

<b>Name of the SUBJECT</b>  <b>3.2. NEW MARKETS AND INTERNATIONALIZATION</b>	<b>ECTS Credits</b>  <b>8 ECTS (200 hours), COMPULSORY</b>
<b>Duration, format and temporal location within the study plan.</b> This subject will be taught throughout the third year of the degree.	
<b>Requirements</b> None	
<b>Language</b> English / Spanish / Basque	
<b>Basic Competencies</b> <p><b>BC1.</b> Students demonstrate possession and understanding of knowledge in an area of study that builds on the foundation of general secondary education, and is usually at a level that, while relying on advanced textbooks, also includes some aspects that involve knowledge from the cutting edge of their field of study.</p> <p><b>BC2.</b> Students know how to apply their knowledge to their work or vocation in a professional manner and possess the skills that are usually demonstrated through the development and defense of arguments and problem solving within their area of study.</p> <b>Transversal Competencies</b> <p><b>TC02 - CREATIVE AND TRANSFORMATIONAL</b> - Develop various ideas and opportunities to create value, including better solutions to existing and new challenges. Explore and experiment with innovative approaches. Combine knowledge and resources to achieve valuable effects. Initiate value-creating processes, accept challenges and act and work independently to achieve objectives, stick to intentions and carry out planned tasks.</p> <p><b>TC07 - CONSCIOUS AND COMMITTED</b> - Being able to self-regulate and have a realistic self-concept of themselves and a balanced self-esteem, i.e. people who know themselves and their capabilities. They have a broad vision of the professions and of what they can do and they have the ability to express where they want to go. They will not arrive at closed and fixed structures, but will have as a value the knowledge of oneself, from where they will improve and will be more and more free and independent.</p>	

**General / Personal Competencies:**

GC1 Is able to identify his/her strengths and weaknesses when relating to others by engaging with the environment

GC4 Is able to guide and motivate the people in his/her team to achieve a common goal

GC6 Generates and applies imaginative solutions outside of established frameworks to develop new ideas and responses to transform their environment

**Specific / Professional Competencies:**

SC3 Knows and applies the tools, processes and methodologies for the organization, management of people and talent in organizations (attracting, maintaining, cohesion and commitment of talent).

SC4 Knows and applies the tools, processes and methodologies for the organization, management and direction of the financial function, oriented to the optimization and exploitation of opportunities.

SC6 Knows and applies the tools, processes and methodologies of international character of organizations and business projects.

SC8 Knows and understands the implications of new trends in organizational management.

**Learning Outcomes**

LO1\_3 Likes to take the lead in his/her personal/professional development and undertake ambitious actions aimed at a better quality of life for him/herself and others.

LO 4\_2 Understands and contrasts that their leadership contributes to the development of individuals and teams.

LO 6\_2 Master (the) tools to develop creative alternatives.

LO 10\_3 Is able to apply tools, processes and methodologies for people management in organizations.

LO 11\_3 Is able to apply tools, processes and methodologies for the organization, management and direction of the financial function.

LO 13\_2 Understands the tools, processes and methodologies for the internationalization of organizations and business projects.

LO 15\_2 Understands technological and non-technological trends in the management of the future

**Brief summary of contents**

**Module 1: STRATEGIC REDEFINITION**

- Internationalization Diagnosis (External and Internal Analysis) – SWOT
- Internationalization Strategy
- Strategy Implementation Process
- Levels of Strategy

**Module 2: GLOBAL VISION**

- Global Context
- Main Trends

Information Sources - Tools  
Trade Agreements  
Regional Focus - PESTEL  
Market Research – Criteria for the selection of the market

### **Module 3: EXPORT**

Forms of Entry in New Markets  
Indirect and Direct Exporting, Alliances and Presence  
International Finance  
Currency (Exchange Rates, Foreign Exchange Market and Exchange Rate Insurance)  
Financing  
International Tax  
Create a New Bank Account  
Payment Methods

### **Module 4: IMPORT**

Incoterms  
Definition and Characteristics  
International Transport  
Transport Agents and Loads  
Documents in International Business  
Incoterms one by one  
International Finance  
Customs  
VAT

### **Challenge Outcome**

#### ***Training activities***

The training activities planned for this module are the following:

- Challenge-based learning (1 ECTS, 25 hours)
- Cooperative work: Development, writing and presentation of group activities (1,5 ECTS, 37,5 hours)
- Development, writing and presentation of individual works (1 ECTS, 25 hours)
- Workshops aimed at the acquisition of specific skills (1 ECTS, 25 hours)
- Online learning resources (0,5 ECTS, 12,5 hours)
- Individual and group reflection activities and dynamics (0,5 ECTS, 12,5 hours)
- Study of cases and real experiences through guest speakers (1 ECTS, 25 hours)
- Accompaniment, mentoring and individual monitoring (0,5 ECTS, 12,5 hours)
- Learning feedback (0,5 ECTS, 12,5 hours)
- Gamification (0,5 ECTS, 12,5 hours)

## Evaluation system

All subjects will be evaluated through the continuous assessment system through which constant information is provided to both teachers and students of the learning process throughout the academic period. As an indication, the criteria that will govern the evaluation system of the degree are as follows:

Those training activities oriented to the acquisition of knowledge and in which individual study predominates may be evaluated with oral and/or written tests that will correspond to a maximum of 40% of the final grade.

On the other hand, those training actions aimed at the acquisition of the practical skills of the subjects will be evaluated through the completion of different activities (work, cases, solving challenges, etc.) corresponding, as a whole, at least 60% of the final grade.

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