



Information about the subject

Degree: Bachelor of Science Degree in Business Administration and Management

Faculty: Faculty of Legal, Economic and Social Sciences

Code: 302010 **Name:** Internationalisation of the Business

Credits: 6,00 **ECTS Year:** 3 **Semester:** 2

Module: Marketing & Commercialization

Subject Matter: Logistics & Internalization **Type:** Elective

Department: Economics, Business Management, and Marketing

Type of learning: Classroom-based learning / Online

Languages in which it is taught: English, Spanish

Lecturer/-s:

| | | |
|--------|---------------------------------------------------------------------------------|--------------------------|
| OADG4B | <u>Maria De Los An Montesinos Bonet</u> (Responsible Lecturer) | marian.montesinos@ucv.es |
| OADG4 | <u>Maria De Los An Montesinos Bonet</u> (English Responsible Lecturer) | marian.montesinos@ucv.es |



Module organization

Marketing & Commercialization

| Subject Matter | ECTS | Subject | ECTS | Year/semester |
|-----------------------------|-------|---------------------------------------|------|---------------|
| Marketing | 12,00 | Marketing I | 6,00 | 1/2 |
| | | Marketing II | 6,00 | 2/1 |
| Marketing Tools | 24,00 | Commercial Communication | 6,00 | 3/2 |
| | | Customer Relationship Management | 6,00 | 3, 4/1 |
| | | Marketing Plan | 6,00 | 3/1 |
| | | Product and Branding Management | 6,00 | 3/2 |
| Logistics & Internalization | 12,00 | Internationalisation of the Business | 6,00 | 3/2 |
| | | Logistics and Commercial Distribution | 6,00 | 3/2 |

Recommended knowledge

No required



Learning outcomes

At the end of the course, the student must be able to prove that he/she has acquired the following learning outcomes:

- R1 Adequate handling of international business terminology and conceptual schemes of foreign trade.
- R2 Ability to diagnose the situation and prospects of an international company.
- R3 To solve practical problems of an international company, using the most appropriate tools and knowledge to solve their problems.
- R4 To make oral presentations analyzing the international environment, diagnosing the situation of an international company or making recommendations.
To write accurate reports aimed at decision-making in relation to international markets.



Competencies

Depending on the learning outcomes, the competencies to which the subject contributes are (please score from 1 to 4, being 4 the highest score):

| BASIC | | Weighting | | | |
|---------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------|---|---|---|
| | | 1 | 2 | 3 | 4 |
| CB1 | That students have demonstrated knowledge and understanding in an area of study that is at the core of general secondary education, and is often at a level that, while supported by advanced textbooks, also includes some aspects that involve knowledge from the cutting edge of their field of study. | | | X | |
| CB2 | That students know how to apply their knowledge to their work or vocation in a professional way and possess the skills that are usually demonstrated through the elaboration and defense of arguments and the resolution of problems within their area of study. | | | X | |
| CB3 | That students have the ability to gather and interpret relevant data (usually within their area of study) to make judgments that include reflection on relevant social, scientific or ethical issues. | | | | X |
| CB4 | That students can convey information, ideas, problems and solutions to both specialized and non-specialized audiences. | | | | X |
| CB5 | That students have developed those learning skills necessary to undertake further studies with a high degree of autonomy. | | | X | |
| GENERAL | | Weighting | | | |
| | | 1 | 2 | 3 | 4 |
| CG0 | Speaking well in public. | | | X | |
| CG1 | Capacity of analysis and synthesis. | | | X | |
| CG2 | Adequate management of time and resources. | | | | X |
| CG3 | Capacity to apply knowledge into practice. | | | X | |
| CG4 | Capacity to handle information from different sources. | | | | X |



| | | | | | |
|------|-----------------------------------------------------------------------------|--|--|---|---|
| CG5 | Oral and written communication. | | | | X |
| CG7 | Information management. | | | X | |
| CG9 | Decision-making orientation. | | | X | |
| CG13 | Ability to learn and research skills. | | | X | |
| CG16 | Self-confidence and decision making. | | | X | |
| CG18 | Ability to obtain, from the data, valuable information for decision making. | | | X | |
| CG19 | Commitment, responsibility and ethical sense. | | | | X |

| SPECIFIC | | Weighting | | | |
|----------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------|---|---|---|
| | | 1 | 2 | 3 | 4 |
| CE5 | Understanding of existing and new technologies and their impact on new or future markets. | | | X | |
| CE7 | Ability to manage a company or organization, understanding its competitive and institutional positioning and identifying its strengths and weaknesses. | | | X | |
| CE8 | Managing a company through its planning and control, using concepts, methods and tools (e.g. strategy design and implementation, benchmarking, total quality management, ABC cost system). | | | X | |
| CE15 | Ability to obtain, from the data, valuable information for decision making. | | | X | |
| CE20 | Capacity for negotiation and problem-solving. | | | X | |



Assessment system for the acquisition of competencies and grading system

In-class teaching

| Assessed learning outcomes | Granted percentage | Assessment method |
|----------------------------|--------------------|------------------------------------|
| R1 | 15,00% | Objective Tests |
| R2, R3 | 25,00% | Conduct of Theory-Practice |
| R1, R4 | 10,00% | Class attendance and participation |
| R1, R2 | 50,00% | Final Exam |

Observations

Single assessment: According to article 9 of the General Regulations for the Assessment and Grading of UCV Official Studies and UCV-specific Degrees, the continuous assessment system is the preferred assessment system at the UCV.

However, art. 10 allows for those students who, in a justified and accredited manner, show that they are unable to attend, to be assessed on an extraordinary basis in the so-called single assessment. This single assessment must be requested within the first month of each semester to the Dean's Office of the Faculty through the Vice-Dean's Offices or Master's Directorates, with the latter being responsible for the express decision on the admission of the student's request. It should be remembered that students who do not attend at least 80% of the face-to-face sessions will not be able to sit the first or second sittings.

On-site ADE students who request a single assessment and are accepted, will be incorporated into the virtual teaching group, with the assessment being adjusted to what is defined for this modality in terms of both assessment instruments and deadlines. The percentage of evaluation of participation will be distributed as follows: 50% practical tests and 50% theoretical tests.

Regardless of whether the student is incorporated into the virtual teaching group, he/she will be able to attend the face-to-face classes whenever possible. (The evidence to be presented and/or the test/s to be taken in the single assessment by the student will be carried out through the same theoretical test as for the rest of the students and through a practical test consisting of the delivery of practical work corresponding to the different subjects taught in the face-to-face classes, although the percentages given to the different assessment instruments will be as follows: 50% practical tests and 50% theoretical tests).

(Students are recommended to discuss these issues personally with the teacher in order to determine the assessment conditions.



Online teaching

| Assessed learning outcomes | Granted percentage | Assessment method |
|----------------------------|--------------------|-----------------------------------------------------------------------------|
| R4 | 5,00% | Attendance and participation in the activities of synchronous communication |
| R1, R2 | 25,00% | Conduct of deliverables |
| R2, R3 | 15,00% | Regular evaluations through online questionnaires. |
| R1, R4 | 5,00% | Participation in discussion forums |
| R1 | 50,00% | Final on-site assessment. |

Observations

Single assessment: According to article 9 of the General Regulations for the Assessment and Grading of UCV Official Studies and UCV-specific Degrees, the continuous assessment system is the preferred assessment system at the UCV.

However, art. 10 allows for those students who, in a justified and accredited manner, show that they are unable to attend, to be assessed on an extraordinary basis in the so-called single assessment. This single assessment must be requested within the first month of each semester to the Dean's Office of the Faculty through the Vice-Dean's Offices or Master's Directorates, with the latter being responsible for the express decision on the admission of the student's request. It should be remembered that students who do not attend at least 80% of the face-to-face sessions will not be able to sit the first or second sittings.

On-site ADE students who request a single assessment and are accepted, will be incorporated into the virtual teaching group, with the assessment being adjusted to what is defined for this modality in terms of both assessment instruments and deadlines. The percentage of evaluation of participation will be distributed as follows: 50% practical tests and 50% theoretical tests.

Regardless of whether the student is incorporated into the virtual teaching group, he/she will be able to attend the face-to-face classes whenever possible. (The evidence to be presented and/or the test/s to be taken in the single assessment by the student will be carried out through the same theoretical test as for the rest of the students and through a practical test consisting of the delivery of practical work corresponding to the different subjects taught in the face-to-face classes, although the percentages given to the different assessment instruments will be as follows: 50% practical tests and 50% theoretical tests).

(Students are recommended to discuss these issues personally with the teacher in order to determine the assessment condition)



MENTION OF DISTINCTION:

The mention of "Honors" may be awarded to students who have obtained a grade equal to or greater than 9.0. Their number may not exceed five percent of the students enrolled in a group in the corresponding academic year, unless the number of students enrolled is lower.

Learning activities

The following methodologies will be used so that the students can achieve the learning outcomes of the subject:

- M1 Problem solving, commentaries, summaries to hand in periodically.
- M3 Teacher presentation of contents, analysis of competences, explanation and in-class display of skills, abilities and knowledge.
- M5 Group work sessions supervised by the professor. Case studies, diagnostic tests, problems, field work, computer room, visits, data search, libraries, on-line, Internet, etc. Meaningful construction of knowledge through interaction and student activity.
- M7 Supervised monographic sessions with shared participation.
- M9 Application of multidisciplinary knowledge.
- M11 Personalized and small group attention. Period of instruction and / or orientation conducted by a tutor with the objective of reviewing and discussing the materials and topics presented in classes, seminars, readings, conducting work, etc.
- M13 Set of oral and/or written tests used in initial, formative or additive assessment of the student.
- M14 Student study: Group Individual preparation of readings, essays, problem solving, seminars, papers, reports, etc. to be presented or submitted in theoretical lectures, practical and/or small-group tutoring sessions.
- M16 Group preparation of readings, essays, problem solving, seminars, papers, reports, etc. to be presented or submitted in theoretical lectures, practical and/or small-group tutoring sessions.
- M17 Teacher presentation of contents, analysis of competences, explanation and in-class display of skills, abilities and knowledge.



- M19 Groupwork sessions in the chat under supervision of the lecturer. Analysis of economic and business case studies, both real and fictitious, in order to build knowledge through the student's interaction and activity. Critical analysis of values and social commitment.
- M21 Monographic sessions though the semester, which will be aimed at current aspects and applications of the subject.
- M23 Set of written or oral tests used for the initial, formative or cumulative assessment of the student.
- M25 Student study: Individual preparation of readings, essays, problem solving, seminars, papers, reports, etc., for their discussion or submission in electronic format.
- M27 Individual support for the monitoring and orientation of the learning process. It will be carried out by a lecturer and will pursue the revision and discussion of the materials, topics, readings, tasks, etc.
- M29 Group preparation of readings, essays, problem solving, seminars, papers, reports, etc., for their discussion or submission.
- M31 Participation in discussion forums related to the subject under the supervision of the lecturer.



IN-CLASS LEARNING

IN-CLASS LEARNING ACTIVITIES

| | LEARNING OUTCOMES | HOURS | ECTS |
|-----------------------------------------------|-------------------|--------------|-------------|
| On-campus Class M3, M5, M11, M14 | R1, R2, R3, R4 | 22,00 | 0,88 |
| Practical Class M5, M7, M11 | R1, R2, R3, R4 | 15,00 | 0,60 |
| Seminar M16 | R3, R4 | 4,00 | 0,16 |
| Group Presentation of Papers M11, M14, M16 | R4 | 6,00 | 0,24 |
| Office Assistance M7, M11, M14 | R1 | 6,00 | 0,24 |
| Assessment M5, M7, M13 | R1, R2, R3, R4 | 6,00 | 0,24 |
| TOTAL | | 59,00 | 2,36 |

LEARNING ACTIVITIES OF AUTONOMOUS WORK

| | LEARNING OUTCOMES | HOURS | ECTS |
|------------------------------------|-------------------|--------------|-------------|
| Group Work M5, M7, M9, M11, M16 | R1, R2, R3, R4 | 31,00 | 1,24 |
| Independent Work M11, M14 | R1, R2, R3, R4 | 60,00 | 2,40 |
| TOTAL | | 91,00 | 3,64 |



ON-LINE LEARNING

SYNCHRONOUS LEARNING ACTIVITIES

| | LEARNING OUTCOMES | HOURS | ECTS |
|---------------------------------------------------------------------|-------------------|--------------|-------------|
| Synchronous Virtual Session M1, M17, M19, M21, M27, M29, M31 | R1, R2 | 4,00 | 0,16 |
| Synchronous Vitual Practical Session M1, M17, M19 | R2, R3 | 4,00 | 0,16 |
| Seminar and Synchronous Virtual Videoconference M19, M21, M31 | R2, R3 | 8,00 | 0,32 |
| On-site or Synchronous Virtual Assesment M23, M27 | R1, R2, R3, R4 | 3,00 | 0,12 |
| TOTAL | | 19,00 | 0,76 |

ASYNCHRONOUS LEARNING ACTIVITIES

| | LEARNING OUTCOMES | HOURS | ECTS |
|------------------------------------------------------------|-------------------|---------------|-------------|
| Individual Work M1, M21, M25, M27 | R1, R2, R3, R4 | 56,00 | 2,24 |
| Tutorial Support Sessions M21, M25, M27 | R1 | 5,00 | 0,20 |
| Group Work M19, M29 | R3, R4 | 10,00 | 0,40 |
| Discussion Forum M19, M21, M31 | R1, R2, R3, R4 | 10,00 | 0,40 |
| Continuous Assessment Tasks M1, M17, M19, M21, M23, M29 | R1, R2, R3, R4 | 50,00 | 2,00 |
| TOTAL | | 131,00 | 5,24 |



Description of the contents

Description of the necessary contents to acquire the learning outcomes.

Theoretical contents:

| Content block | Contents |
|--------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| International Marketing | International Marketing |
| International risks coverage systems | Exchange cobertures Risk Cobertures Factoring |
| International legal and Customs procedures | The Customs Customs Systems. International Taxes Import and Export procedures |
| Transport in International Trade | Transport in International Trade Main Modes of International Transport |
| Logistics and International Transports | International Logistic International transport systems. |
| International Business and Globalization | International Business Approach External Trade of Valencian's Region The European Union and companies rules: <ul style="list-style-type: none">- Internal Aspects: Institutions, integration process, et.- External Commercial Policy |
| The International Legal System | The International Contracts The Incoterms The Distribution Contracts |



Temporary organization of learning:

| Block of content | Number of sessions | Hours |
|--------------------------------------------|--------------------|-------|
| International Marketing | 8,00 | 16,00 |
| International risks coverage systems | 4,00 | 8,00 |
| International legal and Customs procedures | 4,00 | 8,00 |
| Transport in International Trade | 1,00 | 2,00 |
| Logistics and International Transports | 5,00 | 10,00 |
| International Business and Globalization | 4,00 | 8,00 |
| The International Legal System | 3,50 | 7,00 |



References

Course overview

The *Foreign Trade* course, in its theoretical aspect, does not have a single textbook that systematically covers all or most of the topics in the syllabus. However, several publications do provide a general overview of the majority of the course content.

Core bibliography (Updated)

The following works broadly cover the main theoretical and practical content of the course:

- **ICEX España Exportación e Inversiones** (2018). *Curso básico: Operativa y práctica del comercio exterior*. ICEX.
- **ICEX España Exportación e Inversiones** (2019). *Curso superior: Estrategia y gestión del comercio exterior*. ICEX.
- **Jiménez, I.** (2008). *Guía de la CCI para los Fundamentos del Comercio Internacional*. International Chamber of Commerce.
- **Díaz Mier, M. A.** (Coord.) (2013). *Negocios internacionales: introducción*. Editorial Pirámide.
- **Hernández Muñoz, L.** (2014). *Diccionario terminológico de comercio exterior*. ICEX.
- **Cavusgil, S. T., Knight, G., Riesenberger, J. R.** (2021). *International Business: The New Realities*. Pearson (4th ed.).
- **Root, F. R.** (2020). *Entry Strategies for International Markets*. Jossey-Bass (updated with recent case studies).
- **Johanson, J., & Vahlne, J.-E.** (2009). *The Uppsala internationalization process model revisited: From liability of foreignness to liability of outsidership*. *Journal of International Business Studies*, 40(9), 1411–1431.

Supplementary bibliography

Manuals and Monographs

- **Welch, L., & Luostarinen, R.** (2022). *Internationalization: Evolution of a Concept*. Routledge.
- **Knight, G. A., & Cavusgil, S. T.** (2015). *The Born Global Firm: An Entrepreneurial and Capabilities Perspective on Early and Rapid Internationalization*. *Journal of International Business Studies*.
- **Acedo, F. J., & Casillas, J. C.** (2017). *Comercio Internacional y Dirección de Operaciones Globales*. Civitas-Thomson Reuters.
- **Santos, J. L., & Ruiz, A.** (2021). *Estrategias de internacionalización para pymes*. ESIC Editorial.

Technical and Digital Resources

- **ICEX**: <https://www.icex.es>
- **Enterprise Europe Network (EEN)**: <https://een.ec.europa.eu/>
- **World Trade Organization (WTO)**: <https://www.wto.org/>
- **World Bank – Doing Business Reports**: <https://www.doingbusiness.org/>

Economic press and current affairs analysis



Students are encouraged to consult specialized media to stay updated on economic trends, regulations, and global geopolitical developments:

- **Expansión:** <https://www.expansion.com>
- **Cinco Días:** <https://www.cincodias.com>
- **El Economista:** <https://www.eleconomista.es>
- **Financial Times:** <https://www.ft.com>
- **The Economist:** <https://www.economist.com>
- **El País Economía:** <https://elpais.com/economia>
- **El Mundo Economía:** <https://www.elmundo.es/economia.html>
- **ICEX Conecta2:** (News and insights on Spanish foreign trade)

Additional note for students

During the course, students will receive essential lecture notes, academic articles, European regulations, and complementary documentation. Moreover, the instructor will be available to provide additional specialized sources upon request, depending on students' interests or academic project topics.



Addendum to the Course Guide of the Subject

Due to the exceptional situation caused by the health crisis of the COVID-19 and taking into account the security measures related to the development of the educational activity in the Higher Education Institution teaching area, the following changes have been made in the guide of the subject to ensure that Students achieve their learning outcomes of the Subject.

Situation 1: Teaching without limited capacity (when the number of enrolled students is lower than the allowed capacity in classroom, according to the security measures taken).

In this case, no changes are made in the guide of the subject.

Situation 2: Teaching with limited capacity (when the number of enrolled students is higher than the allowed capacity in classroom, according to the security measures taken).

In this case, the following changes are made:

1. Educational Activities of Onsite Work:

All the foreseen activities to be developed in the classroom as indicated in this field of the guide of the subject will be made through a simultaneous teaching method combining onsite teaching in the classroom and synchronous online teaching. Students will be able to attend classes onsite or to attend them online through the telematic tools provided by the university (videoconferences). In any case, students who attend classes onsite and who attend them by videoconference will rotate periodically.

In the particular case of this subject, these videoconferences will be made through:

☒ Microsoft Teams

☐ Kaltura



Situation 3: Confinement due to a new State of Alarm.

In this case, the following changes are made:

1. Educational Activities of Onsite Work:

All the foreseen activities to be developed in the classroom as indicated in this field of the guide of the subject, as well as the group and personalized tutoring, will be done with the telematic tools provided by the University, through:

☒ Microsoft Teams

☐ Kaltura

Explanation about the practical sessions:



2. System for Assessing the Acquisition of the competences and Assessment System

ONSITE WORK

Regarding the Assessment Tools:

☒ The Assessment Tools will not be modified. If onsite assessment is not possible, it will be done online through the UCVnet Campus.

☐ The following changes will be made to adapt the subject's assessment to the online teaching.

| Course guide | | Adaptation | |
|-----------------|----------------------|--------------------------------------|---------------------|
| Assessment tool | Allocated percentage | Description of the suggested changes | Platform to be used |

The other Assessment Tools will not be modified with regards to what is indicated in the Course Guide.

Comments to the Assessment System:

If it is not possible to be in presential format the exams will be individuals



ONLINE WORK

Regarding the Assessment Tools:

- ☐ The Assessment Tools will not be modified. If onsite assessment is not possible, it will be done online through the UCVnet Campus.
- ☒ The following changes will be made to adapt the subject's assessment to the online teaching.

| Course guide | | Adaptation | |
|-----------------|----------------------|--------------------------------------|---------------------|
| Assessment tool | Allocated percentage | Description of the suggested changes | Platform to be used |

The other Assessment Tools will not be modified with regards to what is indicated in the Course Guide.

Comments to the Assessment System: