

## BASIC DETAILS:

<b>Subject:</b>	INTERNACIONALIZACIÓN II. COMERCIO Y LOGÍSTICA INTERNACIONAL		
<b>Id.:</b>	30594		
<b>Programme:</b>	GRADUADO EN ADMINISTRACIÓN Y DIRECCIÓN DE EMPRESAS (BOE 26/11/2010)		
<b>Module:</b>	INTERNACIONALIZACIÓN		
<b>Subject type:</b>	OPTATIVA		
<b>Year:</b>	3	<b>Teaching period:</b>	Segundo Cuatrimestre
<b>Credits:</b>	6	<b>Total hours:</b>	150
<b>Classroom activities:</b>	66	<b>Individual study:</b>	84
<b>Main teaching language:</b>	Inglés	<b>Secondary teaching language:</b>	Castellano
<b>Lecturer:</b>		<b>Email:</b>	

## PRESENTATION:

The course is a two blocks program of study . The first block -Internationa Business- (IB) will provide the students with the ability to understand how the country differences are the bases of the IB. The students, as well, will adquire the knowledge of how under the rules of the Global Trade, learning about different trade treaties and economic zones.

Finally the student will be able to choose the appropriated market throught the market choice methods, supported by international legal knowledge.

The second block -Logistics- is designed to equip students with the knowledge and the tools to understand the main issues affecting the management of the SCM -Supply Chain Management- in an Intenational Business environment, training them in INCOTERMS and the different international documents, according to the final objective of this subject: developing skills to make able for the student start a exportation and internationalization process.

## PROFESSIONAL COMPETENCES ACQUIRED IN THE SUBJECT:

<b>General programme competences</b>	G01	Ability to analyse and summarise information from several sources.
	G02	Creative and efficient resolution of problems that arise in day-to-day, in order to ensure the highest levels of quality of professional work.
	G03	Ability to organise and plan the work in the context of continuous improvement
	G04	Use of information and communication technologies
	G05	Ability to work effectively in interdisciplinary teams, integrating and participating in scientific and professional teamwork, contributing ideas and respecting and valuing the diversity of views of other team members.
	G06	Ability to incorporate ethical principles into the professional culture, giving priority to ethical commitment to customers and society.
	G07	Ability to work in an international context and innovate and adopt new approaches used in other national contexts.
	G09	Oral and written communication in English in academic and professional contexts.
	G10	Ability to apply the acquired knowledge, adapting it to the needs and special features of each situation and person.
	G11	Ability to come up with new ideas (creativity).
	G12	Ability to incorporate scientific research and evidence-based practice as a professional culture, updating knowledge and skills continuously.
	G13	Ability to develop learning strategies throughout life to be able to acquire new knowledge, by developing their own academic and professional path.
	G14	Oral and written communication in native language and in English, according to the needs of their field of study and the demands of their academic and professional environment.
	G15	Ability to establish and meet the most appropriate quality criteria and apply methodologies and work strategies geared towards continuous improvement.
	G16	Ability to assimilate concepts of a social and humanistic nature into a comprehensive university education to enable the development of ethical values such as solidarity, multiculturalism, equality, commitment, respect, diversity, integrity, etc.
	G17	Ability to create, from a critical and constructive point of view, proposals for social transformation based on democracy and fundamental rights of individuals.
	<b>Specific</b>	E01

<b>programme competences</b>		functional areas of the company.
	E02	Know and understand the local, national and international socio-economic context in which the companies operate and be able to interpret its impact on them.
	E03	Ability to apply the acquired knowledge of the functional areas of the company and the socio-economic environment.
	E04	Ability to identify related variables and understand their impact on business organisations.
	E06	Understand the processes related to professional activity in the field of auditing (internal and external) of the organisations.
	E09	Appreciate how the domestic and international financial markets operate.
	E10	Understand financial operations taking place in business environments, designing and analysing investment and financing strategies.
	E12	Ability to propose, design and implement an appropriate human resources management plan into the reality of the company.
	E13	Know the decision making processes in terms of policy and business strategy.
	E14	Understand the principles of business ethics and be able to design scenarios in which these principles can be put into business practice.
	E15	Propose, plan and lead business innovation projects that ensure the competitiveness of the company.
<b>Learning outcomes</b>	R1	Understand international business and logistics
	R2	Develop analytical skills
	R3	Improve decision making skills.
	R4	Clear thinking.
	R5	Awareness and familiarisation with problems.

#### PRE-REQUISITES:

Knowledge of English Language.

#### SUBJECT PROGRAMME:

#### Subject contents:

<b>1 - INTERNATIONAL BUSINESS</b>
1.1 - Companies and International Trade
1.2 - International Markets: Country Analysis
1.3 - Global Trade Entities and Trade Treaties
1.4 - Market Choice Methods on the Exportation Process
1.5 - The Legal Component in the International Environment
<b>2 - LOGISTICS</b>
2.1 - Introduction and overview
2.2 - International Supply Chain Management
2.3 - Methods of Entry into Foreign Markets
2.4 - Contracts, Documents and Terms of Payment
2.5 - INCOTERMS: 2010 vs 2020
2.6 - Customs, Transports and Global Logistics

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:

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

Evaluation method:

The final qualification mark will be calculated by the next percentages:  
-50%, Final Exam.

The final exam will consist in three parts: Test, short questions and main question.

-30%, Two individual works, one for each part (15% each one).

Each work will be showed set forth at the end of each part of the subject. The topic of each individual work will be free but involved with the subject.

-20%, One Final team work.

In groups of 3 or 4, the students will present a exportation plan. They will need to choose a product and a final destination (UE countries are NOT ALLOWED), describing the market research, logistic, contract, INCOTERM used, etc.

#### Student work load:

Teaching mode	Teaching methods	Estimated hours
<b>Classroom activities</b>	Master classes	30
	Practical exercises	4
	Practical work, exercises, problem-solving etc.	5
	Debates	7
	Coursework presentations	8
	Participation in seminars, conferences etc.	6
	Assessment activities	6
<b>Individual study</b>	Tutorials	2
	Individual study	24
	Individual coursework preparation	12
	Group coursework preparation	20
	Research work	6
	Compulsory reading	20
<b>Total hours:</b>		<b>150</b>

#### ASSESSMENT SCHEME:

##### Calculation of final mark:

Group coursework:	20	%
Final exam:	50	%
Individual coursework 1:	15	%
Individual coursework 2:	15	%
<b>TOTAL</b>	<b>100</b>	<b>%</b>

\*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:

HILL, Charles. Intenational Business, competing in the global marketplace, 9th ed. McGraw-Hill 2012  
DAVID, Pierre, STEWARD, Richard. International Logistics 3rd ed. Clerance Learning 2010

##### Recommended bibliography:

CINGILLIOGLU, Ilker. International Logistics: CreateSpace Independent Publishing Platform, 2015
MURPHY, Paul and WOOD, Donald. Contemporary Logistics (10th Edition) Prentice Hall, 2010
SITKIN, Alan and BOWEN, Nick. International Business. OUP Oxford 2010
RUGMAN, Alan. The Oxford Handbook of International Business. Oxford university Press (2nd Ed.) 2009

**Recommended websites:**

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

\* Guía Docente sujeta a modificaciones