



IDENTIFYING DATA

(*)Comercio internacional

Subject	(*)Comercio internacional			
Code	V55G020V01942			
Study programme	(*)Grao en Administración e Dirección de Empresas			
Descriptors	ECTS Credits	Choose	Year	Quadmester
	6	Mandatory	3rd	2nd
Teaching language	English			
Department				
Coordinator	Conde Borrajo, Ana			
Lecturers	Conde Borrajo, Ana			
E-mail	aconde@escueladenegociosncg.edu			
Web				
General description	This module is taught in English, therefore it is essential that students accredit a B2 level of English.			

Competencies

Code	
A1	(*)Posuír e comprender coñecementos sobre as interrelacións existentes entre os distintos subsistemas que conforman o sistema empresarial
A2	(*)Posuír e comprender coñecementos sobre as institucións económicas como resultado e aplicación de representacións teóricas ou formais a respecto de como funciona a economía
A3	(*)Posuír e comprender coñecementos sobre os aspectos internos, funcións e procesos das organizacións incluíndo a súa natureza, estrutura, goberno, operativa e dirección.
A4	(*)Posuír e comprender coñecementos sobre o marco económico que regula as actividades empresariais, e a correspondente normativa
A5	(*)Posuír e comprender coñecementos sobre a relación entre a empresa e o seu entorno avaliando a súa repercusión na estratexia, comportamento, xestión e sustentabilidade empresarial
A6	(*)Posuír e comprender coñecementos sobre os distintos procesos, procedementos e prácticas de xestión empresarial
A8	(*)Aplicar os coñecementos adquiridos a futuras situacións profesionais e desenvolver competencias relacionadas coa elaboración e defensa de argumentos e resolución de problemas dentro da súa área de estudo
A12	(*)Solucionar de maneira eficaz problemas e tomar decisións utilizando métodos cuantitativos e cualitativos apropiados, incluíndo entre eles a identificación, formulación e solución dos problemas empresariais
A13	(*)Mobilidade e adaptabilidade a entornos e situacións diferentes
A15	(*)Ter a capacidade de reunir e interpretar datos relevantes para emitir xuízos que inclúan unha reflexión sobre temas relevantes de índole social, científica ou ética
A16	(*)Habilidades na procura, identificación e interpretación de fontes de información económica relevante
B1	(*)Capacidade de análise e síntese
B2	(*)Pensamento crítico e autocrítico
B3	(*)Habilidades relacionadas co uso de aplicacións informáticas utilizadas na xestión empresarial
B4	(*)Poder transmitir ideas, información, problemas e situacións ao público tanto especializado como non especializado
B5	(*)Habilidades de comunicación oral e escrita
B7	(*)Ler e comunicarse en inglés como lingua estranxeira
B8	(*)Comunicarse con fluidez no seu entorno, incluíndo competencias interpersoais de escoita activa, negociación, persuasión e presentación
B9	(*)Capacidade de actuación eficaz dentro dun equipo de traballo
B10	(*)Emitir informes de asesoramento sobre situacións concretas de empresas e mercados
B12	(*)Desenvolver as habilidades de aprendizaxe necesarias para emprender estudos posteriores cun alto grao de autonomía
B13	(*)Capacidade de aprendizaxe e traballo autónomo

B15 (*)Xestión persoal efectiva en termos de tempo, planificación e comportamento, motivación e iniciativa tanto individual como empresarial

B16 (*)Capacidade de lideranza, incluíndo empatía co resto de persoas

B17 (*)Responsabilidade e capacidade para asumir compromisos

B18 (*)Compromiso ético no traballo

B19 (*)Motivación pola calidade e mellora continua

Learning aims

Expected results from this subject	Training and Learning Results	
To understand the importance of International Commerce in the world economy.	A1 A2 A4 A5 A8 A13 A15 A16	B1 B2 B3 B4 B5 B7 B8 B9 B12 B18 B19
Encourage students to enhance their skills to seek, analyse and interpret the relevant information in order to design strategies and action plans for the internationalisation of a company.	A1 A2 A3 A4 A5 A6 A8 A12 A13 A16	B1 B2 B3 B4 B5 B7 B9 B10 B15 B18 B19
To endow students with the basics of operational aspects of international trade.	A3 A6 A12	B2 B5 B7 B9 B10 B13 B16 B17 B18 B19

Contents

Topic	
1. SETTING THE SCENE	1.1 Overview of the Issues Facing International Management 1.2 Globalisation 1.3 International Trade Statistics 1.4 Trade Barriers 1.5 Economic Integration
2. INTERNATIONALISATION PROCESS	2.1 Internationalisation 2.2 Decision to Internationalise 2.3 Assessing Global Opportunities 2.4 Geographic Market Choice 2.5 Market Entry strategies
3. OPERATIONAL ASPECTS	3.1 Contracts and International Arbitration 3.2 INCOTERMS 3.3 International Transport of Goods 3.4 Methods of Payment 3.5 Trade Finance 3.6 Fomenting International Commerce

Planning

	Class hours	Hours outside the classroom	Total hours
Master Session	25	50	75
Case studies / analysis of situations	15	30	45

Group tutoring	5	0	5
Outdoor study / field practices	10	0	10
Long answer tests and development	3	12	15

*The information in the planning table is for guidance only and does not take into account the heterogeneity of the students.

Methodologies

	Description
Master Session	The teacher will explain the concepts of each topic. Guidelines will be given to carry out the coursework.
Case studies / analysis of situations	Analysis of real situations with the aim of detecting problems and proposing solutions.
Group tutoring	Interviews with the teacher in order to receive advice on aspects related to the module and on the learning process.
Outdoor study / field practices	Visits to local institutions of relevance for international commerce.

Personalized attention

Methodologies	Description
Master Session	Interviews with the teacher in order to receive advice on aspects related to the module.
Case studies / analysis of situations	Interviews with the teacher in order to receive advice on aspects related to the module.

Assessment

	Description	Qualification
Master Session	Final exam	50
Case studies / analysis of situations	Students will analyse several cases which will be assessed by the teacher.	20
Long answer tests and development	Two points of assessment (tests)	30

Other comments on the Evaluation

Plagiarism will be severely penalised.

Coursework will not be accepted after the deadline. This also applies to presentation dates.

Class attendance is an essential component of continuous assessment, therefore attendance is compulsory. ALL absences will be taken into account, even if certificates or other evidence have been handed in.

The penalties for non attendance will be as follows:

- Non attendance of more than 6 hours of class hours will be penalised by reducing the continuous assessment mark by one third.
- Non attendance of more than 12 hours of class hours will be penalised by reducing the continuous assessment mark by two thirds.
- Non attendance of more than 18 hours of class hours will be penalised by being awarded a zero mark for their continuous assessment mark.

The grade obtained in the continuous assessment mark will be maintained in the resit exam during academic session 2013-14.

Final exams are corrected using "blind marking".

Sources of information

ALONSO, J. and DONOSO, V., **Competir en el Exterior. La empresa española y los mercados internacionales**, 1998,
HILL, C., **International Business - Competing in the Global Marketplace**, 8th edition, 2010,
ICEX, **Curso Superior Estrategia y Gestión del Comercio Exterior**, 2nd edition, 2005,
LEVINSON, M., **The Box**, 2006,
NELSON, C., **Import/Export: How to Take Your Business Across Borders**, 4th edition, 2009,
PLA, J. and LEÓN, F., **Dirección de Empresas Internacionales**, 2004,
REUVID, J., **A Handbook of World Trade**, 2nd edition, 2004,
REUVID, J. and SHERLOCK, J., **International Trade: An Essential Guide to the Principles and Practice of Export**, 3rd edition, 2011,

Students should read The Economist on a weekly basis. Available at: www.economist.com

Recommendations

Other comments

Students must certify at least a B2 level of English in order to enrol on this module.

Class attendance is compulsory. Non-attendance will be penalised.

"blind marking" is used to correct the final exams.
