Syllabus

Subject: TÉCNICAS DE COMERCIO EXTERIOR

Degree : TITULO SUPERIOR EN DIRECCIÓN DE MARKETING Y GESTIÓN COMERCIAL

Academic year 2012/2013

| Teachers:                      | Campus Madrid: Álvaro García-Mendoza  
|                               | Campus Valencia: Mª Victoria Martín |
| Period of classes and year:   | Semester 2, Third Year               |
| Type of course:               | P                                      |
| Language in which the course | English                                 |
| will be taught:               |                                        |
| No. Of credits:               | 3                                      |
| Hours per week:               | 2                                      |

Note: The books and other documents that appear under Mandatory Reading, which are necessary to follow the course adequately in the classroom, will follow the Documentation Policy of the school. This states that the student can have access to these books through the library and or in the bookshop when these services are available on campus. Remember buying course books or other material for the courses will always be a voluntary action on the part of the students and at no point can we make it obligatory.

Use the following criteria for each book or other materials: Title, Authors, year of Publication and Editorial, and if possible the ISBN No.

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Nota: Los libros y documentos que aparecen bajo Mandatory Reading, que son necesarios para seguir el curso de manera adecuada en la clase, seguirán la Política de Documentación del establecimiento. Esto significa que el estudiante puede tener acceso a estos libros a través de la biblioteca o en el bookshop cuando estos servicios estén disponibles en el campus. Recuerda que la compra de libros de curso y otros materiales para el curso siempre es una acción voluntaria por parte de los estudiantes y en ningún momento lo haremos obligatorio.

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1. Instructor Availability

Campus Madrid:
Álvaro García-Mendoza – Email: alvaro.garciamendoza@esic.edu

Campus Valencia:
Mª Victoria Martín – Email: mvictoria.martinlaguarda@esic.edu

2. Course description

In a world that keeps becoming more and more globalized there is an ever-growing interdependence of countries and international exchanges. In the last ten / twenty years there has been a tremendous surge in communications and means of transport that, together with international agreements to reduce protectionism, have brought about an extraordinary increase in

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international trade, to a point that would have seemed unbelievable 50 years ago.
In order to maintain their competitive edge, companies must grow, and that pushes them into the international arena. In such scenario of different socio-cultural and economic environments, prerequisites for success are an open, prejudices-free mentality and a solid international know-how.

3. Course objectives
Course objectives are centered on the understanding of the economic and political factors that are more relevant for international trade and the acquisition of the know-how that is necessary to carry out international trade in an ever-changing global environment. The course will directly tackle the main theoretical and practical issues of international trade.

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4. Competences

At the end of the course students will have acquired the following competences:

1. A solid understanding of the technical aspects that play a role in different areas of international trade, such as: customs clearing, international transports, means of payment, exchange risk coverage, etc.

2. Understanding of the current situation of international trade, the roles played by the WTO and the problems and difficulties faced by this organization.

3. Comprehension of the intricacies and complexities of international transactions and the risks that are associated with them.

4. The capacity to work in an import/export department, with ease.

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5. Methodology

1. Subject is to be taught with practical applications. There will be abundant examples and practical cases added to the theoretical explanations. At any moment students are encouraged to raise questions or request further explanations of the topics discussed in class.

2. Students are expected actively to participate in and contribute to class discussions, by asking and answering questions and making pertinent comments on the topics at hand. Regarding cases or topics debated in class, students are encouraged to analyze them, give their opinions and come up with their own approaches and solution proposals. This active participation is deemed to be quite important because it will help students to understand, assimilate and remember the topics discussed in class. The overall purpose of trying to engage the students’ attention is to encourage their capacity for analysis and initiative with a view to reinforcing the development of their professional careers, both within the field of international trade or anywhere else.

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3. Class attendance is mandatory. The ESIC norms in this respect will be strictly followed. Tardiness, if frequent and unjustified may also be the object of some form of penalization.

6. Teaching aids

Classroom sessions will be based on PowerPoint presentations of the main topics of the subject. From the eriente web site students will be able to download class notes directly related to the power point slides that will be shown in class. In the same vein, formal academic papers and selected current newspaper clippings will be integrated in class discussions, in order to illustrate how the subject topics are related to every-day life.

7. Practical applications

- Price calculations involving INCOTERMS 2010
- Impact of the cost of ocean freight, insurance, tariffs and assorted expenses on international selling prices.
- Ocean freight calculations for containerized shipments.
- Customs duties impact on assorted products.

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Use of documentary credits for international payments.

Some of these papers will be done in groups in order to encourage teamwork. However, all team members must fully participate in each paper. Exams questions may cover these assignments.

8. Evaluation system

The evaluation process is meant to be continuous and simple:

a. **Class attendance**: This will be evaluated according to the current ESIC norms.
b. **Written tests**: Final exam will weigh 70% of final grade.
c. **Mandatory papers and works** will weigh 30% of final grade.
d. **Final evaluation** of the subject will be the weighted average of above grades, but conditioned to attaining a grade not less than a 5 (out of ten) on both written tests and mandatory papers and works.

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9. Course programme

a. General programme
   1. International Trade Theories.
   2. International Contracting. INCOTERMS 2010
   3. Customs. Obstacles and barriers to trade.
   5. International Logistics
   6. International Modes of Payment

b. Detailed programme


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Free Trade Areas, Customs Unions and Common Markets.


5) International Logistics. Sea, land and air transport; main characteristics. Multimodal transport.

6) International modes of payment; Characteristics of more frequently used modes of international payment. Cheques, transfers, remittances, documentary credits. Associated risks for sellers and buyers.


10. Recommended sources of information

a. Basic bibliography


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