

BASIC DETAILS:

Subject:	COMERCIO Y LOGÍSTICA INTERNACIONAL		
Id.:	32158		
Programme:	GRADUADO EN TRADUCCION Y COMUNICACION INTERCULTURAL. 2014 (BOE 15/10/2014)		
Module:	COMERCIO EXTERIOR		
Subject type:	OPTATIVA		
Year:	3	Teaching period:	Segundo Cuatrimestre
Credits:	6	Total hours:	150
Classroom activities:	66	Individual study:	84
Main teaching language:	Inglés	Secondary teaching language:	Castellano
Lecturer:		Email:	

PRESENTATION:

The main purpose of the subject is to provide the students with the basic notions about the internationalization strategy of a company, including logistics aspects that may lead a company to success.

The subject will offer the student the necessary tools to face international strategies to access to external markets. Therefore, the subject gives a global and integrating perspective of the international business and the supply chain. The subject is linked to the areas of Marketing and Market Research, Financial Economics and Accounting, Human Resources, Production and Business Organization, giving a global perspective of the company and its operation.

Besides, the subject will help the student to better understand the problems concerning in the decision making in international business in a company. The content is focused in the internationalization strategies, the market analysis, the segmentation, the legal framework, the ways of entry into foreign markets, transport issues, payment practices, documentation, etc.

The course is divided in two parts:

1. International Business: this part will offer the students contents in order to understand the strategic decision of accessing to international markets of a company, the global market analysis (economic, social, culture, etc.) and choices methods, the legal frame, the most common ways of entry, etc
2. Logistics: this part will show the students the importance of the logistics and the supply chain strategies. Moreover, the student will understand transport and delivery of products, and the documentation related.

PROFESSIONAL COMPETENCES ACQUIRED IN THE SUBJECT:

General programme competences	G01	Ability to communicate orally and in writing in mother tongue, to different audiences and through different media.
	G04	Ability to organise and plan projects and tasks using the available resources.
	G05	Ability to deal with and solve problems effectively.
	G06	Ability to analyse and synthesise.
	G08	Ability to carry out activities with an ethical commitment.
	G09	Ability to work with critical thinking.
	G10	Ability to recognise and respect diversity and multiculturalism.
	G11	Ability to always work with motivation and concern for quality.
	G12	Ability to learn and to manage self-learning throughout their careers.
	G14	Ability to work in multidisciplinary teams.
	G15	Ability to work autonomously.
	G16	Ability to adapt to new and demanding situations and apply new knowledge and new trends to work.
	G17	Ability to manage, organise and handle information in different formats.
	G18	Ability to study alternatives and take justifiable decisions.

	G19	Ability to search for information and carry out research.
	G20	Ability to develop their career in multicultural and multilingual environments.
Specific programme competences	E08	Ability to conduct research and seek information and specialised documentation according to the resources, information sources, documentary databases and terminology in the main languages and working areas of translation and intercultural communication.
	E09	Ability and capacity to retrieve, organise, analyse and process information and communication in order to be disseminated, served or treated for private or collective use through various resources and media or in the creation of productions of any kind.
	E10	Knowledge of economic, cultural, demographic and professional aspects that enable them to interact with society.
	E15	Ability to accurately interpret and analyse the state of the world and its recent historical developments and understand the political, economic and cultural parameters in their relationship with the world of translation and intercultural communication.
	E17	Ability to adapt to a professional team in the main areas of translation and intercultural communication, making their own interests and those of a group project compatible and even synergetic, assuming the principles of social responsibility and respect for diversity and multiculturalism.
	E21	Ability to function within a business environment in the international context.
	E22	Ability to understand and manage the business and legal rules applicable to foreign trade.
Learning outcomes	R01	Implement and evaluate strategic analysis on the development of the company in international contexts.
	R02	Learn about the institutions, bodies and agencies with which a company relates to their international business operations.
	R03	Understand the methods of international logistics and operations of foreign trade.
	R04	Develop foreign trade in its various stages.
	R05	Reflect on security in the international supply.

PRE-REQUISITES:

- Knowledge of English language.
- Basic knowledge of the international economic environment.

SUBJECT PROGRAMME:

Subject contents:

1 - INTERNATIONAL BUSINESS
1.1 - Companies and International Trade
1.2 - Decision making and strategies
1.3 - International markets: external analysis
1.4 - Market choice methods
1.5 - Market segmentation
1.6 - Market entry systems
2 - LOGISTICS
2.1 - Introduction and overview
2.2 - Competitiveness through Logistics
2.3 - Supply Chain strategies
2.4 - Management of Logistics and Transport
2.5 - Import/Export operations: documentation, financing, customs

Subject planning could be modified due unforeseen circumstances (group performance, availability of resources, changes to academic calendar etc.) and should not, therefore, be considered to be definitive.

TEACHING AND LEARNING METHODOLOGIES AND ACTIVITIES:

Teaching and learning methodologies and activities applied:

Teaching and learning methodologies and activities applied:

The subject is based on concepts and aspects studied in other subjects of previous courses of Business Administration Degree.

The subject has two parts, one theoretical and one practical:

a. The Theoretical part will consist in the development in class of the program of the subject through explanations carried out by the teacher and the students, being helped by the basic and recommended bibliography. Graphic and text presentations and any other media lecturers consider appropriate will be used, being requested active participation of students. To this extent, prior reading of the topics or recommended texts to be discussed in class will be informed. Each of the topics may be prepared by the students previously a thome, and in the class the information will be completed. Moreover, the lecturer will consolidate the knowledge with exercises orexplanations.

b. The practical part of the subject will be dedicated to various activities, such as the completion of exercises, resolution of complementary readings, articles,etc.

Case exposition and discussion about each area will be the methodology used by the teacher, in order to present the lessons.

Student work load:

Teaching mode	Teaching methods	Estimated hours
Classroom activities	Master classes	30
	Practical exercises	6
	Debates	4
	Coursework presentations	12
	Participation in seminars, conferences etc.	6
	Other practical activities	6
	Assessment activities	2
Individual study	Individual study	24
	Individual coursework preparation	16
	Group cousework preparation	14
	Research work	16
	Compulsory reading	6
	Recommended reading	8
Total hours:		150

ASSESSMENT SCHEME:

Calculation of final mark:

Individual coursework 1:	15	%
Individual coursework 2:	15	%
Group coursework:	20	%
Final exam:	50	%
TOTAL	100	%

*Las observaciones específicas sobre el sistema de evaluación serán comunicadas por escrito a los alumnos al inicio de la materia.

BIBLIOGRAPHY AND DOCUMENTATION:

Basic bibliography:

DAVID, Pierre, STEWARD, Richard. International Logistics 3rd ed. Clerance Learning 2010

HILL, Charles. Intenational Business, competing in the global marketplace, 9th ed.McGraw-Hill 2012

Recommended bibliography:

CINGILLIOGLU, Ilker. International Logistics: CreateSpace Independent Publishing Platform, 2015

MURPHY,Paul and WOOD,Donald.Contemporary Logistics (10th Edition)Prentice Hall,2010

RUGMAN, Alan. The Oxford Handbook of International Business. Oxford university Press (2nd Ed.) 2009

SITKIN, Alan and BOWEN, Nick. International Business. OUP Oxford 2010

Recommended websites:

International Business Review	http://www.journals.elsevier.com/international-business-review/
International Logistics Journal	http://www.joc.com/international-logistics
Journal of International Business Studies	http://www.palgrave-journals.com/jibs/index.html

* Guía Docente sujeta a modificaciones