

1.- SUBJECT	
1.1.- TOPIC (ÁREA OF KNOWLEDGE)	Economics
1.2.- NAME	International Markets
2.- LECTURER	Beatriz Iñarritu Ibarreche
3.- GENERAL DETAILS	
3.1.- TYPE	Optional
3.2.- ECTS CREDITS	4.5
3.3.- YEAR	Third
3.4.- SEMESTER	First
3.5.- LANGUAGE	English
4.- GENERAL COMPETENCIES	CG5 Use information and communication technologies to access information sources, to communicate, to store information and as a tool for learning and investigation, etc.
	CG10 Develop interpersonal skills to allow social interaction which respects diversity and multiculturalism
4.- SPECIFIC COMPETENCIES	CE7 Analyse the economic climate allowing decisions to be made about business opportunities
6.- CONTENTS	<p>1- Key Questions about International activity of companies</p> <ul style="list-style-type: none"> • Reasons and advantages/ benefits derived from attending International Markets. • Sales Force attending International Markets. • Barriers in International Markets: Protectionist measures. <p>2. Outstanding Sources of information</p> <ul style="list-style-type: none"> • ICEX - information by country: Exports, Investments and Costs of establishment • EU - Access2Markets; Tariffs and Statistics • UN Comtrade Database <p>3- EU exporters and investors: The EU Commercial Policy andAgreements</p> <ul style="list-style-type: none"> • EU Commercial Policy • EU Trade and Investment Agreements <p>4- .EU exporters and investors: Trade and Investment Barriers</p> <ul style="list-style-type: none"> • EU Trade Barriers (TB Regulation TBR - investigations) • EU Database – Trade Barriers for EU exporters of goods
7. METHODOLOGY	<p>-Magistral classes to analyse general concepts referring the internationalisation, the economic globalisation and the international markets for the companies.</p> <p>-Debates in class (Reading of newspapers' articles and websites on economic issues)</p> <p>- Individual and team work on the analysed subjects</p> <p>- If possible, visits of experts and professionals in International Trade and Internationalisation, and visits to internationalized companies</p>

8.- LEARNING OUTCOMES	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.							
9.- EVALUATION CRITERIA	Criteria	Competence		Value (%)				
	Partial Exam	CE7		15%				
	Team Activity	CG5- CG10		20%				
	Final Exam	CE7		55%				
	Attitude, Participation, Individual work	CG10		10%				
	General comments							
	<ul style="list-style-type: none"> - To be evaluable in the first session it will be necessary to pass the final exam (minimum 5 out of 10) - The final exam will be a written assessment including some open questions to develop different subjects that might have been analysed in class 							
	Comments about the extraordinary exam session							
	<ul style="list-style-type: none"> - It will be an imperative requirement to pass the new extraordinary final exam - If the mark obtained in both partial exam and team activity, improves the final mark, it will be considered (extraordinary final exam 55% and partial exam and team activity 45%) <p>Only in exceptional cases it might be possible to develop individual works to improve the final mark</p>							
	- Comments about sessions for students from previous years (without lecturing)							
It will be an imperative requirement to pass the new extraordinary final exam								
10.- BIBLIOGRAPHY	<ul style="list-style-type: none"> - Instituto de Comercio Exterior (ICEX) - EU-EUROSTAT - UN COMTRADE - EU website (European Commission - DG Trade) - Companies' websites and videos 							
11.- EVALUATION CRITERIA SCHEDULE	Final Exam	Sep.	Oct.	Nov.	Dec.	Jan.	Total	
	Partial Exam		15%				15%	
	Team Activity			5%	15%		20%	
	Final Exams					55%	55%	
	Attitude, Participation and Individual work	10%						10%
	Total							100%