

SUBJECT TEACHING GUIDE

G964 - Foreign Trade

Degree in Economics

Academic year 2021-2022

1. IDENTIFYING DATA					
Degree	Degree in Economics			Type and Year	Optional. Year 4
Faculty	Faculty of Economics and Business Studies				
Discipline	Subject Area: Applied International Economics				
Course unit title and code	G964 - Foreign Trade				
Number of ECTS credits allocated	6	Term	Semester based (2)		
Web	http://personales.unican.es/diazd/				
Language of instruction	Spanish	English Friendly	Yes	Mode of delivery	Face-to-face

Department	DPTO. ECONOMIA
Name of lecturer	DANIEL DIAZ FUENTES
E-mail	daniel.diaz@unican.es
Office	Edificio de las Facultades de Derecho y Ciencias Económicas y Empresariales. Planta: + 1. DESPACHO DANIEL DIAZ FUENTES (E108)
Other lecturers	ANA LARA GOMEZ PEÑA

3.1 LEARNING OUTCOMES

- Technical and analytical evaluation of business internationalization strategies. Field-work in relevant areas, applications based on mainstream tools and information from national agencies (ICEX, MITI, Chambers of Commerce, etc.), international organizations (OECD, World Bank, EXIMBANK, EIB, UNCTAD), and bodies specialized in international business promotion (trade, foreign direct investment, foreign exchange and international risk management such as ICEX, ICO, KfW).

4. OBJECTIVES

Internationalization from trade and corporate perspective in different environments : mature and emerging markets, for which we apply two complementary approaches that structure the program: the trade perspective that includes fiscal barriers and institutions, logistics and finance, and the global investment perspective that takes into account the internationalization strategic alternatives, cultural and institutional differences and political risk management .

The aim of this course is to analyze the strategies and opportunities for business internationalization from trade and corporate perspective in different environments: mature and emerging markets, for which we apply two complementary approaches that structure the program: the trade perspective that includes fiscal barriers and institutions, logistics and finance, and the global investment perspective that takes into account the internationalization strategic alternatives, cultural and institutional differences and political risk management.

6. COURSE ORGANIZATION

CONTENTS

1	<p>BLOCK I INTERNATIONALIZATION</p> <ol style="list-style-type: none"> 1. The international environment: foreign trade, investment, technology and institutions: 2. National differences: Economies, Politics and Institutions 3. Cultural and ethical differences 4. Business regulations: Doing business Abroad 5. Internationalization: foreign trade, corporate and business internationalization
2	<p>BLOCK II FOREIGN TRADE OPERATIONS</p> <ol style="list-style-type: none"> 6. Imports, Exports and Countertrade 7. Foreign Trade operations. 8. Transport, Logistics and Information and Communication Technologies in Foreign Trade . 9. Administrative and fiscal regulations of Foreign Trade .
3	<p>BLOCK III INTERNATIONALIZATION STRATEGIES</p> <ol style="list-style-type: none"> 10. Financing business abroad. 11. Foreign Direct Investment 12. Industry Internationalization Strategies

7. ASSESSMENT METHODS AND CRITERIA

Description	Type	Final Eval.	Reassessn	%
Papers, projects, and presentations	Laboratory evaluation	No	Yes	30,00
Oral presentation and class discussion	Oral Exam	No	No	10,00
Class Deliverables	Activity evaluation with Virtual Media	No	Yes	20,00
Final Exam	Written exam	Yes	Yes	40,00
TOTAL				100,00
Observations				
Observations for part-time students				
The evaluation consists of a final exam on the course contents for both the ordinary call and the extraordinary one.				

8. BIBLIOGRAPHY AND TEACHING MATERIALS

BASIC

BANCO MUNDIAL, Doing Business (2012-2020) Entendiendo las regulaciones para las pequeñas y medianas empresas, Washington D.C., <https://www.doingbusiness.org/>

GARCÍA CANAL, E.; M. GUILLÉN Y A. VALDÉS LLANEZA (2012) "La internacionalización de la empresa española. Perspectivas empíricas" Papeles de Economía Española, 132, 64-81. <http://www.unioviedo.es/egarcia/Papeles2012.pdf>

GARCÍA-GARCÍA, Raquel; GARCÍA-CANAL, Esteban; GUILLÉN, Mauro F. Rapid internationalization and long-term performance: The knowledge link. Journal of World Business, 2017, vol. 52, no 1, p. 97-110.

GUILLÉN, M. ONTIVEROS, E. (2014): "Retos para la economía internacional en un mundo cambiante" Estudios de Economía Aplicada, vol. 32, núm. 3, septiembre-diciembre, 871-884 <http://www.revista-eea.net/documentos/32304.pdf>

HILL, C. (2015): Negocios Internacionales. Cómo Competir En El Mercado Global , Mc Graw-Hil (10a edición).

HOFSTEDE, G. (2010): Cultures and Organizations.Hofstede <http://geert-hofstede.com/>

ICEX (2005): Curso Básico. Operativa y Práctica del Comercio Exterior, ICEX (INSTITUTO ESPAÑOL DE COMERCIO EXTERIOR)

ICEX (2005): Estrategia y Gestión del Comercio Exterior: Curso Superior (2ª ED.), ICEX

ICEX (2017): Instrumentos de apoyo financiero y no financiero a internacionalización de la empresa española.

OECD (2018) Indicators of Product Market Regulation, <http://www.oecd.org/eco/growth/indicatorsofproductmarketregulationhomepage.htm>

RUGMAN, A. & COLLINSON, S. (2016): International Business, Pearson

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WORLD BANK (2020) Logistic Performance Index <http://lpi.worldbank.org/>