



Universitat de Lleida

DEGREE CURRICULUM  
**INTERNATIONALIZATION AND  
MARKETS MANAGEMENT**

Coordination: COMBALIA CENDRA, FELIP

Academic year 2023-24

## Subject's general information

<b>Subject name</b>	INTERNATIONALIZATION AND MARKETS MANAGEMENT			
<b>Code</b>	103158			
<b>Semester</b>	2nd Q(SEMESTER) CONTINUED EVALUATION			
<b>Typology</b>	Degree	Course	Character	Modality
	Master's Degree in Leather Engineering	1	OPTIONAL	Attendance-based
<b>Course number of credits (ECTS)</b>	4.5			
<b>Type of activity, credits, and groups</b>	<b>Activity type</b>	PRALAB	PRAULA	TEORIA
	<b>Number of credits</b>	2.5	0.5	1.5
	<b>Number of groups</b>	1	1	1
<b>Coordination</b>	COMBALIA CENDRA, FELIP			
<b>Department</b>	INDUSTRIAL AND BUILDING ENGINEERING			
<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
BACARDIT DALMASES, ANNA	anna.bacardit@udl.cat	3,8	
COMBALIA CENDRA, FELIP	felip.combalia@udl.cat	,7	

## 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

B06. Possess and understand knowledge that provides a foundation or opportunity to be original in the development and/or application of ideas, often in a research context.

B07. Que los estudiantes sepan aplicar los conocimientos adquiridos y tener capacidad de resolución de problemas en entornos nuevos o poco conocidos dentro de contextos más amplios (o multidisciplinares) relacionados con su área de estudio. B08. That students are able to integrate knowledge and face the complexity of formulating judgments based on information that, being incomplete or limited, includes reflections on the social and ethical responsibilities linked to the application of their knowledge and judgments.

B09. That students know how to communicate their conclusions –and the knowledge and ultimate reasons that support them– to specialized and non-specialized audiences in a clear and unambiguous way.

B10. That students have the learning skills that allow them to continue studying in a way that will be largely self-directed or autonomous.

### Generics

CG1. Appropriately apply mathematical, analytical, scientific, instrumental, technological and management aspects.

CG2. Technically and economically manage projects, facilities, plants, companies and technology centers.

CG3. Research, develop and innovate.

### Transversers

CT1. Communicate clearly and precisely orally and in writing in Catalan and Spanish and in a third language, especially English.

CT2. Efficiently use digital technologies in their professional field.

CT3. Propose innovative, creative and entrepreneurial solutions in situations typical of the professional field.

CT4. Evaluate the sustainability and social impact of the proposed proposals and act with ethical, environmental and professional responsibility. specific

## Specifics

CE1. Analyze the different raw materials, intermediate and final products in the leather manufacturing process.

CE2. Analyze, apply and project the main unit operations and the systems that make up the leather manufacturing process.

CE4. Apply theories and principles of leather engineering in order to analyze complex situations and make decisions using engineering resources.

Project, calculate and design products, processes, facilities and plants, related to 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., Internacionalització y Gestión de los mercados del Cuero. G. Vilanova 2010. ISBN 84931837-7-6