



Universitat de Lleida

DEGREE CURRICULUM  
**INTERNATIONALIZATION AND  
MARKETS MANAGEMENT**

Coordination: OLLÉ OTERO, LLUÍS

Academic year 2018-19

## Subject's general information

<b>Subject name</b>	INTERNATIONALIZATION AND MARKETS MANAGEMENT			
<b>Code</b>	103121			
<b>Semester</b>	1st Q(SEMESTER) CONTINUED EVALUATION			
<b>Typology</b>	Degree	Course	Character	Modality
	Master's Degree in Leather Engineering	2	OPTIONAL	Attendance-based
<b>Course number of credits (ECTS)</b>	3			
<b>Type of activity, credits, and groups</b>	<b>Activity type</b>	PRAULA		TEORIA
	<b>Number of credits</b>	0.5		2.5
	<b>Number of groups</b>	1		1
<b>Coordination</b>	OLLÉ OTERO, LLUÍS			
<b>Department</b>	BUSINESS ADMINISTRATION			
<b>Important information on data processing</b>	Consult <a href="#">this link</a> for more information.			

Teaching staff	E-mail addresses	Credits taught by teacher	Office and hour of attention
OLLÉ OTERO, LLUÍS	lluis.olle@udl.cat	3	

## Learning objectives

The objectives we can enumerate according to.

1. Knowledge, location and typology of raw materials, both raw and semi-processed.
2. Characterization of the most important breeds. Zoophysical aspects.
3. Customs formality. Banking operation Buying / selling contacts.
4. Documentary of goods traffic.

## Competences

Basic competences:

- B07. That students know how to apply the acquired knowledge and have the ability to solve problems in new or unfamiliar environments in broader (or multidisciplinary) contexts related to their area of study.
- B08. That the students be able to integrate knowledge and face the complexity of formulating judgments based on information that, being incomplete or limited, include reflections on the social and ethical responsibilities linked to the application of their knowledge and judgments .

Specific competences:

- CE1. Analyze the different raw materials, intermediate and final products in the leather manufacturing process.
- CE6. Mainly identify the main markets of origin and supply of raw leather and the main destinations of finished leather.
- CE11. Apply the necessary legislation in the field of leather engineering.

## Subject contents

1. Introduction.
2. Africa.
3. Asia.
4. America.
5. Europe.
6. Oceania.
7. Purchase management. Spreadsheets
8. International purchase / sale contracts.
9. Documentary type.
10. Tariffs and tariff headings.

## Methodology

The methodology is divided into:

- Theoretical classes 15h.  
 Round tables 10h.  
 Individual work 5h.

## Development plan

Theme1. 3 h.

Large group 1 h.

Supervised activities 1 h.

Self learning 1 h.

Theme2. 8 h.

Large group 4h.

Supervised activities 2h.

Self learning 2h.

Theme3. 8 h.

Large group 4h.

Supervised activities 2h.

Self learning 2h.

Topic 4. 8 h.

Large group 4 h.

Guided activities 2 h.

Self learning 2 h.

Theme5. 8 h.

Large group 4h.

Supervised activities 2h.

Independent learning 2h.

Theme6. 8 h.

Large group 4 h.

Guided activities 2 h.

Self learning 2 h.

Theme7. 8 h.

Large group 4 h.

Guided activities 2 h.

Self learning 2 h.

Theme8. 8 h.

Large group 4 h.

Guided activities 2 h.

Self learning 2 h.

Theme9. 8 h.

Large group 4 h.

Guided activities 2 h.

Self learning 2 h.

Topic 10. 8 h.

Large group 4 h.

Guided activities 2 h.

Self learning 2 h

## Evaluation

Individual works 25%

Presentations and discussions. 75%

## Bibliography

Olle L., Bacardit A., Internacionalitzación y Gestión de los mercados del Cuero. G. Vilanova 2010. ISBN 84931837-7-6