

#### 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>	54	<b>Individual study:</b>	96
<b>Main teaching language:</b>	Inglés	<b>Secondary teaching language:</b>	Castellano
<b>Lecturer:</b>	BINTANED ARA, MARTIN JOSE (T)	<b>Email:</b>	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:

<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	Understand the specific aspects of the operation, management and control of the different functional

<b>programme competences</b>		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>	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:

None

#### SUBJECT PROGRAMME:

##### Subject contents:

<b>1 - INTERNATIONAL BUSINESS</b>
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
<b>2 - LOGISTICS</b>
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	02/02/2026 1.1.Globalization 1.2.Cross-Cultural Business	Presentation GD and subject Theory of the subject and discussion of the case	4	Reading and prepare case	4
2	09/02/2026 1.3.Political Economy and Ethics 1.4.Economic Development of Nations	Theory of the subject and discussion of the case	4	Reading and prepare case	4
3	16/02/2026 1.5.International Trade Theory 1.6.Political Economy of Trade	Theory of the subject and discussion of the case.	0	Reading and prepare case	4
4	23/02/2026 1.7.Foreigh Direct Investment 1.8.Regional Economic Integration	Theory of the subject and discussion of the case	2	Reading and prepare case	4
5	02/03/2026 1.INTERNATIONAL BUSINESS	Case study: International trade workshop	4	Documentation	4
6	09/03/2026 1.9.International Financial Markets & Monetary Systems	Theory of the subject and discussion of the case.	4	Reading and prepare case	6
7	16/03/2026 1.INTERNATIONAL BUSINESS	Theory of the subject and discussion of the case	4	Review and study for Exam	6
8	23/03/2026 1.10.Selecting and Managing Entry Modes	Theory of the subject and discussion of the case.	4	Reading and prepare case	6
9	30/03/2026 2.LOGISTICS	Easter holidays	0	Reading and prepare case	8
10	06/04/2026 1.INTERNATIONAL BUSINESS	IB exam (WRITTEN EXAM 1).	2	IB Exam. Presentation of Logistics block	8
11	13/04/2026 2.LOGISTICS 2.1.Logistics and the Supply Chain	Theory of the subject and discussion in class	4	Reading and prepare case	6
12	20/04/2026 2.2.Putting the end-customer first	Theory of the subject and discussion of the case	4	Reading and prepare case	6
13	27/04/2026 2.3.Value and logistics costs 2.4.Managing logistics internationally	Theory of the subject and discussion of the case	4	Reading and prepare case	4
14	04/05/2026 2.4.Managing logistics internationally	Theory of the subject and discussion of the case	4	Reading and prepare case	6
15	11/05/2026 2.5.Managing the lead-time frontier	Theory of the subject and discussion of the case	4	Reading and prepare case	6
16	18/05/2026 2.6.Supply chain planning and control 2.7.Lean thinking and agile supply chains	Theory of the subject and discussion of the case	4	Reading and prepare case. Review and study for final exam	8
17	25/05/2026 1.INTERNATIONAL BUSINESS 2.LOGISTICS	Logistics exam (WRITTEN EXAM 2)	1	Review and study for exam	6
18	01/06/2026 1.INTERNATIONAL BUSINESS 2.LOGISTICS	Final review EXAM	1	Review	0
TOTAL CLASSROOM HOURS:			54	TOTAL INDIVIDUAL STUDY HOURS:	96

### 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 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 asigned 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 minumun 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.

Some 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	26

	Practical exercises	2
	Practical work, exercises, problem-solving etc.	3
	Debates	4
	Coursework presentations	8
	Films, videos, documentaries etc.	1
	Participation in seminars, conferences etc.	6
	Other practical activities	2
	Assessment activities	2
<b>Individual study</b>	Tutorials	6
	Individual study	26
	Group coursework preparation	26
	Research work	16
	Compulsory reading	10
	Recommended reading	12
<b>Total hours:</b>		150

## ASSESSMENT SCHEME:

### Calculation of final mark:

Others (written test 1 25%, written test 2 25%):	50	%
Others (individual coursework : discussion 15%, case assignments 35%):	50	%
<b>TOTAL</b>	100	%

### Specific assessment criteria

Written Exams: 50%

- Part One: 25% (International Business)
- Part Two: 25% (Logistics)

Individual coursework 50%:

- Discussion: 15%

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

- Case Assignments: 35%

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

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 3 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.

### **Regulation for plagiarism and illegal practices**

Any total or partial copying or plagiarism in an evaluation will result in a fail (zero) in said evaluation. In the case of group evaluations, they will be scored in the same way, trying to individualise the responsibility of each member, if possible. If this is not possible or the responsibility is clearly of all members, all of them will be awarded a fail (zero). In the case of external work placements, the resulting grade (fail, zero) obliges the student to repeat said work placements.

The scope of the grade of the final assessment (fail, zero) in an evaluation with respect to the final subject grade is at the discretion of the subject teacher.

To find out more about what plagiarism is and how to avoid it, you can consult: <https://www.usj.es/alumnos/vidauniversitaria/biblioteca/investigacion/como-publicar/plagio>

### **Regulation for the use of AI systems**

The use of any form of Artificial Intelligence (AI) in carrying out learning activities such as assignments and exams, including projects, assignments, essays or research, requires due authorisation and supervision of the corresponding teaching staff. This authorisation will appear in the specific statement of the assessed learning activity and the scope, and limits established therein must be strictly respected.

Where the use of AI is authorised for the development of a learning activity, it will be limited primarily to the early stages of the research, where it can provide inspiration or suggest direction, but not to produce content that is included directly in the final submission. If authorisation is given to reproduce texts generated by AI, the student must clearly disclose this fact in the submitted document. The AI methods and tools used must be expressly specified. In any case, the student must provide a detailed explanation about how the AI has been used in the research or process of the activity and/ or work, including any prompts used, the verifications carried out to guarantee the authenticity of the information proposed by the AI and the modifications made to the content generated by the AI.

The use of AI in learning activities and/ or academic work must respect the ethical principles of academic integrity and intellectual honesty. If the student makes inappropriate use of AI in violation of the established regulations, the result of the grade in the corresponding learning activity will be a fail (zero).

The scope of the grade of the final assessment (fail, zero) in an evaluation with respect to the final subject grade is at the discretion of the subject teacher.

#### Assessment methods:

Assessment method	Learning outcomes assessed	Assessment criteria	%
Others (Written exams)	R01 R02 R06	Answering questions of the exam extracted from the notes in the PDU and bibliography.	50
Others (Individual coursework)	R01 R03 R04 R05 R06	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.	50
Total weighting:			100

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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.

#### Extract from the internal regulations of the permanence regime

A student who does not appear for the final test provided in the Teaching Guide when it has a weight equal to or greater than 40% will be considered a "Not Presented" and will not use up the sitting. If the final exam percentage is lower or there is no final exam, the student will be considered "Not Presented" if he or she has taken assessment elements that represent less than 40% of the final grade.

A student will be considered "Presented" to a test or assessment item if he or she takes it and, once the questions or instructions have been submitted and/or viewed and/or read, decides to withdraw.

In the event of a failure, the Teaching Guide may specify whether the results of the tests or assessment elements taken will be carried over to the next sitting within the same academic year. In any case, the results of tests or assessment elements from a sitting, if considered a "Not Presented," cannot be used for the next sitting within the same academic year. In general, the results of the evaluation tests of a course cannot be saved for the next courses.

#### Regulation for plagiarism and illegal practices

Any total or partial copying or plagiarism in an evaluation will result in a fail (zero) in said evaluation. In the case of group evaluations, they will be scored in the same way, trying to individualise the responsibility of each member, if possible. If this is not possible or the responsibility is clearly of all members, all of them will be awarded a fail (zero). In the case of external work placements, the resulting grade (fail, zero) obliges the student to repeat said work placements. The scope of the grade of the final assessment (fail, zero) in an evaluation with respect to the final subject grade is at the discretion of the subject teacher. To find out more about what plagiarism is and how to avoid it, you can consult: <https://www.usj.es/alumnos/vidauniversitaria/biblioteca/investigacion/como->



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Regulation for the use of AI systems

The use of any form of Artificial Intelligence (AI) in carrying out learning activities such as assignments and exams, including projects, assignments, essays or research, requires due authorisation and supervision of the corresponding teaching staff. This authorisation will appear in the specific statement of the assessed learning activity and the scope, and limits established therein must be strictly respected.

Where the use of AI is authorised for the development of a learning activity, it will be limited primarily to the early stages of the research, where it can provide inspiration or suggest direction, but not to produce content that is included directly in the final submission. If authorisation is given to reproduce texts generated by AI, the student must clearly disclose this fact in the submitted document. The AI methods and tools used must be expressly specified. In any case, the student must provide a detailed explanation about how the AI has been used in the research or process of the activity and/or work, including any prompts used, the verifications carried out to guarantee the authenticity of the information proposed by the AI and the modifications made to the content generated by the AI. The use of AI in learning activities and/or academic work must respect the ethical principles of academic integrity and intellectual honesty. If the student makes inappropriate use of AI in violation of the established regulations, the result of the grade in the corresponding learning activity will be a fail (zero).

The scope of the grade of the final assessment (fail, zero) in an evaluation with respect to the final subject grade is at the discretion of the subject teacher.

**BIBLIOGRAPHY AND DOCUMENTATION:**

**Basic bibliography:**

HARRISON, A., VAN HOEK, R.I.; SKIPWORTH, H. Logistics Management and Strategy: Competing through the Supply Chain. Harlow: Pearson, 2014. 5th ed.

WILD, John J. and WILD, Kenneth L. International Business: The Challenges of Globalization, Global Edition, 8th e). Pearson, 2015

**Recommended bibliography:**

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

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.

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

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

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

MURPHY, Paul and WOOD, Donald. Contemporary Logistics, 10th ed. Prentice Hall, 2010

**Recommended websites:**

International Business Review	<a href="http://www.journals.elsevier.com/international-business-review/">http://www.journals.elsevier.com/international-business-review/</a>
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>



**OBSERVATIONS:**