	35	C3 D3
Essay	Realisation of a work tied to the internationalisation of the company.	15	C3 D3

Other comments on the Evaluation

Students Classroom Version |

The students that take part in the continuous evaluation and do not fulfil the qualifications that allow him/her achieve 50% will have to acudir to the extraordinary announcement.

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

Students Version No Presencial|

Where figure tests on understanding, knowledge and application of concepts, are assessments that will correspond to Practical Cases.

The tests have the same assessment.

The rest of evaluation will correspond to forums or other activities posed from the coordinator of the subject.

To surpass the subject students will have to deliver all the activities posed. In contrary case it will appear a not presented (if it does not deliver 20% of activities) or suspended (if the student deliver more than the 20% of entregables). In the space of teledocencia will have additional information.

July evaluation

For the announcement of July, the students presenciales will have to present to the examination in the official date. For the students non presenciales will be necessary to deliver all the activities requested in the course like this like attending a proof that will be able to answer in Fatic.

Sources of information

Basic Bibliography

Cavusgil, T.S., Knight, G., Riesenberger, J., **International Business: The New Realities**, Pearson Prentice Hall, 2014

Complementary Bibliography

Cerviño, J., **Marketing internacional : nuevas perspectivas para un mercado globalizado**, Pirámide, 2006

Daniels, J., **International business: environments & operations**, Pearson, 2018

Cavusgil, S.T., Knight, G., Riesenberger, J.R., **International business: the new realities**, 4ª, Pearson, 2017

Recommendations

Subjects that continue the syllabus

International Marketing/V06M101V01202
