

<b>MASTERS</b>		<b>Masters in Institutions and Financial Markets</b>	
<b>COURSE:</b>		<b>INTERNATIONALIZATION AND FOREIGN TRADE MANAGEMENT</b>	
<b>CHARACTER:</b>		<b>OPTIONAL</b>	
<b>No. of ECTS:</b>		<b>3</b>	
<b>No. of class hours:</b>		<b>22.5</b>	
	<ul style="list-style-type: none"> <li>– Master class</li> <li>– Class dicussion</li> <li>– Student´s presentations, role playing and silmulations</li> </ul>		
<b>No. of hours of directed academics:</b>		<b>52.5</b>	
<b>Lead Professor:</b>		<b>Miguel Aguirre Uzquiano</b>	
<b>Academic year:</b>		<b>2018-2019</b>	
<b>Semester::</b>		<b>1st semester.</b>	

### 1.- GENERAL COURSE DESCRIPTION AND TEACHING OBJECTIVES

In an increasingly interdependent world countries have been following different economic and political strategies in their search for increased welfare. These different approaches have important implications for businesses, either when thinking of investing in a foreign country or when attempting to carry out export-import activities.

The course will analyze the basic tools in legal, financing and risk areas to achieve an international project with the maximum percentage of success. The student will gain a greater understanding of the international trade and, by extension, of the situation of world markets during the course. The ultimate objective is to equip students with a set of tools that will allow them to better analyze in their future professional life the social, economic and political characteristics of different countries, and how to approach them to make adequate business decisions.

There will be 13 case-study sessions on Foreign Trade. In sessions 13 and 14 each student group will present an International Trade Project.

### 2.- FORM OF GRADING/EVALUATION:

<b>Attendance and Class Participation</b>	40%.
<b>Mid-term examination</b>	No mid-term exams or “quizzes”.
<b>Directed Academic Activities</b>	20%.
<b>Final Examination (Ordinary Examination)</b>	Trade Project + Exam: 40%
<b>Restrictions</b>	In order to calculate the weighted average for the final grade, both for ordinary and extraordinary examination, a student must obtain at least a 5 (out of 10) on the final examination. A student with an overall grade of less than 5 will be considered to have failed.
<b>Final Examination (Extraordinary Examination)</b>	Grading of the directed academic activities from the ordinary examination will be applied to the extraordinary examination using the same weighting. A student will have to present new

	work if he/she fails the ordinary examination, or if he/she passes this examination but wishes to improve his/her grade
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<b>DETAILED PROGRAM</b> <b>INTERNATIONALIZATION AND FOREIGN TRADE MANAGEMENT</b>		
Session No.	Details of teaching content: themes, case studies, directed academic activities, etc.	Required reading that relate to concepts developed in the session.
1	Global Overview Developed and Developing Countries	
2	Do we need internationalization? Country Point of view	www.economist.com
3	Can my company go international? Corporate Point of view	Topic: Corporate Checklist
4	Information sources	Different sources
5	The risk in the International Trade: Currency Risks and International Contracts	
6	Transport of goods	www.iccwbo.org/INCOTERMS
7	Credit Risk : Political and Commercial	www.coface.com
8	Ways of Payment I	
9	Ways of Payments II: Documentary Credits	www.iccwbo.org
10	Financing Trade Related Operations	Factoring and Confirming
11	International Contracts	
12	International Marketing	
13	Presentation of group case studies International Project	
14	Presentation of group case studies International Project	
15	The World today and the International Trade	Topic: Corporate Checklist

<b>INFORMACIÓN ADICIONAL</b>	
<b>Basic/Required Reading</b>	Provided in Session 2: Information Sources
<b>Recommended Reading</b>	Economist publication in paper and in the web page
<b>Complementary Activities</b>	Active participation regarding the situation of the international markets and the activities held by multinationals will be valued in the final qualification.
<b>Professor's email</b>	Email: <a href="mailto:maguirreuzquiano@cunef.edu">maguirreuzquiano@cunef.edu</a>

**COMPETENCIAS:**

<p><b>BÁSICAS Y GENERALES</b></p>	<p><b>CB6-</b> Poseer y comprender conocimientos que aporten una base u oportunidad de ser originales en el desarrollo y/o aplicación de ideas, a menudo en un contexto de investigación.</p> <p><b>CB7-</b> Que los estudiantes sepan aplicar los conocimientos adquiridos y su capacidad de resolución de problemas en entornos nuevos o poco conocidos dentro de contextos más amplios (o multidisciplinares) relacionados con su área de estudio.</p> <p><b>CB8-</b> Que los estudiantes sean capaces de integrar conocimientos y enfrentarse a la complejidad de formular juicios a partir de una información que, siendo incompleta o limitada, incluya reflexiones sobre las responsabilidades sociales y éticas vinculadas a la aplicación de sus conocimientos y juicios.</p> <p><b>CB9-</b> Que los estudiantes sepan comunicar sus conclusiones y los conocimientos y razones últimas que las sustentan a públicos especializados de un modo claro y sin ambigüedades.</p> <p><b>CG1-</b> Capacidad para resolver problemas en entornos nuevos o poco conocidos</p> <p><b>CG2-</b> Capacidad de análisis, síntesis y de formulación de juicios a partir de la información disponible.</p> <p><b>GG3-</b> Capacidad de organización, planificación y toma de decisiones.</p> <p><b>CG4-</b> Capacidad de comunicación y trabajo en equipo.</p>
<p><b>TRANSVERSALES</b></p>	<p><b>CT1-</b> Capacidad de búsqueda de información e investigación y de aprendizaje continuo</p> <p><b>CT2-</b> Capacidad para trabajar en entornos de presión.</p> <p><b>CT3-</b> Capacidad para aplicar los conocimientos a la práctica.</p> <p><b>CT4-</b> Usar tecnologías de la información y las telecomunicaciones.</p> <p><b>CT5-</b> Capacidad para ejercer el liderazgo y mantener un espíritu emprendedor.</p>
<p><b>ESPECÍFICAS</b></p>	<p><b>CE9</b> Comprender y entender el funcionamiento de las operaciones de financiación de proyectos y actividades desde la perspectiva de las actividades empresariales internacionales. (Competencia específica de la especialidad de finanzas Internacionales).</p>