

30162 - Management of International Relations

Información del Plan Docente

Academic Year	2018/19
Subject	30162 - Management of International Relations
Faculty / School	175 - Escuela Universitaria Politécnica de La Almunia
Degree	425 - Bachelor's Degree in Industrial Organisational Engineering
ECTS	6.0
Year	4
Semester	Half-yearly
Subject Type	Optional
Module	---

1.General information

1.1.Aims of the course

1.2.Context and importance of this course in the degree

1.3.Recommendations to take this course

2.Learning goals

2.1.Competences

2.2.Learning goals

2.3.Importance of learning goals

3.Assessment (1st and 2nd call)

3.1.Assessment tasks (description of tasks, marking system and assessment criteria)

4.Methodology, learning tasks, syllabus and resources

4.1.Methodological overview

The current subject is conceived as a stand-alone combination of contents, yet organized into two fundamental and complementary forms, which are: the theoretical concepts of each teaching unit, the solving of problems or resolution of questions, at the same time supported by other activities such as public presentations.

4.2.Learning tasks

To get the learning objectives, the organization of teaching will be carried out using the following steps:

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Theory Classes: Theoretical activities carried out mainly through exposition by the teacher, where the theoretical supports of the subject are displayed, highlighting the fundamental, structuring them in topics and or sections, interrelating them.

Practical Classes: Carried by teacher and students. Practical problems or cases for demonstrative purposes. This type of teaching complements the theory shown in the lectures with practical aspects.

Individual Tutorials: Those carried out giving individual, personalized attention with a teacher from the department. Said tutorials may be in person or online.

4.3.Syllabus

BLOCK I: BASIC CONCEPTS OF INTERNATIONAL TRADE

DIDACTIC UNIT 1.- INTRODUCTION TO FOREIGN TRADE.
DIDACTIC UNIT 2.- INTERNATIONALIZATION OF THE COMPANIES.
DIDACTIC UNIT 3.- INFORMATION SYSTEMS.

BLOCK II: MARKETING AND RESEARCH OF INTERNATIONAL MARKETS

DIDACTIC UNIT 4.- INTERNATIONAL MARKETING.
DIDACTIC UNIT 5.- RESEARCH OF EXTERNAL MARKETS.

BLOCK III: INTERNATIONAL MIX MARKETING
DIDACTIC UNIT 6.- PRODUCTS IN OUTSIDE MARKETS.
DIDACTIC UNIT 7.- PRICES FOR EXTERNAL MARKETS.
DIDACTIC UNIT 8.- COMMUNICATION FOR EXTERNAL MARKETS.
DIDACTIC UNIT 9.- INTERNATIONAL DISTRIBUTION.

4.4.Course planning and calendar

The dates of the partial exams, practical works and exercises will be shown in the Moodle platform.

The dates of the final exams will be those that are officially published

4.5.Bibliography and recommended resources

The resources of the course will be located at Moodle platform.

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