



COMMERCE INTERNATIONAL SEMESTER

A full programme taught in **English** 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 40 international students.

The proposed programme is scheduled as follows:

- **24 ECTS** corresponding to five courses to be chosen from:

International Trade: 6 ECTS. Learning goals:

- Understand the apparently contradictory processes of globalising and regionalising economic activity.
- Distinguish and assessing the different ways to access foreign markets.
- Understand the importance and scope of marketing in the business' international strategy.
- Know and differentiating the main variables of the marketing mix.
- Know how to determine the applicable tariffs in import/export operations.
- Understand 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. Learning goals:

- Provide the basic knowledge relating the role of staff within organisations.
- Understand 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.
- Achieve 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. Learning goals:

- Prepare students to understand and handle concepts related to the description and constraints of consumer behaviour.
- Prepare 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.
- Provide knowledge of the general patterns of consumption behaviour and their recent development trends.
- Prepare 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.

Cultural Economics: 3 ECTS. Learning goals:

- Understand the analytical peculiarities of culture as an object of economic analysis.
- Identification of the behaviour of consumers, businesses and cultural institutions.
- Know the economic characteristics of different cultural sectors.
- Understand the contribution of culture to economic development and its territorial implications.

Economic History of Commerce: 3 ECTS. The aims of the course are focused on the study and comprehension of the economic development process through the history and, specially, of the evolution of commerce and trade.

Learning goals:

- Understand the general trends in the evolution of commerce and trade since the 19th century.
- Recognize pattern of change in the evolution of commerce (products, geographical areas, transportation, etc.).



- Identify the main characteristic of international trade relations during the last two centuries.
 - Understand the relations between of institutions and commerce (trade policies, trade agreements, etc.).
- **9 ECTS** corresponding to the **Final Project**.
- **6 ECTS** corresponding to a **Spanish Course** given by the Language Centre of the University of Valladolid located next to the Faculty of Commerce.