Commercial research (I) - Sources of economic and commercial information (online and onsite)

MASTER'S DEGREE MBA IN INTERNATIONAL MANAGEMENT

UNIVERSIDAD INTERNACIONAL MENÉNDEZ PELAYO

Másteres Universitarios

This document can be used as reference documentation of this subject for the application for recognition of credits in other study programmes. For its full effect, it should be stamped by UIMP Student's Office.

GENERAL DATA

Brief description

The main objective of the Module is to learn the most effective ways to make use of search engines in order to obtain the best results on International Trade information retrieval, and thus save time and resources.

Name

Commercial research (I) - Sources of economic and commercial information (online and onsite)

Code

102792

Academic year

2024-25

Degree

MASTER'S DEGREE MBA IN INTERNATIONAL MANAGEMENT

ECTS Credits

2

Type

MANDATORY

Duration

Cuatrimestral

Language

CONTENTS

Contents

Block 1. Internet Search Tools
• Introduction. Internet as a Tool for Exporters. Why Export? Exporting 101
• Case Study Introduction
• Internet Domains. Search Strategies. Search Engines: Google Advanced Search
• Google Custom Search. Google Public Data. Google Trends
• The Invisible Web. Examples related to International Trade: Trademark Offices
• ChatGPT, Google Gemini and Microsoft Copilot as Search Tools

Block 2. International Trade Online Resources
• Country Information
• Market Research Sources and Resources

• Trade Barriers: Tariff Barriers
• Trade Barriers: Non-Tariff Barriers
• Promotion. Trade Missions. Trade Shows. Digital Marketing. Linkedin
• TPO’s Promotion Activities

COMPETENCES

Conocimientos

CO2 - To acquire a body of theoretical and practical knowledge and learning skills, which will enable those who remain interested to pursue further, more specialised studies in the field of advanced research or doctoral studies.

CO3 - To master the basic tools of information and communication technologies for exercising of their profession and for learning.

CO4 - To understand the concepts, theories and instruments for analysing and developing business internationalisation plans.

CO5 - To understand the nature of problems in the organisation and therefore the application of suitable tools by developing analytical skills.

Habilidades

S3 - To be able to collect, record and interpret macroeconomic data, country information, industry and business information, financial and accounting data, statistical data, and relevant research results to systematise business decision-making processes in international environments.

S4 - To apply the appropriate procedure to achieving an international business objective.

S7 - To manage software and statistical programmes for data recording and analysis.

S9 - To manage a business internationalisation project and assume managerial responsibilities.

Competencias

C3 - To express themselves correctly, both orally and in writing, in Spanish and English, maintaining an appropriate image in their professional activity.

C6 - To lead and develop international business negotiation processes.

LEARNING PLAN

Training activities

Type of activity	Hours	% On site
TA2.- Practical classes	2	100
TA3.- Individual and group work	20	5
TA5.- Individual student work	23	0

Teaching methods

Language in which the course is taught:

Online part: English
In-person classes: Spanish

Online:

Materials, tests and tutor’s email are available at ICEX-CECO’s online e-learning platform. End dates for each block of activities will be announced at the online e-learning platform. Tutors will be supporting the online training. Students are advised to ask questions related to the course content.

A Case Study will be delivered so that the student will understand each stage of the export process and will identify the main information resources.

On site classes:

Three introduction and feedback on site classes will be held during the Module.

Compulsory and suggested readings and videos prior to each session.

Learning outcomes

LEARNING OUTCOMES:

• Being able to analyze the available Information Research Tools on Economic and Commercial Information
• Learn how Search Engines work
• Compare Search Engines with AI chatbots as chatGPT, Gemini or Copilot
• How to use Advanced Search query tools

• How search terms, and how to optimize time and results
• Know and analyze the main information sources available on:
-Country Information,
-Market Research,
- Trade Barriers,
- Distribution,
- Resources from Trade Promotion Organizations,
- etc…

EVALUATION

Evaluation system

At the regular exam session, which lasts 90 minutes, the final grade of a student will be determined by two main components: the online activities and the final examination.

Online activities

20% of final marks. Exercises of the online modules will sum up to 20% of final marks, taking into account attitude, participation, and punctuality delivering the exercises on time. In order to obtain this 20% the student must achieve correctly 100% of each of 10 activities out of 10. Any score under 10 totally correct activities will qualify for its value (i.e. 8 out of 10 correct activities will sum 16% out of the possible 20%).

The corrections for the online activities carried out by various instructors are scored according to a Gaussian curve grading scale applicable to each group, ensuring that the distribution of grades remains consistent across all groups.

Final exam

80% of final marks. Final exam is held at ICEX-CECO. It takes place in November. Maximum grading:10 points.
• The exam has 40 multiple choice questions. Correctly answered questions will add up 0.25 points each. 0.125 points will be deducted from each incorrect answer. The answers will be
based on the following materials:

- The explanations and documents are given in class and the online material.
-A personal effort of reflection and own criteria of the student

• Grading will be done on a Gaussian bell styled grading curve (bell curving marking).

-Online Activities 20%

-Final Exam 80%

-Total Grade 100%

In the 2nd and subsequent calls, the grading will depend on the tests (multiple-choice written exams, essay-type exams, assignments, oral exams, etc.) which will be determined by the instructors and communicated to the students in advance.

FACULTY

Coordinator/s

Enrile D'Outreligne, Carlos

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