



COMMERCE INTERNATIONAL SEMESTER

This project offers a full semester taught in English (30 ECTS). It allows foreign exchange students to study Business at the Faculty of Commerce during spring semester.

The courses included in this programme will be available to any visiting student, even if they are not registered at the whole international semester.

Maximum of 30 students.

The proposed programme is scheduled as follows:

- 9 ECTS corresponding to the **Student's Final Project**.
- 21 ECTS corresponding to three courses to be chosen from:

Foreign Trade: 6 ECTS. The following aims are posed:

- o Understanding the apparently contradictory processes of globalising and regionalising economic activity.
- o Distinguishing and assessing the different ways to access foreign markets.
- o Understanding the importance and scope of marketing in the business' international strategy.
- o Knowing and differentiating the main variables of the marketing mix.
- o Knowing how to determine the applicable tariffs in import/export operations.
- o Understanding the features of international contracts, especially contracts associated with an international sales transaction, and means of dispute settlement.

Human Resources and Sales Force Management: 6 ECTS. The following aims are posed:

- o Providing the basic knowledge relating the role of staff within organisations.
- o Understanding the importance of Human Resources and being familiar with the tasks related to managing these resources, administrative tasks carried out by the Human Resources Department.



- In addition, the specific field of the marketing function, contributing to knowledge of the sales activity, studying the profiles of the members of the Sales Force and the nature of the work they do.
- Achieving adequate knowledge of the different tasks required in the management of a sales team: designing positions, determining the size of the sales force, assignment, recruitment, selection, training, remuneration and supervision.

Consumer Behaviour: 6 ECTS. The following aims are posed:

- Preparing students to understand and handle concepts related to the description and constraints of consumer behaviour.
- Preparing students to apply scientific methods of description and analysis of consumer behaviour, developing research skills and a scientific attitude of rigorous and objective analysis of consumption phenomena.
- Providing knowledge of the general patterns of consumption behaviour and their recent development trends.
- Preparing students to carry out actions to change consumer behaviour, oriented towards both commercial activity interests as well as principles of a fair, sustainable and equitable society.

Business Simulation Game: 3 ECTS. The following aims are posed:

- Understanding management tasks and the decision-making process within a business.
- Checking that the results of the business' decisions do not only depend on actions carried out by the business, but also those of the competition.
- Being able to work in a team.

- 6 ECTS corresponding to a **Spanish Course** given by the Language Centre of the University of Valladolid.