



Planning for the subject of:

SYLLABUS 2014-2015

FOREIGN TRADE II. Code study 21875

INTRODUCTION

The course is divided into 4 parts: the denominated process of internationalization for small and medium-size companies “from the beginning until the end”, always following real case studies and situations and for this reason, it is an advanced course since the theoretical concepts were implied in the classes.

PART ONE: EXPORT

EXPORT DEPARTMENTS

PART TWO: INTERNATIONAL SALES NETWORKS

DISTRIBUTION CHANNELS

THIRD PART: INVESTMENTS ABROAD :

SALES DELEGATIONS, PRODUCTIVE INVESTMENTS

FOURTH PART: TECHNIQUES AND INSTRUMENTS IN INTERNATIONAL TRADE

COMPETENCES FOR THIS SUBJECT

General Competences

Interest in internationalization of companies and for the global political situation as well as the current economy.

Requirements

This subject is taught in English

Interpersonal

The classes are highly participative and therefore it is recommended that a certain degree of activity and previous preparation be done according to indications that will be given progressively.

For this reason, in the global campus you will find the so called “Rincon del Vago”. The follow up through the Virtual campus is recommended. In the campus you can find the outline of the themes.

Specific Competences

As this subject is considered Advanced level, it is expected that the students already have knowledge of marketing, finance, public relations, motivation and personnel management.

Planning .

Les sessions teòriques donen pas a la sessió del seminari cada setmana , sense preveure carregues puntuals de treball ja que el pes es repartit. Els seminaris son també un modus de reforçar el procés pedagògic.

The theory sessions lead to weekly seminar sessions without requiring any homework because the final grade is based on all other aspects of the subject. The seminars are an essential way in order to reinforce the pedagogical process.

SUBJECTS IN WHICH PRIOR KNOWLEDGE IS NOT NECESSARY

It is not necessary to have prior knowledge of International Trade I, recommended but not absolutely necessary. Throughout the course some aspects will be reinforced that are important to remember.

PROFESSORS FOR THIS SUBJECT

Head Professor: Josep Bertran

Seminar Professor: Josep Bertrán.

The resolutions through “Role Play” exercises are the equivalent of the practices.

The seminars will begin four weeks from the beginning of the theory classes. The students will be divided into various groups.

The seminars are always involved around the resolution of practical cases with the active participation of a number of students. In three seminars an additional effort will be required in terms of correct preparation through reading which will be previously specified.

EVALUATION.

An exam will be given containing 60 multiple choice questions and will account for 90% of the grade.

Class attendance is not obligatory.

Attendance to the seminars accounts for 10% of the grade. This means that the final exams counts 9 points and the seminars with an attendance of 4 or more, which will determine the final grade.

If a student prepares a project during the course, this will indeed help to improve his average grade, meaning the grade that is automatically calculated by the multiple choice test. A student may hand in more than one project. A project on International trade institutions as explained in class and can be done between 2 students. A project is voluntary and does not have a direct impact on their grade.

Attendance to the seminars is considered as participation.

The making up of a subject in the case of a failing grade is handled by taking a written exam of five questions to develop.

COURSE MATERIAL AND STUDY WORK

The materials that the professor will use are: A video for the first seminar, cases to resolve, role plays (that can be prepared from the eBook), and recordings from the classes in video, transparencies and power point presentations.

The materials are prepared in the virtual campus

The subject is supported in the following books:

*Marketing en un mundo global. (Spanish)

**Marketing in a global world (English)

*Available from the UPF library

**Available with ebook and global campus of the subject.

Material de referencia:

Bertrán, J. (2011). Marketing en un mundo global. Ed. Mc-Graw Hill.
Bertran, J. (2007). Marketing Internacional avanzado . Ed. Mc.Graw Hill .
Funes Robert (1996) Marxismo y comercio internacional .Ed.Aguilar.
Kennedy Paul. (1989) Auge y caída de las grandes potencias .Ed.Plaza y Janes .
Arundhati Roy (1977) Power politics .Ed.South end press Cambridge
Piketty Tomas (2014) Capitalismo en el siglo 21 .
Czinkota, M.R. y Ronkainen, I.A. (2009)Edición revisada.
Internacional Marketing. Cengage Learning eds. (2009)
Holpp Lawrence .Managing teams . Mc Graw hill (2007) .

Comentario [Joselo1]: Hay que detallar bien la bibliografía, año, ect.

Andrea de Lenna , Paolo Gubitta.Human resources managment for international firms .Mc, Graw hill (2012)

Bibliografía complementaria

Maalouf Amin . El desajuste del mundo.Alianza editorial.(2010.)

VIDEOTECA.

State companies in International Trade.

http://es.youtube.com/watch?v=fj3UH4E__1M

Trading companies

<http://es.youtube.com/watch?v=7BCxi6xJH-M>

Why export?

<http://es.youtube.com/watch?v=HbV2KBy6h0>

Commissions for sales agents

http://es.youtube.com/watch?v=7eE8_4ARsSs

Image of a Country 1

<http://es.youtube.com/watch?v=y0nkp8yvrOU>

Image of a Country 2

<http://es.youtube.com/watch?v=KIS2s2h-jME>

Noam Chomsky and the clash of civilisations.

<http://es.youtube.com/watch?v=qT64TNho59I>

A single story Chimamanda Adichie

<http://www.youtube.com/watch?v=D9Ihs241zeg>

Edward Said on the clash of civilisations

<http://es.youtube.com/watch?v=boBzrqF4vmo>

Globalización anti globalización

<http://es.youtube.com/watch?v=zy-v2URDB6Y>

Negotiating on an International level

<http://es.youtube.com/watch?v=yhCPjW1NyAg>

SUMMARY OF SUBJECT PROGRAM

INTERNATIONAL TRADE II

FIRST PART: EXPORT – EXPORT DEPARTMENTS

- Theme 1. Internationalization and globalization
- Theme 2. Export Departments for small and medium size companies
- Theme 3. Export Consortiums

SECOND PART: INTERNATIONAL SALES NETWORKS- DISTRIBUTION CHANNELS

- Theme 4. Sales representative networks-from within the company
- Theme 5. External sales networks – outside of the company
- Theme 6. Sales networks. System for research for representatives. Access to sales information

THIRD PART: FOREIGN INVESTMENTS: SALES DELEGATIONS, PRODUCTIVE INVESTMENTS

- Theme 7. Investments abroad. Sales delegations
- Theme 8. Investments abroad: Productive investments, multinational

FOURTH PART: TECHNIQUES AND INSTRUMENTS IN INTERNATIONAL TRADE

- Theme 9. International negotiation
- Theme 10. Incoterms and payment methods
- Theme 12. Strategies for global communication