



## IDENTIFYING DATA

### International Business Management and World's Markets

Subject	International Business Management and World's Markets			
Code	V06M101V03102			
Study programme	Máster Universitario en Comercio Internacional - No Presencial			
Descriptors	ECTS Credits	Choose	Year	Quadmester
	4.5	Mandatory	1st	1st
Teaching language	Spanish Galician English			
Department				
Coordinator	Cabanelas Lorenzo, Pablo			
Lecturers	Cabanelas Lorenzo, Pablo			
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General description	This subject try to help students to understand differential characteristics that international busines poses 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.			

## Training and Learning Results

Code	
A2	That the students can apply their knowledge and their ability to solve problems in new or unfamiliar environments within broader (or multidisciplinary) contexts related to their field of study.
B2	Ability to communicate orally and in writing in one's own language about technical concepts.
B5	Working in a team.
C3	Knowledge of commercial management techniques in a global context, of the different markets, and of international economic relations and strategies.
C4	Knowledge of sales techniques, strategies, products, brands and communication in international markets.
C23	Planning and implementation of an integrated internationalisation project.

## Expected results from this subject

Expected results from this subject	Training and Learning Results
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.	A2 B2 B5 C3 C23
To identify and understand the main markets, as well as detecting potential markets, its characteristic and business opportunities.	A2 B5 C3 C4 C23

## 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	1. Attitude and managerial orientation. 2. Process of decision of internationalisation. 3. Operative plan: 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	3	3	6
Debate	13	20	33
Case studies	16	16	32
Problem and/or exercise solving	1	16	17
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.
Debate	Forums of discussion and debate in which the students will have to pose his consideration reasoned on the subjects posed by the professor.
Case studies	Approach of real cases of internationalized companies on which have to answer the students of individual form or in group.

### Personalized assistance

Methodologies	Description
Case studies	Answer to specific doubts that arise to the hour to solve the case study.
Tests	Description
Essay	Attention to questions arisen in cooperative projects.

### Assessment

	Description	Qualification	Training and Learning Results		
Lecturing	Assistance, attitude, participation in the classes.	0	B2	C3	
Debate	Reflection and debate on the subjects proposed by the professor.	20	A2	B2	C3 C4 C23
Case studies	Resolution of cases of study from the exposed guidelines in class.	25	A2	B2 B5	C3 C4 C23
Problem and/or exercise solving	Proof on understanding, knowledge and application of concepts.	5	A2		C3 C4 C23
Objective questions exam	Proof of question type test to check the follow-up.	35			C3 C4 C23
Essay	Realisation of a work tied to the internationalisation of the company.	15		B2 B5	C3 C4 C23

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**Other comments on the Evaluation**

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**No Classroom Version Students|**

Multiple choice tests have the same qualification. The rest of the evaluations will correspond to the forums or other activities proposed by the coordinator of the matter.

To pass the subject, they must submit all the proposed activities.

If this is not the case, the grade will appear as not presented (if 20% of the activities are not delivered) or failed (20% of deliverables are exceeded). In the Moovi space you will have the required 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 Moovi.

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**Sources of information**

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**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

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**Recommendations**

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**Subjects that continue the syllabus**

International Marketing/V06M101V03202

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