



IDENTIFYING DATA

International trade

Subject	International trade			
Code	V55G020V01942			
Study programme	Grado en Administración y Dirección de Empresas			
Descriptors	ECTS Credits	Choose	Year	Quadmester
	6	Mandatory	3rd	2nd
Teaching language	English			
Department				
Coordinator	Moreno López, José Javier			
Lecturers	Moreno López, José Javier			
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General description	This module is taught in English, therefore it is essential that students accredit a B2 level of English.			

Training and Learning Results

Code	
B1	Analysis and synthesis skills.
B2	Critical and self-critical thinking.
B3	Ability to use computer applications for purposes of corporate management.
B5	Oral and written communication skills.
B7	To be able to read and communicate in English as a foreign language.
B8	To be able to communicate fluently with people, including interpersonal skills for active listening, negotiation, persuasion and presentation.
B9	Ability to work efficiently in a work team.
B10	To write consulting reports about specific situations of companies and markets.
B11	To write comprehensive management projects and projects for functional areas of the company.
B13	Ability to learn and work independently.
B14	Ability to apply the theoretical and practical knowledge acquired in a specialized academic context.
C1	To be familiar with the existing interrelations between the different subsystems making up the corporate system.
C3	To be familiar with the internal features, functions and processes of organizations, including their nature, structure, administration, functioning and management.
C5	To be familiar with the relationship between corporations and their milieu, assessing its repercussions on corporate strategy, behavior, management and sustainability.
C6	To be familiar with the different processes, procedures and practices of corporate management.
C7	To be familiar with the main instrumental techniques used in the corporate world.
C9	To identify economic problems in general that arise in corporations, and to be able to use the main existing instruments for their resolution.
C11	To make strategic decisions using different types of corporate models.
C13	Mobility and adaptability to different contexts and situations.
C16	Ability to search for, identify and interpret sources of information.
D1	Effective management of one's personal resources in terms of time, planning and performance, motivation and initiative both at individual and corporate levels.
D2	Leadership skills, including empathic attitude with others.
D3	Responsibility and willingness to make commitments.
D4	Commitment to abide by ethical values at work.
D5	Striving for quality and continuous improvement.

Expected results from this subject

Expected results from this subject	Training and Learning Results		
To identify the main characteristics of Spanish exporting companies.	B1 B2 B7 B11	C9 C13 C16	D5
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
Mainstreaming trade to attain the sustainable development goals	B1 B2 B5 B7 B9 B10 B11 B14	C1 C5 C6 C9 C13 C16	D1 D2 D3 D4 D5

Contents

Topic	
1. SETTING THE SCENE	1.1 Overview of the Issues Facing International Management 1.2 International Trade Statistics 1.3 Globalisation 1.4 Mainstreaming trade to attain SDGs 1.5 Trade Barriers 1.6 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 Customs Clearance 3.2 INCOTERMS 3.3 International Transport of Goods 3.4 Methods of Payment 3.5 Fomenting International Commerce

Planning

	Class hours	Hours outside the classroom	Total hours
Lecturing	28	48	76
Mentored work	0	25	25
Seminars	0	5	5
Case studies	14	0	14
Studies excursion	8	0	8
Objective questions exam	2	20	22

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

Methodologies	
	Description
Lecturing	The teacher will explain the concepts of each topic. Guidelines will be given to carry out the coursework.
Mentored work	Assignments
Seminars	Interviews with the teacher in order to receive advice on aspects related to the module and on the learning process.
Case studies	Analysis of real situations with the aim of detecting problems and proposing solutions.
Studies excursion	Visits to local institutions of relevance for international commerce.

Personalized assistance

Methodologies	Description
Lecturing	Interviews with the teacher in order to receive advice on aspects related to the module.
Mentored work	Interviews with the teacher in order to receive advice on aspects related to the module.

Assessment						
	Description	Qualification	Training and Learning Results			
Lecturing	Final exam	50	B1	C1	D1	
			B7	C3	D4	
			B13	C6	D5	
			B14	C7		
Mentored work	Coursework assignments	30	B7	C1	D1	
			B13	C3	D4	
				C6	D5	
				C7		
Objective questions exam1	Class test	20	B1	C5	D1	
			B2	C9	D2	
			B3	C11	D3	
			B5	C13	D4	
			B7	C16	D5	
			B8			
			B9			
			B10			
			B11			
			B13			

Other comments on the Evaluation

Plagiarism will be penalised with a 0 grade. Those assignments which are not correctly referenced and/or the bibliography is not presented correctly, will be awarded a 0 grade. 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 2022/2023.

Final exams are corrected using "blind marking".

The time and dates for exams for academic session 2022/2023 will be determined by the Board of Studies of IESIDE.

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

Sources of information

Basic Bibliography

HILL, C. y HULT, G. T., **International Business - Competing in the Global Marketplace**, 13th edition, Mc Graw-Hill Education, 2021

Complementary Bibliography

ARTEAGA, J. (coordinador), **Manual de Internacionalización**, ICEX, 2017

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

CERVINO, J., **Marketing Internacional - Nuevas perspectivas para un mercado globalizado**, Pirámide, 2014

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

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

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

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

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

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

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

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.

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 student's IESIDE 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.