

TEACHING GUIDE

1. BASIC INFORMATION

Subject	International Trade
Degrees	Business Administration and Management (ADE)
Faculties	Faculty of Business Administration and Law
ECTS	6
Character	Mandatory
Language	English
Mode	In-person/Synchronous In-person
Semester	Fifth
Subject Coordinator	Javier Moreno López

2. PRESENTATION

The Subject answers the needs of companies who work in an international context. In a more and more globalized economy, enterprises need specialists who will support the process of internationalization. Students will learn the knowledge and gain the tools required to make strategic, business and marketing decisions. At the same time, they will be able to consider the determining factors of the global economics and their international repercussions. As a result, students acquire the skills to manage the international development of a company.

3. COMPETENCIES AND LEARNING OUTCOMES

Competencies	Code	Description
Basic Competencies	CB03	Ability to gather and interpret relevant data (usually within their area of study) and to make judgments that include a reflection on relevant social, scientific, or ethical issues.
General Competencies	CG04	Work in an international and intercultural context in the field of business management.
Transversal Competencies	CT01	Demonstrate ethical and aesthetic conduct with social responsibility and commitment to sustainability.
	CT02	Demonstrate a global and international vision to function in an environment of social and cultural diversity.
	CT03	Demonstrate oral and written communication skills in a foreign language.
Specific Competencies	CE17	Achieve a global knowledge of the aspects that have an impact on the internationalization of the company.

Code	Description
L001	Understand the importance of internationalization as a basic instrument of company competitiveness.
L002	Know and be able to carry out the process of internationalization of a company.
L003	Be able to analyze the risks inherent to foreign trade.
L004	Know the operation of international trade.

4. CONTENT

Unit I. SETTING THE SCENE

- 1.1. Introduction. Overview of the Issues Facing International Management. SDGs
- 1.2. International Trade Statistics
- 1.3. Globalisation
- 1.4. Mainstreaming trade to attain SDGs
- 1.5. Trade Barriers
- 1.6. Economic Integration

Unit II. INTERNATIONALISATION PROCESS

- 2.1. Internationalisation
- 2.2. Decision to Internationalise
- 2.3. Geographic Market Choice
- 2.4. Market Entry strategies

Unit III. OPERATIONAL ASPECTS

- 3.1. Customs Clearance
- 3.2. INCOTERMS
- 3.3. International Transport of Goods
- 3.4. Methods of Payment
- 3.5. Fomenting International Commerce

5. TEACHING AND LEARNING METHODOLOGIES

UIE develops an innovative academic model centered on the learner, combining different philosophical approaches to Teaching-Learning (T-L), a wide variety of learning activities—especially those in which students take an active role in knowledge construction—continuous guidance, and the intensive use of technology as a facilitating tool, creating a unique and innovative learning ecosystem.

The training is conducted in an in-person modality, including synchronous virtual learning, supported by a cutting-edge virtual campus that provides flexibility and personalization within a ubiquitous learning (U-Learning) model.

Additionally, in alignment with its founding and corporate principles of social responsibility, UIE not only encourages the participation of its entire university community in volunteer and social service activities but also incorporates the Service-Learning (ApS) approach as a formal component of its teaching-learning strategies.

Code	Activity	Type	Teaching Modalities	Mode
MD01	First Contact and Motivation	I	Introductory	PR
MD02	Presentation, Course Plan and Commitment	I		
MD03	Lecture	T	Expository and Participatory	PR
MD04	Guest Lectures by Experts	T		
MD05	UIE Methodology	T/P	Guided / Autonomous	PR / NP
MD06	Problem Solving and Exercises	P		
MD07	Activity in the Virtual Campus UIE	T/P		
MD08	Content Study	T	Guided / Autonomous	NP
MD09	Project and Assignment Development	T/P		
MD10	Case Study	P	Guided	PR
MD11	Seminars	T/P		
MD12	Debates and Discussions	P		
MD13	Presentation	T/P		
MD14	Games, Contests, and Competitions	P		
MD15	Simulation of a Work Environment	T/P		
MD16	Use of Software Tools	P		
MD17	Laboratory Practices	P		
MD18	External Internships	P		
MD19	Service-Learning	T/P	Service-Learning	PR
MD20	Tutoring	T/P	Personalized (Individual/Group)	PR
MD21	Learning Agreement	I/T/P		
MD22	Portfolio Assessment	T/P	Autonomous	NP
MD23	Discussion Forums	T/P		
MD24	Analysis and Synthesis of Documentary Material	T		
MD25	Monitoring and Completion	C	Continuous Self-Assessment	NP

I: Informative **T:** Theoretical **P:** Practical **C:** Complementary **PR:** In-person **NP:** Non-in-person

6. TRAINING ACTIVITIES

The following identifies the types of educational activities that will be carried out:

Code	Name	Modality	Type of activity
AF01	Introductory	IP	Motivational/Informative
AF02	Expository and Participatory	IP	Theoretical
AF03	Guided	IP	Theoretical / Practical
AF04	Personalized (Individual / Group)	IP	Theoretical / Practical
AF05	Autonomous	NP	Theoretical / Practical
AF06	Service-Learning	IP	Service-Learning
AF07	Continuous self-assessment	NP	Quality Assessment

IP: In-person NP: Non-in-person

7. EVALUATION

The model also includes the continuous assessment process as an essential part of verifying the competencies acquired. For UIE, and in line with the proposed improvement of the teaching-learning process for the European Higher Education Area (EHEA), the assessment system, called Learning Outcomes Review (LOR), is developed as a more humanized process, distancing itself from traditional systems where students risk their fate in exams (sessions), sometimes with high and decisive percentage weights, leading to stress, frustration, and occasionally, dropout.

The UIE LOR system is continuous, shared, and progressive, allowing for the monitoring of learning throughout the entire period, making it a natural process to which students turn without negative emotions and aware of the need to understand their own progress.

Code	Evaluation Activity	Weighting %	Type	Mode
AE01	Partial Tests	55	Discrete	W
AE03	Projects	25	Discrete	W
AE04	Presentation	10	Discrete	O
AE05	Participation in the Virtual Campus	5		W
AE06	Participation, Daily Activities and Volunteering	5	Discrete (Pass/ Fail)	
AE08	Service-Learning			
AE10	Retake Partials	-		W/O
		100		

Mode: O: Oral W: Written O/E: Both DF: Digital Folder

8. BIBLIOGRAPHY

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9. TUTORIALS

MD20 Tutorial (2%): Students must attend at least three personalized tutorials throughout the semester. This is an all-or-nothing activity (“Pass-Fail”), meaning that all three tutorials must be completed.

10. QUALITY SURVEYS

MD25 Quality Management (2%): Students must complete four forms throughout the semester related to UIE's quality management. This is an all-or-nothing activity (“Pass-Fail”), meaning that all four forms must be completed within the deadlines specified in the course activity plan. The activity aims to timely assess the development of the teaching-learning process and the transversal competence related to critical and self-critical thinking.