



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 Marian Montesinos Bonet (Responsible Lecturer)

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OADG4 Marian Montesinos Bonet (English Responsible Lecturer)

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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
	15,00%	Objective Tests
	25,00%	Conduct of Theory-Practice
	10,00%	Class attendance and participation
	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
	5,00%	Attendance and participation in the activities of synchronous communication
	25,00%	Conduct of deliverables
	15,00%	Regular evaluations through online questionnaires.
	5,00%	Participation in discussion forums
	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)



CLASS ATTENDANCE IN FACE-TO-FACE DEGREES

In accordance with the development guidelines of the General Regulations for the Evaluation and Qualification of Official Teachings and Own Degrees of the UCV, in face-to-face degrees, class attendance with a minimum of 80% of the sessions of each subject will be required as a requirement to be evaluated. This means that, if a student does not attend the sessions of each subject, in a percentage greater than 20%, he/she will not be able to be evaluated, neither in the first nor in the second call, unless the person responsible for the subject, with the approval of the person responsible for degree, in view of duly justified exceptional circumstances, exempt from the minimum attendance percentage. The same criterion will be applicable for hybrid or virtual degrees in which teachers must maintain the same percentage in the requirement of "presence" in the different training activities, if any, even if these are carried out in virtual environments.

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
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
Logistics and International Transports	6,00	12,00
International Business and Globalization	4,00	8,00
The International Legal System	3,50	7,00



References

GENERAL:

- Curso básico. Operativa y práctica del comercio exterior. ICEX. 2018.
- Curso superior. Estrategia y gestión del comercio exterior. ICEX. 2019.
- Jiménez, I., 2008: Guía de la CCI para los Fundamentos del Comercio Internacional. Cámara de Comercio Internacional.
- Díaz Mier, M.A. (coordinador), 2013. Negocios internacionales: introducción. Pirámide
- Hernández Muñoz, L., 2104: Diccionario terminológico de comercio exterior. ICEX.

COMPLEMENTARY:

Internet (webs):

- www.google.es (buscador)• Webs de instituciones: ej. www.icex.es; www.circe.es/portal; www.mityc.es• Webs de empresas (búsqueda de información sobre empresas)

REVIEWS:

- Revista Emprendedores (www.emprendedores.es)
- Universia Business Review (www.universia.es/ubr)
- Actualidad Económica (www.actualidad-economica.com)
- Harvard-Deusto Business Review
- Alta Dirección

NEWSPAPERS:

- o Expansión (www.expansion.com)
- o Cinco Días (www.cincodias.com)
- o El País (www.elpais.com)
- o El Mundo (www.elmundo.com)



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: