

BASIC DETAILS:

Subject:	COMERCIO Y LOGÍSTICA INTERNACIONAL		
Id.:	32419		
Programme:	GRADUADO EN TRADUCCION Y COMUNICACION INTERCULTURAL.2014(CA) BOE 15/10/2014		
Module:	COMERCIO EXTERIOR		
Subject type:	OPTATIVA		
Year:	3	Teaching period:	Segundo Cuatrimestre
Credits:	6	Total hours:	150
Classroom activities:	60	Individual study:	90
Main teaching language:	Inglés	Secondary teaching language:	Castellano
Lecturer:	BINTANED ARA, MARTIN JOSE (T)	Email:	mjbintaned@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:

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:

None

SUBJECT PROGRAMME:

Observations:

The aim of this subject is to introduce the role of the International Business Manager and what strategies can be followed. How do we export? What inventory strategy are we going to use? Centralise or decentralise logistics? What are the uncontrollable elements of global logistics? As International business managers, we need to understand on all different commercial activities that are required in order to promote the transfer of goods, services, resources, people, ideas, and technologies across national boundaries. This field will provide the students with the knowledge to understand the effects that the different company departments and their activities have on domestic and foreign markets, countries, governments, companies, and individuals. Nevertheless, none of the above could be done without the use of correct Logistics procedures. For this reason, during our second block we will focus on the explanation on how the SCM of the company can be sequenced into a series of activities within the organizations involved in producing and delivering a good or service across national boundaries.

Subject contents:

1 - INTERNATIONAL BUSINESS
1.1 - Globalization
1.2 - Cross-cultural Business
1.3 - Political Economy and Ethics
1.4 - Economic Development of Nations
1.5 - International Trade Theory
1.6 - Political Economy of Trade
1.7 - Foreign Direct Investment
1.8 - Regional Economic Integration
1.9 - International Financial Markets & Monetary Systems
1.10 - Selecting and Managing Entry Modes
2 - LOGISTICS
2.1 - Logistics and the Supply Chain
2.2 - Putting the end-customer first
2.3 - Value and logistics costs
2.4 - Managing logistics internationally
2.5 - Managing the lead-time frontier
2.6 - Supply chain planning and control

2.7 - Lean thinking and agile supply chains

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.

Learning activities:

Week	Unit/Block/Theme	Classroom sessions	Hours	Individual study activities	Hours
1	05/02/2024 1.1.Globalization	Presentation GD and subject Theory of the subject and discussion of the case	4	Reading and prepare case	4
2	12/02/2024 1.2.Cross-cultural Business	Theory of the subject and discussion of the case	3	Reading and prepare case	4
3	19/02/2024 1.3.Political Economy and Ethics	Theory of the subject and discussion of the case.	4	Reading and prepare case	4
4	26/02/2024 1.4.Economic Development of Nations	Theory of the subject and discussion of the case	4	Reading and prepare case	4
5	04/03/2024 1.5.International Trade Theory	Theory of the subject and discussion of the case.	2	Reading and prepare case	4
6	11/03/2024 1.6.Political Economy of Trade	Theory of the subject and discussion of the case.	4	Reading and prepare case	6
7	18/03/2024 1.7.Foreign Direct Investment	Theory of the subject and discussion of the case	4	Reading and prepare case. Review and study for Exam	8
8	25/03/2024 1.7.Foreign Direct Investment	Theory of the subject and discussion of the case.	2	Review and study for exam	6
9	01/04/2024 2.LOGISTICS 2.1.Logistics and the Supply Chain	Easter holidays	0	Reading and prepare case	4
10	08/04/2024 2.2.Putting the end-customer first 2.3.Value and logistics costs	Theory of the subject and discussion of the case . Exam 1.	4	Reading and prepare case	4
11	15/04/2024 1.7.Foreign Direct Investment 2.1.Logistics and the Supply Chain	IB case Presentation of second unit: logistics	4	IB case Reading and prepare case	6
12	22/04/2024 2.3.Value and logistics costs	Theory of the subject and discussion of the case	4	Reading and prepare case	6
13	29/04/2024 2.4.Managing logistics internationally	Theory of the subject and discussion of the case	4	Reading and prepare case	4
14	06/05/2024 2.4.Managing logistics internationally	Theory of the subject and discussion of the case	4	Reading and prepare case	6
15	13/05/2024 2.5.Managing the lead-time frontier	Theory of the subject and discussion of the case	4	Reading and prepare case	6
16	20/05/2024 2.6.Supply chain planning and control 2.7.Lean thinking and agile supply chains	Theory of the subject and discussion of the case. Exam 2.	4	Reading and prepare case. Review and study for final exam	6
17	27/05/2024 1.INTERNATIONAL BUSINESS 2.LOGISTICS	Part One EXAM	2	Review and study for exam	4
18	03/06/2024 1.INTERNATIONAL BUSINESS 2.LOGISTICS	Part Two EXAM Marks revision.	3	Review and study for exam	4
TOTAL CLASSROOM HOURS:			60	TOTAL INDIVIDUAL STUDY HOURS:	90

Observations for students exempt from compulsory attendance due to special circumstances:

Those students who are unable to attend 80 % of classes during the semester due to justified reasons (previously communicated to the Programme Coordinator) will have to get in contact with the lecturer by February 15th. They will be required to follow the progress of the subject by doing the reading and case work (both individual and group work) which will be indicated on the PDU. Failure to pass this coursework with a minimum mark of 5 out of 10 will imply not being able to sit the final exam. The remaining % will be determined by sitting the final exam. The mark of the final exam will have to be of at least 5 to be able to average out with the practical part (continuous assessment). Students who fail the subject will have to retake the exam in July for the whole subject (practical and theoretical). Students will sit exams on the same day and time as all other students of the subject.

Each particular case will be analysed to design a learning strategy and related individualized activities that guarantee the achievement of the stated objectives. In these cases, the student will have to attend the tutorials previously agreed with the lecturer. In the event that the student does not contact the lecturer on the indicated date, he or she may lose the right to be evaluated on first call by having exceeded the absences allowed (20 %).

Those students who have been exempt from compulsory attendance will be assessed with the same criteria as attending students. Students will only be allowed to be exempt from class attendance when absence has been justified and agreed.

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 discussion 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 provided one week before. All basic information is in the text book, other sources are welcome.

Case studies: the professor will provide the students a case study that once solved, should be uploaded 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 minimum qualification of 5 (from 0 to 10) in the Discussion and Case assignments. The students with a minimum 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 minimum 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).

Integration of English language in the subject:

Internationalization is one of the main objectives of CESUGA. The teaching staff will be gradually introducing materials, texts, audio-visual media and other content through English in the subjects they teach. This course of action is included in the principles of the European Area of Higher Education (EAHE). The aim is for students to naturally and effectively use English in authentic situations while studying subjects included in their degree programs. Exposure to the English language forms an intrinsic part of each degree programme's plan of studies.

The majority of these activities in this subject will be carried out in English. These activities can be seen in the provisional activity plan and are marked: basically oral presentations, writing abstracts, use of sources in English, etc.

Student work load:

Teaching mode	Teaching methods	Estimated hours
---------------	------------------	-----------------

Classroom activities	Master classes	28
	Practical exercises	6
	Practical work, exercises, problem-solving etc.	5
	Debates	4
	Coursework presentations	8
	Films, videos, documentaries etc.	1
	Participation in seminars, conferences etc.	6
	Assessment activities	2
Individual study	Tutorials	6
	Individual study	26
	Group coursework preparation	28
	Research work	16
	Compulsory reading	6
	Recommended reading	8
Total hours:		150

ASSESSMENT SCHEME:

Calculation of final mark:

Individual coursework:	45	%
Final exam:	50	%
Other learning activities:	5	%
TOTAL	100	%

Specific assessment criteria

Final Exam: 50%

- Part One: 50% (International Business)

- Part Two: 50% (Logistics)

Individual coursework 45%:

- Discussion: 15%

Oral and written defense. Analysis approach and proper resolution of the cases study presented.

- Case Assignments: 30%

Attendance and participation. Oral and written defense. Analysis approach and proper resolution of the cases study presented.

-Others : 5%

The student will need to pass all case work with a minimum of 5 as a mark and the final exam mark must be at least 5 to average out with the case work. Not obtaining this mark in a part of the assessment will force the student to resit the exam in July. More than 20% of unjustified absences may not allow the student to sit the final exam. Students having to sit exams in July will have to sit all parts.

In the event of sitting the July exam with all parts of the subject (casework, business lab, theory, tests) the student will sit two exams, one evaluating the theory and one evaluating the practical side of the subject.

The material given by the lecturer will be an indication of what needs to be researched. The student will have to look up and work on various sources of information.

The evaluation system on second call will be identical to that of first call, with the same percentages. It is compulsory to pass the theoretical exam of this call. All those students, therefore, who do not pass the subject in the first call will be either because they did not pass the final exam, or because even if they did not reach the minimum grade of 5 in the sum of the corresponding percentages, either because they failed casework and theory, they will sit an exam that will cover all the contents of the subject only in the event that they have failed the theoretical exam. The marks of the "Individual courseworks" and the "Group coursework" will be kept if they have been passed, keeping the same percentages on the final mark. If you have passed the final exam but have not passed the exam by adding it with the marks obtained in the coursework, because you have failed your work or any of them, you must redo the one or those indicated by the lecturer and resubmit them in the second call. The percentages to be applied to these works will be the same as those indicated in the first call. For this, the student must attend the review of the exam of the first call to know exactly what to submit in the second call. It is the student's responsibility to contact the lecturer for this purpose.

Spelling: Within the evaluation criteria, the University considers spelling a priority issue. Under the protection of the changes in the language standard in the Spanish language included in the Spelling of the Spanish Language (2010), published by the Real Academia Española, CESUGA has established some correction criteria related to this work that will be applied in all tests of the matter. The document that includes the set of criteria and its sanction is published in the University Teaching Platform (PDU) of the subject. The same applies if English is the main language. Refer to unacceptable grammar errors.

Plagiarism: Likewise, and in accordance with the University's Good Practices manual, the commission of plagiarism in any of the work carried out will be considered a very serious offense, since it violates the deontological code of any profession.

Electronic devices that disturb the attention and the correct development of the subject will not be allowed in class, unless expressly mentioned by the lecturer and those provided by the University.

Absences: Failure to attend class more than 20 % of the stipulated hours without authorization may lead to the loss of the evaluation on first call.

Assessment methods:

Assessment method	Learning outcomes assessed	Assessment criteria	%
Written exams	R01 R02 R03 R04 R05	Answering questions of the exam extracted from the notes in the PDU and bibliography. Assess the students skills in the international context via strategical analysis. Assess the student's knowledge about institutions, organisms, etc. when in an international scenario.	50
Individual coursework	R01 R02 R03 R04 R05	Discussion: Oral and written defense. Analysis approach and proper resolution of the case. Case assignments: The evaluation is calculated with the average of the following topics and weights: 30% Analysis, 50% Case Discussion and 20% Overall Criteria.	45
Others	R01 R02 R03 R04 R05	Various learning activities where the student will be assessed.	5
Total weighting:			100

Observations for students exempt from compulsory attendance due to special circumstances:

Students who are unable to attend 80% of classes during the semester due to justified reasons (previously communicated to the Programme Coordinator) will have to get in contact with the lecturer by February 15th. They will be required to follow the progress of the subject by doing the reading and case work (both individual and group work) which will be indicated on the PDU. Failure to pass this coursework with a minimum mark of 5 out of 10 will imply not being able to sit the final exam. The remaining % will be determined by sitting the final exam. The mark of the final exam will have to be of at least 5 to be able to average out with the practical part (continuous assessment). Students who fail the subject will have to retake the exam in July for the whole subject (practical and theoretical). Students will sit exams on the same day and time as all other students of the subject.

Each particular case will be analyzed to design a learning strategy and related individualized activities that guarantee the achievement of the stated objectives. In these cases the student will have to attend the tutorials

previously agreed with the lecturer. In the event that the student does not contact the lecturer on the indicated date, he or she may lose the right to be evaluated on first call by having exceeded the absences allowed (20%).

Those students who have been exempt from compulsory attendance will be assessed with the same criteria as attending students. Students will only be allowed to be exempt from class attendance when absence has been justified and agreed.

BIBLIOGRAPHY AND DOCUMENTATION:

Basic bibliography:

WILD, John J. and WILD, Kenneth L. International Business: The Challenges of Globalization, Global Edition, 8th e). Pearson, 2015
HARRISON, A., VAN HOEK, R.I.; SKIPWORTH, H. Logistics Management and Strategy: Competing through the Supply Chain. Harlow: Pearson, 2014. 5th ed.

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.
HILL, Charles. International Business, competing in the global marketplace, 9th ed. McGraw-Hill, 2012
DAVID, Pierre, STEWARD, Richard. International Logistics 3rd ed. Clerance Learning, 2010
KRUGMAN, Paul, OBSTFELD, Maurice, MELITZ, Marc, International Economics: Theory and Policy, 11th edition, Pearson, 2018
MURPHY, Paul, Jr. and KNEMEYER, Michael. Contemporary Logistics, Global Edition, 12th ed. Pearson, 2018

Recommended websites:

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

OBSERVATIONS: