



PRESENTACIÓN

Breve descripción: International Week

Our trip will take place in January 21 - 25, 2026. THESE DATES HAVE NOT BEEN CONFIRMED.

- **Módulo/Materia:** International Industrial Management Program
- **ECTS:** 3
- **Curso:** 3rd-year students
- **Semestre:** Spring semester
- **Profesorado:** Michelle Gaisoa (mgaisoa@unav.es)
- **Idioma:** English

RESULTADOS DE APRENDIZAJE (Competencias)

- Understand the processes of internationalisation of companies in a context of technological development, through the experiences of companies.
- Know the agents that support and collaborate with companies in their internationalisation process.
- To be able to formulate the most appropriate internationalisation strategies for each context.
- To be able to identify the most important risk elements and facilitators in international relations.

PROGRAMA

The aim of the international week is to learn through visits and contact with national and foreign companies based in a foreign country. The following activities will be carried out for this purpose.

- Preparation of the course. One week before the trip, the companies and agents to be visited will be announced. Working sessions before or after the visit.
- Visits to trade fairs
- Workshops

ACTIVIDADES FORMATIVAS

The methodology combines different teaching methodologies, as visits, group-based activities and debate.

EVALUACIÓN



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CONVOCATORIA ORDINARIA

Students will be required to attend the academic visit.

Course evaluation will be based on the development of the different workshops and sessions.

CONVOCATORIA EXTRAORDINARIA

There is no June exam.

HORARIOS DE ATENCIÓN

Please email for an appointment

MGAISOA@UNAV.ES

BIBLIOGRAFÍA