

## BASIC DETAILS:

<b>Subject:</b>	INTERNACIONALIZACIÓN II. COMERCIO Y LOGÍSTICA INTERNACIONAL		
<b>Id.:</b>	32279		
<b>Programme:</b>	GRADUADO EN ADMINISTRACIÓN Y DIRECCIÓN DE EMPRESAS (CA)		
<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>	62	<b>Individual study:</b>	88
<b>Main teaching language:</b>	Inglés	<b>Secondary teaching language:</b>	Castellano
<b>Lecturer:</b>	NEGREIRA ESPASANDIN, MILAGROS (T)	<b>Email:</b>	mnegreira@usj.es

## PRESENTATION:

The course is a two blocks program of study.

The first-block, International Business (IB), will provide the students with the ability to understand how country differences are the basis of IB. The students will also acquire the knowledge of how under the rules of Global Trade and Investment and the Global Monetary system IB is growing yearly. The students will discuss, using case studies, the fundamentals of IB.

The second-block, Logistics, aims to equip students with the knowledge and tools to understand the main issues affecting Supply Chains management (SCM) in an International Business environment.

## 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 programme</b>	E01	Understand the specific aspects of the operation, management and control of the different functional areas of the company.

<b>competences</b>	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>	R01	Understand international business and logistics
	R02	Develop analytical skills
	R03	Improve decision-making skills
	R04	Rationality in decision-making.
	R05	Development of communication and interpersonal skills.
	R06	Knowledge and familiarisation with business problems

#### PRE-REQUISITES:

Good command of English language

#### SUBJECT PROGRAMME:

##### Subject contents:

<b>1 - INTERNATIONAL BUSINESS</b>
1.1 - INTERNATIONAL BUSINESS
1.2 - Country Differences
1.3 - The Global Trade and Investment Environment
1.4 - The Global Monetary System
1.5 - The Strategy and Structure of International Business
1.6 - Business Operations
1.7 - Introduction and overview
<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 - International Contracts, Incoterms, Terms of Payment
2.5 - International Commercial documents
2.6 - Ocean and Air Transportation, Customs Clearance
2.7 - International Logistics Security

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:

The case method and discussion about a specific area is used throughout the course unless lecture method is used in order to present the topic. Each student should prepare one discussions and participate in the resolution of all case studies. In order to calculate the qualifications, all case studies have the same value. The structure of the class will be as follow:

Discussions: one student will present and will lead a twenty minutes debate about one topic that will be provide one week before. All basic information is in the text book, other sourcers are welcome.

Case studies: the professor will provide the studens a case study that once solved, should be upload in the PDU. In the classroom all the students, with the professor's help, will analyze the different solutions. All class members are expected to have read the assigned case and reflected upon the assigned questions. Furthermore, class members are encouraged to apply concepts from the assigned readings to their analysis of the case. The notes will be published in the PDU in the due time. Active participation is expected throughout the entire class with thoughtful contributions to advance the quality of the discussion and case solving.

In order to be eligible for the Part One Test (International Business) or Part Two Test (Logistics), the student should obtain a minimun qualification of 5 (from 0 to 10) in the Discussion and Case assignments.

The students with a minimun mark of 4,5 in one test and 5,5 in the other test don't need to attend the final test. Those students that did not reach the minimun of 4,5 will attend the final test of this part.

The final written test mark will be calculated with the arithmetic mean of both tests.

Tutorials will take place once per week after the class (day of the week will be published later).

#### Student work load:

Teaching mode	Teaching methods	Estimated hours
<b>Classroom activities</b>	Master classes	23
	Practical exercises	17
	Practical work, exercises, problem-solving etc.	21
	Films, videos, documentaries etc.	1
<b>Individual study</b>	Tutorials	4
	Individual study	26
	Individual coursework preparation	15
	Group cousework preparation	15
	Research work	8
	Compulsory reading	20
<b>Total hours:</b>		<b>150</b>

#### ASSESSMENT SCHEME:

##### Calculation of final mark:

Individual coursework:	50	%
Written exams:	50	%
<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 ed. Prentice Hall, 2010
COOPER, Jim; BROWNE, Michael; PETERS, Melvyn. European Logistics: Markets, Management and Strategy. Blackwell, 1994.
DANIELS, John, RADEBAUGH, Lee and SULLIVAN, Daniel. International Business: Environments and Operations, 13th Edition. Pearson, 2011.
DORNIER, Philippe-Pierre; ERNST, Ricardo; FENDER Michel; KOUVELIS Panos. Global Operations and Logistics. Texts and Cases. John Wiley & Sons, 1998.
WILD, John J. and WILD, Kenneth L. International Business: The Challenges of Globalization, Global Edition, 8th e). Pearson, 2015

#### 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>