



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 and Sales

Subject Matter: Logística e Internacionalización **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 and Sales

Subject Matter	ECTS	Subject	ECTS	Year/semester
Marketing	12,00	Marketing I	6,00	1/2
		Marketing II	6,00	2/1
Herramientas de Marketing	18,00	Commercial Communication	6,00	3/2
		Customer Relationship Management	6,00	3, 4/1
		Marketing Plan	6,00	3/1
Logística e Internacionalización	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 Realizar y exponer correctamente los casos prácticos propuestos.
- R2 Manejo apropiado de la terminología empresarial internacional y de los esquemas conceptuales del comercio exterior.
- R3 Capacidad de diagnóstico de la situación y perspectivas de una empresa internacional.
- R4 Realizar exposiciones orales de análisis del entorno internacional, diagnósticos de la situación de una empresa internacional o recomendaciones. Redactar informes precisos orientados a la toma de decisiones en relación con los mercados internacionales

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):

Weighting				
1	2	3	4	



Assessment system for the acquisition of competencies and grading system

Assessed learning outcomes	Granted percentage	Assessment method
	15,00%	Objective Tests
	25,00%	Completion of Theoretical-Practical Activities
	10,00%	Class Attendance and Participation
	50,00%	Final Exam
	5,00%	Participation in Synchronous Communication Activities
	25,00%	Deliverable Activities
	15,00%	Periodic Evaluations Through Online Questionnaires
	5,00%	Participation in Discussion Forums
	50,00%	Final evaluation with essay questions and practical scenarios (In-person activity)

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).

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 | Lecture of contents by the teacher, analysis of competencies, explanation, and demonstration of abilities, skills, and knowledge in the classroom. |
| M3 | Supervised group work sessions led by the teacher. Study of economic-business cases, both real and fictitious. Meaningful construction of knowledge through student interaction and activity. Critical analysis of values and social commitment. |



- M4 Supervised monographic sessions with shared participation.
- M5 Application of interdisciplinary knowledge.
- M6 Personalized and small-group attention. Instruction and/or guidance period conducted by a tutor with the aim of reviewing and discussing materials and topics presented in classes, seminars, readings, completion of assignments, etc.
- M7 Set of oral and/or written tests used in the initial, formative, or summative assessment of the student.
- M8 Group preparation of readings, essays, problem-solving, seminars, assignments, reports, etc., to present or submit in theoretical classes, practical classes, and/or small-group tutorials.
- M9 Student study: individual preparation of readings, essays, problem-solving, seminars, assignments, reports, etc., to present or submit in theoretical classes, practical classes, and/or small-group tutorials.
- M10 Presentation of content by the teacher, analysis of competencies, explanation, and demonstration of skills, abilities, and knowledge in the virtual classroom.
- M11 Group work sessions via moderated chat led by the teacher. Study of economic-business cases, both real and fictitious, to construct knowledge through student interaction and activity. Critical analysis of values and social commitment.
- M12 Monographic sessions throughout the course, focused on current aspects and applications of the subject.
- M13 Set of tests, written or oral, used in the initial, formative, or summative assessment of the student.
- M14 Student study: individual preparation of readings, essays, problem-solving, seminars, assignments, reports, etc., for discussion or submission in electronic format.
- M15 Individual attention for monitoring and guidance of the learning process, conducted by a tutor with the objective of reviewing and discussing materials, topics, seminars, readings, completion of assignments, etc.
- M16 Group preparation of readings, essays, problem-solving, seminars, assignments, reports, etc., for dissemination or submission.



- M17 Participation and contributions to discussion forums related to the subject, moderated by the course instructor.
- M18 Problem-solving, comments, reports, to be submitted at deadlines throughout the course.



IN-CLASS LEARNING

IN-CLASS LEARNING ACTIVITIES

	LEARNING OUTCOMES	HOURS	ECTS
On-campus Class M4, M8	R2, R3	22,00	0,88
Practical Class M1, M3, M5, M9	R1, R4	15,00	0,60
Seminar M4	R2	4,00	0,16
Group Project Presentation M1, M5, M8	R1, R4	6,00	0,24
Tutoring M6	R2	6,00	0,24
Evaluation M7	R2, R3, R4	6,00	0,24
TOTAL		59,00	2,36

LEARNING ACTIVITIES OF AUTONOMOUS WORK

	LEARNING OUTCOMES	HOURS	ECTS
Group Work M6, M8	R4	31,00	1,24
Individual Work M1, M5, M9	R1, R2	60,00	2,40
TOTAL		91,00	3,64



ON-LINE LEARNING

SYNCHRONOUS LEARNING ACTIVITIES

	LEARNING OUTCOMES	HOURS	ECTS
Synchronous Virtual Session M11, M12	R2	8,00	0,32
Synchronous Virtual Practical Session M10, M12, M13, M14, M16	R1, R4	4,00	0,16
Synchronous Virtual Seminar and Videoconference M10, M12	R2, R3	8,00	0,32
TOTAL		20,00	0,80

ASYNCHRONOUS LEARNING ACTIVITIES

	LEARNING OUTCOMES	HOURS	ECTS
Individual Tutoring M15	R2, R3	10,00	0,40
Discussion Forums M10, M13, M17	R1, R4	20,00	0,80
Continuous Assessment Activities M14, M16, M17	R1, R3, R4	100,00	4,00
TOTAL		130,00	5,20



Description of the contents

Description of the necessary contents to acquire the learning outcomes.

Theoretical contents:

Content block	Contents
Globalization and Internationalization of the Company	International Economic Environment Foreign Trade in the Valencian Community The European Union: internal and external functioning schemes.
Marketing and Sales in Foreign Trade	Market analysis Market selection Segmentation Channels, brands, products and prices
Customs Legal Regime	Customs Imports Exports customs regimes
International Contracts	International Contracts The Contract of Sale Incoterms Distribution Contracts
Foreign Trade Risks and their coverage	Foreign Exchange Risks Collection Risks Factoring
Instruments of payment and collection in foreign trade	Means of payment and collection Documentary Credit



Temporary organization of learning:

Block of content	Number of sessions	Hours
Globalization and Internationalization of the Company	8,00	16,00
Marketing and Sales in Foreign Trade	4,00	8,00
Customs Legal Regime	4,50	9,00
International Contracts	5,50	11,00
Foreign Trade Risks and their coverage	3,50	7,00
Instruments of payment and collection in foreign trade	4,00	8,00



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.cinco dias.com)
- o El País (www.elpais.com)
- o El Mundo (www.elmundo.com)