

**Foreign Trade**

Code: 101753

ECTS Credits: 4.5

Degree	Type	Year	Semester
2501233 Aeronautical Management	OB	3	2

The proposed teaching and assessment methodology that appear in the guide may be subject to changes as a result of the restrictions to face-to-face class attendance imposed by the health authorities.

**Contact**

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**Use of Languages**

Principal working language: catalan (cat)

Some groups entirely in English: No

Some groups entirely in Catalan: Yes

Some groups entirely in Spanish: No

**Teachers**

Jordi Mundet Pons

**Prerequisites**

The knowledge resulting from having studied the subjects "Introduction to Economics" and "Accounting", that is, an understanding of the basic concepts of the economy and a knowledge of the main features of the evolution of the world economy and international relations .

**Objectives and Contextualisation**

The general objectives of the subject are:

- Obtain an overview of the processes of internationalization of companies
- Understand the importance of Foreign Trade in the global economy

The training objectives of the subject are:

- understand the key elements in the process of internationalization of companies;
- know the international business strategies of the company;
- know how to formulate an international business plan;
- understand the international norms accepted by all the parties involved in the international transport of goods;

- understand forms of payment in foreign trade;
- know some characteristics of the new outer markets.

## **Competences**

- Communication.
- Diagnose the sales, finance and human resources situations in businesses and organisations.
- Formulate competitive commercial and financial strategies in companies and other organisations in the aeronautical sector.
- Personal work habits.
- Thinking skills.

## **Learning Outcomes**

1. Apply international forms of payment.
2. Critically assess the work done.
3. Describe international commercial strategies.
4. Develop critical thought and reasoning.
5. Develop independent learning strategies.
6. Develop scientific thinking skills.
7. Develop systemic thinking.
8. Formulate competitive commercial and financial strategies in companies and other organisations in the aeronautical sector.
9. Identify the key elements in business internationalisation processes.
10. Know the new markets.
11. Make efficient use of ICT in communicating ideas and results.
12. Work independently.

## **Content**

1. Introduction to foreign trade.
2. The internationalization of the company.
  - The company and the international markets
  - Phases of internationalization
  - The export department
  - Practical case
3. The incoterms as a foreign trade language
  - Introduction and definitions
  - Analysis of the different families of the Incoterms.
  - Rights and obligations of the Incoterms
  - Practical exercise

#### 4. International business strategy

- Strategies for entry to international markets: direct and indirect export, joint ventures, business licenses, direct investment, etc.
- The international marketing-mix: product policies, distribution, prices and international communication.
- Structure of the international marketing plan
- Practical cases

#### 5. Forms of payment

- Payment conditions.
- International means of payment
- Documentary credit
- Practical exercises

#### 6. New markets and countries targeted for exports

- China
- India
- Etc.

### **Methodology**

Practical and interactive methodology, encouraging participation and the exchange of opinions and / or experiences.

The proposed teaching methodology may undergo some modifications according to the restrictions imposed by the health authorities on on-campus courses

Annotation: Within the schedule set by the centre or degree programme, 15 minutes of one class will be reserved for students to evaluate their lecturers and their courses or modules through questionnaires.

### **Activities**

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
In-person classes	45	1.8	1, 10, 3, 9
Type: Supervised			

Final exam	2	0.08	
Personal interviews	1	0.04	1, 10, 3, 8, 9
Problems	20	0.8	5, 12
mid-course exam	2	0.08	1, 10, 3, 8, 9
Type: Autonomous			
Final exam preparation	2	0.08	1, 10, 3, 8, 9
Personal study	16.5	0.66	1, 10, 3, 8, 9
mid-course exam preparation	2	0.08	1, 10, 3, 8, 9

## Assessment

### Process and evaluation activities

The final exam has a weight of 50% of the final grade. Continuous assessment activities consist of a practical case with 20% of the final grade and, above all, the presentation of an international business plan (of the aeronautical sector) that students must do and present in class (this is the final project of subject) with 30% of the final grade. The mark obtained in the continuous assessment will only be taken into account if the student approves the final exam with a minimum grade of 5.0. Therefore, if the grade in the final exam is 5.0 or higher, it will be done with continuous evaluation.

The dates of continuous assessment and work delivery will be published on the Virtual Campus

### Recovery process

For those students who have obtained a grade that is equal to or greater than 3.5 and lower than 5.0 in the final grade, there will be the possibility of a recovery exam. In accordance with the Academic Regulations of the UAB to be able to participate in the recovery the student must have been previously evaluated in a set of activities whose weight equals to a minimum of two thirds of the total qualification of the subject or module. The student who is present at the recovery and passes will approve the subject with a note of 5. Otherwise he will keep the same note.

### Procedure for the review of qualifications

The ordinary review of the evaluation activities will begin, at least, twenty-four hours after the notes have been made public

### Irregularities by the student

Without prejudice to other disciplinary measures that are deemed appropriate, and in accordance with the current academic regulations, the irregularities committed by the student that can lead to a variation of the qualification of an act of self-evaluation. Therefore, copying or letting copy a practice or any other evaluation activity will imply suspending it with a zero, and if it is necessary to pass it to pass it, the entire subject will be suspended. Qualified evaluation activities will not be recovered in this way and by this procedure, and therefore the subject will be suspended directly without opportunity to recover it in the same academic year.

### Special qualifications

The qualification of Honor Matriculation will be given to those students who have obtained an Excellent and

that in addition the professor values that their behavior in class and contribution to the dynamic of the course is adapted to obtain this qualification.

A student is considered "Non-Appraising" in the subject as long as he has not participated in any of the assessment activities. Therefore, it is considered that a student who does some component of continuous evaluation can no longer opt for a "Non-Valuable".

#### Evaluation of repeating students

The repeating student will be evaluated with the same procedures and mechanisms as the rest of the students.

The proposed evaluation activities may undergo some changes according to the restrictions imposed by the health authorities on on-campus courses.

## Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Activities proposed by the teacher: practical case	20%	10	0.4	1, 2, 10, 3, 6, 7, 5, 4, 11, 8, 9, 12
Exam	50	2	0.08	1, 2, 10, 3, 6, 7, 5, 4, 11, 8, 9, 12
Presentation of an international business plan	30%	10	0.4	1, 10, 3, 6, 7, 4, 8, 9

## Bibliography

MARKETING INTERNACIONAL, Julio Cerviño, Ed. Pirámide, 2006 (book on paper available at the Biblioteca de Sabadell)

NEGOCIOS INTERNACIONALES EN UN MUNDO GLOBALIZADO, de BERUMEN, SERGIO A. y ARRIAZA IBARRA, KAREN, CECSA (COMPAÑIA EDITORIAL CONTINEN), 2004 (book on paper available at the Biblioteca de Sabadell)

GUIA PRACTICA DE LOS INCOTERMS 2020 de LLAMAZARES GARCIA-LOMAS, OLEGARIO, S.L. GLOBAL MARKETING STRATEGIES (book on paper available at the Biblioteca de Sabadell)

GESTION DEL COMERCIO EXTERIOR DE LA EMPRESA (3<sup>a</sup> ED.)2014, de LOPEZ GONZALEZ, MARIA ISABEL, ESIC EDITORIAL (book on paper available at the Biblioteca de Sabadell)

## Software

None