



## IDENTIFYING DATA

### International trade

Subject	International trade			
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	ana.conde@ieside.edu			
Web	http://www.ieside.edu			
General description	This module is taught in English, therefore it is essential that students accredit a B2 level of English.			

## Competencies

Code	
B1	(*)Capacidade de análise e síntese
B2	(*)Pensamento crítico e autocrítico
B3	(*)Habilidades relacionadas co uso de aplicacións informáticas utilizadas na xestión empresarial
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	
B10	(*)Emitir informes de asesoramento sobre situacións concretas de empresas e mercados
B11	(*)Redactar proxectos de xestión global ou de áreas funcionais da empresa
B13	(*)Capacidade de aprendizaxe e traballo autónomo
B14	(*)Capacidade de aplicar os coñecementos teóricos e prácticos adquiridos nun contexto académico especializado
C1	(*)Posuír e comprender coñecementos sobre as interrelacións existentes entre os distintos subsistemas que conforman o sistema empresarial
C3	(*)Posuír e comprender coñecementos sobre os aspectos internos, funcións e procesos das organizacións incluíndo a súa natureza, estrutura, goberno, operativa e dirección.
C5	(*)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
C6	(*)Posuír e comprender coñecementos sobre os distintos procesos, procedementos e prácticas de xestión empresarial
C7	(*)Posuír e comprender coñecementos sobre as principais técnicas instrumentais aplicadas ao ámbito empresarial
C9	(*)Identificar a xeneralidade dos problemas económicos que se suscitan nas empresas, e saber utilizar os principais instrumentos existentes para a súa resolución
C11	(*)Tomar decisións estratéxicas utilizando diferentes tipos de modelos empresariais
C13	(*)Mobilidade e adaptabilidade a entornos e situacións diferentes
C16	(*)Habilidades na procura, identificación e interpretación de fontes de información económica relevante
D1	(*)Xestión persoal efectiva en termos de tempo, planificación e comportamento, motivación e iniciativa tanto individual como empresarial
D2	(*)Capacidade de lideranza, incluíndo empatía co resto de persoas
D3	(*)Responsabilidade e capacidade para asumir compromisos
D4	(*)Compromiso ético no traballo
D5	(*)Motivación pola calidade e mellora continua

## Learning outcomes

Expected results from this subject	Training and Learning Results		
	B1	C9	D5
To identify the main characteristics of Spanish exporting companies.	B2 B7 B11	C13 C16	
To be able to work with the operational aspects of international commerce.	B3 B5 B7 B8 B14	C6 C7 C9 C11	D3 D4 D5
To obtain the necessary skills to seek and critically interpret the information necessary to draw up an internationalisation plan for a company.	B1 B2 B3 B5 B7 B8 B9 B10 B13 B14	C1 C3 C5 C6 C9 C11 C13 C16	D1 D2 D3 D4 D5
The capacity to analyse the environment in international commerce.	B1 B7 B8 B9 B10 B11 B13 B14	C13 C16	D2 D5

## 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 Geographic Market Choice 2.4 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	30	50	80
Tutored works	0	25	25
Group tutoring	0	5	5
Case studies / analysis of situations	15	0	15
Outdoor study / field practices	5	0	5
Long answer tests and development	0	20	20

\*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.
Tutored works	Assignments
Group tutoring	Interviews with the teacher in order to receive advice on aspects related to the module and on the learning process.

Case studies / analysis of situations Analysis of real situations with the aim of detecting problems and proposing solutions.

Outdoor study / field practices Visits to local institutions of relevance for international commerce.

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### Personalized attention

#### Methodologies Description

Master Session Interviews with the teacher in order to receive advice on aspects related to the module.

Tutored works Interviews with the teacher in order to receive advice on aspects related to the module.

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### Assessment

	Description	Qualification	Training and Learning Results		
Master Session	Final exam	50	B1 B7 B13 B14	C1 C3 C6 C7	D1 D4 D5
Tutored works	Coursework assignments	30	B7 B13	C1 C3 C6 C7	D1 D4 D5
Long answer tests and development	Two points of assessment (tests)	20	B1 B2 B3 B5 B7 B8 B9 B10 B11 B13	C5 C9 C11 C13 C16	D1 D2 D3 D4 D5

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### 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 compulsory. All absences, including those for which some type of evidence has been produced, will be taken into account when calculating the penalties applicable for non-attendance.

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 2017/2018.

Final exams are corrected using "blind marking".

The time and dates for exams for academic session 2017/2018 will be determined by the Board of Studies of IESIDE.

In case of differences, the dates and times published on the web page will prevail.

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### Sources of information

#### Basic Bibliography

HILL, C., **International Business - Competing in the Global Marketplace**, 10th edition, Mc Graw-Hill Education, 2014

#### Complementary Bibliography

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ARTEAGA, J. (coordinador), **Manual de Internacionalización**, ICEX, 2013

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CABRERA, A., **Logística Internacional**, ICEX, 2014

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CERVIÑO, J., **Marketing Internacional - Nuevas perspectivas para un mercado globalizado**, Pirámide, 2006 (2014 versión d

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GÓMEZ, H., **Empresa Internacionalizada y Responsabilidad Social**, ICEX, 2012

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ICEX, **Curso Superior Estrategia y Gestión del Comercio Exterior**, 2nd edition, ICEX, 2005

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LEVINSON, M., **The Box**, 2nd edition, Princeton University Press, 2016

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NELSON, C., **Import/Export: How to Take Your Business Across Borders**, 4th edition, Mc Graw-Hill, 2009

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ORTEGA, A., **El Nuevo Código Aduanero de la Unión Europea**, ICEX, 2017

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PLA, J. and LEÓN, F., **Dirección Internacional de la Empresa**, Pearson - Prentice Hall, 2016

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REUVID, J., **A Handbook of World Trade**, 2nd edition, Kogan Page, 2004

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REUVID, J. and SHERLOCK, J., **International Trade: An Essential Guide to the Principles and Practice of Export**, 3rd edition, Kogan Page, 2011

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## **Recommendations**

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### **Other comments**

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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.

This module outline has been written in English. In case of differences between the different language versions, the version in English will prevail.

VERY IMPORTANT: IESIDE will send all its communications to students to the students's IEIDE account, therefore this account should be checked on a daily basis. Students will not be able to allege lack of knowledge regarding any of these communications.

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