



Universitat de Lleida

# DEGREE CURRICULUM **FOREIGN TRADE**

Coordination: COS SANCHEZ, MARIA PILAR

Academic year 2023-24

Subject's general information

<b>Subject name</b>	FOREIGN TRADE			
<b>Code</b>	101330			
<b>Semester</b>	1st Q(SEMESTER) CONTINUED EVALUATION			
<b>Typology</b>	<b>Degree</b>	<b>Course</b>	<b>Character</b>	<b>Modality</b>
	Bachelor's Degree in Business Administration and Management	4	OPTIONAL	Attendance-based
<b>Course number of credits (ECTS)</b>	6			
<b>Type of activity, credits, and groups</b>	<b>Activity type</b>	PRAULA		TEORIA
	<b>Number of credits</b>	2.7		3.3
	<b>Number of groups</b>	1		1
<b>Coordination</b>	COS SANCHEZ, MARIA PILAR			
<b>Department</b>	ECONOMICS AND BUSINESS			
<b>Teaching load distribution between lectures and independent student work</b>	(40%) 60 hours in person (60%) 90 hours self-employed			
<b>Important information on data processing</b>	Consult <a href="#">this link</a> for more information.			
<b>Language</b>	Spanish and Catalan			
<b>Distribution of credits</b>	Pilar Cos Sanchez 6 ECTS			

Teaching staff	E-mail addresses	Credits taught by teacher	Office and hour of attention
COS SANCHEZ, MARIA PILAR	pilar.cos@udl.cat	6	<ul style="list-style-type: none"> <li>- Each week in the same classroom where the class takes place, once the class is completed.</li> <li>- Other time: confirm by email.</li> </ul> Regardless of the tutoring schedule set, you can always send me an email to stay on one day and at a certain time. <ul style="list-style-type: none"> <li>- Mentoring can be in person or by video conferencing.</li> <li>- Queries can also be made via email.</li> </ul>

## Subject's extra information

### Teacher recommendations:

- The UdL Virtual Campus (Sakai) is necessary for the development of this subject. It will be used for teacher notices and information (advertisement space), to publish subject content (resource space), to publish activity statements and deliver your solution (activity space), to perform test tests (test space), and to send individual messages (message space).
- It is essential to read the contents of the units before each class to properly follow the theoretical and practical explanations. Beforehand and during the explanation of each unit, the class will ask about the contents of the unit. Teachers will indicate the corresponding reading sections for each session.
- It is important but essential to attend classes, due to their eminently practical nature and for working on exercises/cases similar to the activities of the continuous evaluation.
- You can set up an email tutoring regardless of the established tutoring schedule.

## Learning objectives

The general objective of the Foreign Trade subject is to introduce the concepts, mechanisms and dynamics to begin the exporting and/or importing activity of the company. It's about seeing the rules of the game, the risks the company faces, and the solutions that existing mechanisms offer.

This overall objective is realized in the following specific objectives:

1. Know the basics of dealing with foreign markets.
2. Know the main barriers to international trade and the bodies that seek market liberalization.
3. Have internationalization strategies to select and enter foreign markets.
4. Know and practice Incoterms.
5. Know the operations of the importing and exporting activity, as well as the corresponding documentation.
6. Learn different international collection and payment methods.
7. Know the operation and characteristics of the currency market.

## Competences

### University of Lleida strategic competences

- Correctness in oral and written language.
- Master Information and Communication Technologies.

Goals

- The general aim of the subject External Trade is to enter the concepts, the mechanisms and the dynamic to start with the exporting activity and/or importing of the company. It treats to see the rules of the game, the risks to which goes through the company and the solutions that offer him the existent mechanisms. This general aim concretises in the following aims: 1. Knowledge of the basic elements to face the external markets. 2. Know the main barriers to the international trade and the organisms that try the liberalisation of the market. 3. Have a range of internationalisation strategies, to select and enter in external markets. 4. Know and practise the Incoterms. 5. Know the operative of the importing and exporting activity, as well as the corresponding documentation. 6. Learn different forms of collection and international payment. 7. Know the operation and the characteristic of the market of divises. 8. Can carry out an international agreement.
- Master a foreign language.

## Degree-specific competences

- Create and direct a business, which listens and responds to the changes of the environment in which it operates.
- Apply instrumental techniques to the analysis and solution of business problems and to the taking of decisions.
- Perform the roles related to the different functional areas of a business and institutions.
- Elaborate, interpret and audit the economical-financial information of entities and individuals, and provide them with assessment.

## Degree-transversal competences

- Ability to criticise and be self-critical.
- Ability to organise and plan.
- Teamwork and leadership.
- Be able to work and to learn in an autonomous way and simultaneously adequately interact with others, through cooperation and collaboration.
- Ability to analyse and synthesise.
- Act in accordance with rigour, personal compromise and in a quality orientated way.

## Subject contents

### Module 1: INTERNATIONALIZATION AND MARKETING

#### Unit 1: Internationalization and Marketing

1. Trade and Globalization
  - 1.1. Global Foreign Trade Situation
  - 1.2. Trade and Globalization
2. The company's international expansion
  - 2.1. Business analysis: the decision to export
  - 2.2. Strategic decisions
  - 2.3. The stages of the company's internationalization process
3. Market Research and Selection
  - 3.1. Introduction
  - 3.2. Stages in Market Research
  - 3.3. Market Research Check List
  - 3.4. Sources of Information
4. Formulation of the international strategy
  - 4.1. Concentration vs. Dispersion

4.2. Global strategy or multi-household strategy

5. Forms of entry into foreign markets

5.1. Exporting in its different forms

5.2. Technology assignment

5.3. Manufacturing in outdoor markets

1. International Marketing Plan

6.1. Introduction

6.2. International product strategy

6.3. International pricing strategy

6.4. International distribution strategy

6.5. International communication strategy

1. Export promotion agencies: ICEX, COCA, ...

## Module 2: OPERATIONS IN FOREIGN TRADE

### Unit 2: Incoterms

1. Incoterms.

1.1. Definition and regulation.

1.2. Incoterms 2020 classification.

1.3. The Incoterms 2020

1. Export and import cost scandal.

2.1. Introduction

2.2. Cost scandal

### Unit 3: Foreign Trade Management

1. Structure, content and description of the Integrated Tariff of the European Communities. Taric

1.1. Import and Export Trade Regimes

1.2. Import duties

1.3. Community Tariff Policy Measures

1.4. EU preferential agreements

1.5. Description of Taric concepts

1. Tax regimes in foreign trade operations.

3. Customs procedures

- 3.1. Import customs procedures
- 3.2. Export customs procedures
  - 3.3. SAD (Single Administrative Document)
    - 1. Foreign Trade Documents
- 4.1. Business Documents
- 4.2. International transport documents
- 4.3. Insurance Documents
- 4.4. Administrative Documents
- 4.5. Certificates
- 4.6. Other Documents
- 5. Intra-EU trade
  - 5.1. Concepts
  - 5.2. Taxation on intra-EU exchanges
  - 5.3. Statistical statement: Intrastat
- 6. Internet addresses

## Module 3: MEANS OF PAYMENT AND CURRENCY MARKET

### Unit 4: International payment methods

- 1. The main means of international payment. Classification
  - 1. Personal Check and Bank Check
- 3. Simple payment order
- 4. Simple remittance
- 5. Remittance would document
  - 1. Payment Order would document
- 1. Collection risk hedging instruments

### Unit 5: Letter of Credit

- 1. Definition
- 2. Regulation
- 3. Operation
- 4. Documentary Credit Agreement
- 5. Credit Type

## 6.Recommendations

### Unit 6: Currency Market

- 1.European Central Bank System
- 2.Currency Market
- 3.Exchange risk hedging instruments

## Methodology

- This subject uses the methodology: *Flipped Classroom* and *Just-in-time teaching*.
- Theoretical documentation of the subject provided to the students.
- Theoretical and practical explanations of the content of the program, after reading and performing a test of the content.
- Discussions in face-to-face and/or virtual discussions.
- Personalized tutoring in the performance of the activities, for the application of the knowledge acquired in the subject.
- All classes will be held in the computer classroom.

## Development plan

Dates (Weeks)	Description:	Activity In-person	HTP (2) (Hours)	Self-employed activity	HTNP (Hour)
1	Subject Presentation Unit 1	Subject Presentation Master Lesson and Discussion Activity	3,5	Read course teacher guide	3
2	Unit 1	Master Lesson and Discussion Activity	3,5	Understanding and studying the notes; resolution of the activity proposed	4,5
3	Unit 1	Master Lesson and Case Study Resolution	3,5	Understanding and studying the notes; resolution of the activity proposed	4,5
4	Unit 2 Activity 1	Master Lesson and Case Study Resolution. Activity 1	3,5	Understanding and studying the notes; resolution of the activity proposed	4,5
5	Unit 2	Master Lesson and Case Study Resolution	3,5	Understanding and studying the notes; resolution of the activity proposed	4,5
6	Unit 2	Master Lesson and Case Study Resolution	3,5	Understanding and studying the notes; resolution of the activity proposed	4,5
7	Unit 2 Activity 2	Master Lesson and Case Study Resolution. Activity 2	3,5	Understanding and studying the notes; resolution of the activity proposed	4,5
8	Unit 1 and 2	Master Lesson and Case Study Resolution	3,5	Understanding and studying the notes; resolution of the activity proposed	4,5
9	<b>1st exam. Units 1, 2</b>	<b>Performing 1st Exam</b>	<b>3.75</b>	<b>Study and Preparation Exam 1</b>	11
10	Unit 3	Master Lesson and Case Study Resolution	3,5	Understanding and studying the notes; resolution of the activity proposed	4,5
11	Unit 3	Master Lesson and Case Study Resolution.	3,5	Understanding and studying the notes; resolution of the activity proposed	4,5
12	Unit 4 Activity 3	Master Lesson and Case Study Resolution Activity 3	3,5	Understanding and studying the notes; resolution of the activity proposed	4,5



Dates (Weeks)	Description:	Activity In-person	HTP (2) (Hours)	Self-employed activity	HTNP (Hour)
13	Unit 5	Master Lesson and Case Study Resolution	3,5	Understanding and studying the notes; resolution of the activity proposed	4,5
14	Unit 6	Master Lesson and Case Study Resolution.	3,5	Understanding and studying the notes; resolution of the activity proposed	4,5
15	Unit 6 Activity 4	Master Lesson and Case Study Resolution Activity 4	3,5		4,5
16, 17 and 18	2nd exam. Units 3, 4, 5, 6	Completion 2nd written test	3.75	Study and Preparation Exam 2	11
<b>TOTAL</b>			60		<b>90</b>

## Evaluation

### Ongoing Assessment

The final rating is obtained from the weighted average of the ratings obtained in each of the evaluation activities according to their specific weight.

Objectives	Activities of assessment Criteria	%	Dates	M/V (1)
Units 1, 2	<b>Note 1:</b> Written Test 1 (Exam 1)	19	<b>According to approved FDET schedule Classroom: 0.38 FDET</b>	M
Units 3, 4, 5, 6	<b>Note 2:</b> Written Test 2 (Exam 2)	19	<b>According to approved schedule FDET Classroom: 0.38 FDET</b>	M
Topics 1-6	<b>Notes 3, 4, 5, 6:</b> Delivery of the <u>4 activities</u> indicated in the following table (timed)	14 x 4 (*)	Throughout the course October 2 October 25 November 27 December 18	M
Topics 1-6	<u>Try activities</u> <b>Note 7:</b> Active participation	6	<b>Throughout the course</b>	M

(1)Mandatory / Voluntary (2) Individual / Group

(\*) Total notes 3,4,5,6: 56%

Timing of the 4 activities of the continuous assessment (notes 3, 4, 5, 6)

Activity Number	Reference Module	Description	O/V (1)	Date of activity (class time)
Activity 1	1	Internationalization and Marketing	M	October 2
Activity 2	2	Incoterms	M	October 25
Activity 3	3	Foreign Trade Management	M	November 27
Activity 4	4	Payment Methods and Currency Market	M	December 18

(1) Mandatory / Voluntary

## Clarifications of the continued assessment of the subject:

- It is mandatory to carry out and deliver 3 of the 4 activities (notes 3, 4, 5 and 6). If applicable, the undelivered activity rating will be a "0" and the activity cannot be recovered.
- Activities will be conducted and delivered at the appropriate class time (dates are noted in the assessment chart above), in person, as instructed by teachers throughout the course.
- Activity dates may be changed one day before or after depending on the course of the classes.
- The delivery of the activities may be supplemented and/or substituted with written proof of each during class hours.
- There are no extensions to the deadlines established to deliver the activities proposed by the teacher.
- **There will be no recoveries, no jobs, no additional exams to retrieve the suspenses of a particular test.**
- The two written tests (exam 1 and 2) are required, and the minimum average score required between the two tests is a 3 out of 10.
- Written test dates will not be deferred for any reason. Each written test has a day and time already set in the chart above.
- In order to pass the course, it is essential that the average note of the written tests is equal to or greater than 3 and that the final score (note resulting from the weighted average of the 7 notes) is equal to or greater than five.
- A student who only achieves a score of 2 or less out of the first 6 notes of the assessment will have a final grade of **NOT PRESENTED for this subject**.
- Active participation in class refers to the performance of the test (before the classes), the resolution of exercises in class and the questions raised in the course, therefore, attendance in class is important.
- According to art. 3.1 of the UdL assessment regulations, the student may not use, in any case, during the conduct of the evaluation tests, disallowed means or fraudulent mechanisms. A student who uses any fraudulent means related to the test and/or brings in unauthorized electronic devices will have to leave the test or the test, and will be subject to the consequences provided for in this regulation or in any other internal regulations of the UdL. Applicable penalties include, but are not limited to, and depending on the severity of the offense, the loss of the right to be assessed on the subject, the loss of tuition for a semester or course, or the expulsion up to three years.

## Alternative assessment

For this subject, in the alternative assessment, the requirements are the same as in the continuous assessment, that is, the performance of the 4 activities and the 2 examinations, which must be carried out in person to the class.

According to the evaluation regulations for the UdL degrees and master's degrees, approved for the UdL Governing Council, in reference to the alternative evaluation: "other evaluation activities beyond a global test may be included; the possibility of mandatory attendance at some activities (practices, visits, seminars) is maintained."

## Bibliography

### Articles and Journals /Other publications

- They are referenced in each module of the content of the subject,
- Publicaciones ICEX-CECO: <https://www.icex-ceco.es/libreria>. Current international marketing publications: theory and case studies.

### Web references

They are referenced in each module of the content of the subject