



## 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	Lampón Caride, Jesús Fernando Cabanelas Lorenzo, Pablo			
Lecturers	Cabanelas Lorenzo, Pablo Cabanelas Omil, José Estévez Suárez, Gerardo Lampón Caride, Jesús Fernando Prieto López, Sergio			
E-mail	jesus.lampon@uvigo.es pcabanelas@uvigo.es			
Web	<a href="http://www.faitic.uvigo.es">http://www.faitic.uvigo.es</a>			
General description	This subject try to help students to understand differential characteristics that international business posses in a highly globalized world. It tries to anchor concepts, methodologies and good practices necessary in the nowadays business world. It als let 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 márketing 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 methodology and using different prestigious sources of information. It includes the capacity to process the information obtained as well as its presentation.	C3
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	13	20	33
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 Faitic.

---

### **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

---

### **Contingency plan**

#### **Description**

=== EXCEPTIONAL PLANNING ===

Given the uncertain and unpredictable evolution of the health alert caused by COVID-19, the University of Vigo establishes an extraordinary planning that will be activated when the administrations and the institution itself determine it, considering safety, health and responsibility criteria both in distance and blended learning. These already planned measures guarantee, at the required time, the development of teaching in a more agile and effective way, as it is known in advance (or well in advance) by the students and teachers through the standardized tool.

=== ADAPTATION OF THE METHODOLOGIES ===

\* Teaching methodologies modified

The presentatality will not be demanded but the assistance to online session and the submission of tasks and tests, among others, can be controlled. To follow up the classes the professors will use Faitic and the online platform developed by the University of Vigo.

\* Non-attendance mechanisms for student attention (tutoring)

Through e-mail, forums in Faitic, virtual room among others.