

<b>1.- SUBJECT</b>	
1.1.- TOPIC (ÁREA OF KNOWLEDGE)	<b>Economics</b>
1.2.- NAME	<b>International Markets</b>
<b>2.- LECTURER</b>	Beatriz Iñarritu Ibarreche
<b>3.- GENERAL DETAILS</b>	
3.1.- TYPE	Optional
3.2.- ECTS CREDITS	4,5
3.3.- YEAR	Third
3.4.- SEMESTER	First
3.5.- LANGUAGE	English
<b>4.- GENERAL COMPETENCIES</b>	<b>CG5</b> Use information and communication technologies to access information sources, to communicate, to store information and as a tool for learning and investigation, etc.
	<b>CG10</b> Develop interpersonal skills to allow social interaction which respects diversity and multiculturalism
<b>4.- SPECIFIC COMPETENCIES</b>	<b>CE7</b> Analyse the economic climate allowing decisions to be made about business opportunities
<b>6.- CONTENTS</b>	<p><b>1- Introduction: International activity of companies</b></p> <ul style="list-style-type: none"> <li>• International activity of companies</li> <li>• Reasons and advantages/ benefits derived from attending International Markets</li> <li>• Sales Force attending International Markets</li> <li>• Barriers in International Markets: Protectionist measures, Work of Customs</li> </ul> <p><b>2. World Trade: Overview and Statistics</b></p> <ul style="list-style-type: none"> <li>• Secretaría de Estado de Comercio</li> <li>• ICEX - information by country: Exports, Investments and Costs of establishment</li> <li>• EU - Access2Markets; Tariffs and Statistics</li> <li>• WTO - Trade Profiles</li> <li>• UN: International Trade Statistics Yearbook (ITSY) – Volume I Trade by country, UN Comtrade Database</li> </ul> <p><b>3- The EU Commercial Policy – Trade Agreements</b></p> <ul style="list-style-type: none"> <li>• Europe today</li> <li>• EU Commercial Policy</li> <li>• EU Trade Agreements</li> </ul> <p><b>4- . EU: Trade and Investment Barriers</b></p> <ul style="list-style-type: none"> <li>• EU Trade and Investment Barriers Report</li> <li>• EU Database – Barriers to trade of goods</li> </ul>
<b>7. METHODOLOGY</b>	-Magistral classes to analyse general concepts referring the internationalisation, the economic globalisation and the international

	<p>markets for the companies.</p> <ul style="list-style-type: none"> <li>- Debates in class (Reading of newspapers' articles and websites on economic issues)</li> <li>- Individual and team work on the analysed subjects</li> <li>- If possible, visits of experts and professionals in International Trade and Internationalisation, and visits to internationalized companies</li> </ul>							
<b>8.- LEARNING OUTCOMES</b>	Identify the key characteristics of countries in terms of their level of development and their business opportunities for successful international business expansion and the implementation of policies for promoting development.							
	Select the fields of action (countries, markets, etc.) where the outcome of the (business, institutional, etc.) projects can be maximised, while adhering to business and social ethical standards.							
<b>9.- EVALUATION CRITERIA</b>	<b>Criteria</b>		<b>Competence</b>		<b>Value (%)</b>			
	Final Exam		<b>CE7</b>		50%			
	Team Activities		<b>CG5- CG10</b>		40%			
	Attitude, Participation, Individual work		<b>CG10</b>		10%			
	<b>General comments</b>							
	<ul style="list-style-type: none"> <li>- To be evaluable in the first session it will be necessary to pass the final exam (minimum 5 out of 10)</li> <li>- The final exam will be a written assessment including some open questions to develop different subjects that might have been analysed in class</li> </ul>							
	<b>Comments about the extraordinary exam session</b>							
	<ul style="list-style-type: none"> <li>- It will be an imperative requirement to pass the new extraordinary final exam</li> <li>- If the mark obtained in the team activities improves the final mark, it will be considered (extraordinary final exam 50% and team activities 50%)</li> <li>- Only in exceptional cases it might be possible to develop individual works to improve the final mark</li> </ul>							
<b>Comments about sessions for students from previous years (without lecturing)</b>								
<ul style="list-style-type: none"> <li>- It will be an imperative requirement to pass the new extraordinary final exam</li> </ul>								
<b>10.- BIBLIOGRAPHY</b>	<ul style="list-style-type: none"> <li>- Instituto de Comercio Exterior (ICEX)</li> <li>- EU-EUROSTAT</li> <li>- World Trade Organization (WTO)</li> <li>- UN COMTRADE</li> <li>- EU website (European Commission - DG Trade)</li> <li>- Companies' websites and videos</li> </ul>							
<b>11.- EVALUATION CRITERIA SCHEDULE</b>	<b>Criterion</b>	<b>Sep.</b>	<b>Oct.</b>	<b>Nov.</b>	<b>Dic.</b>	<b>Ene.</b>	<b>Total</b>	
	Final Exam					50%	50%	
	TeamActivities	5%	15%	5%	15%		40%	
	Attitude, Participation and Individual work	10%						10%
	<b>Total</b>							<b>100%</b>

