

## Module: International Trade

- ▶ Department: INTERNATIONAL TRADE
- ▶ Type: Common
- ▶ Credits: 10
- ▶ Level 4- year 2
- ▶ Pre-Requisites: Introduction to International Trade

Delivered by ESCOEX International Business School, Business & Finance, Business & Marketing

Lecturer: Jose Luis Artiles

### Objetives

Students will learn about the international environment, trends and complexities, they will learn how to determine the interrelations between economy and business in a global context.

They will also learn about the different International Organisms, the organisms for Promotion of Trade in Spain and they will the Fiscal and Economics Regime in the Canary Islands.

### Learning outcomes

1. Students shall be able to carry out negotiations with foreign suppliers particularly regarding payment terms.
2. Students shall be able to create an international trade company in the free trade zone in the Canaries based on exporting products to the BRIC countries.
3. Students shall have a vision of using social networks in order to create an international presence and attract international clients.

### Indicative content

#### 1. THE INTERNATIONAL ECONOMIC ENVIRONMENT.

THE ECONOMIC SITUATION AND OUTLOOK INTERNACIONAL. TRENDS  
ECONOMIC BLOCKS.

MAJOR CHALLENGES IN THE INTERNATIONAL PANORAMA.  
ALTERNATIVES.

INTERNATIONAL ECONOMIC ARCHITECTURE  
INTERNATIONAL ORGANIZATIONS.

#### 2. THE SPANISH ECONOMY.

THE CURRENT SITUATION

CHALLENGES AND POSSIBILITIES.

DEBT, BALANCE OF PAYMENTS, UNEMPLOYMENT, PRODUCTIVITY...

#### 3. THE CANARY ISLANDS IN THE INTERNATIONAL ENVIRONMENT.

SOME THOUGHTS ON THE CANARIAN ECONOMY

CHALLENGES AND OPPORTUNITIES.

ECONOMIC/FISCAL REGIME IN THE ISLANDS

#### 4. HOW TO ELABORATE TABLE OF ECONOMIC INDICATORS.

<b>Evaluation Criteria</b>
1 final exam worth 40%. 1 individual written assignment and international negotiation 60%. Written document 2000 words (45%), SKYPE negotiation 15%.
<b>Methodology</b>
The focus of this module is extremely practical. Theoretical classes are supported by cases studies and practical exercises using SKYPE and company videos. Students shall contact with other international trade students from other universities.
<b>Basic Skills</b>
D1: Communication and presentation skills including audio, oral and written, using a range of methods D2: Numeracy, computing & information technology skills; this requires familiarity with a range of business data, research sources and appropriate methodologies D3: Project management skills together with skills of effective listening, negotiating, persuasion and presentation D4: Problem solving skills including identifying, formulating and solving business problems; the ability to create, evaluate and assess a range of options, together with the capacity to apply ideas and knowledge to a range of situations D6: The ability to plan and manage learning in terms of time, behaviour, motivation, self-starting, individual initiative and enterprise
<b>Bibliography</b>
<p><b>Essential Reading:</b></p> <ul style="list-style-type: none"> <li>• ICEX-CECO 2013, <i>Manual of Internationalisation</i>, ICEX (Instituto Español de Comercio Exterior, Madrid).</li> <li>• EOI (Escuela de Organización Industrial) 2005, <i>Curso Básico. Operativa y Práctica del Comercio Exterior</i>, ICEX (Instituto Español de Comercio Exterior, Madrid).</li> <li>• EOI (Escuela de Organización Industrial) 2005, <i>Curso Superior. Estrategia y Gestión del Comercio Exterior</i>, ICEX (Instituto Español de Comercio Exterior, Madrid)</li> <li>• Tamames R, Huerta B.G. (2010), <i>Estructura Económica Internacional</i>, Alianza Editorial, Madrid.</li> </ul> <p><b>Journals:</b> IHT, Expansion, Cinco Días, Financial Times.</p> <p><b>Websites:</b> <a href="http://www.zonafranca.org">www.zonafranca.org</a>, <a href="http://www.zec.org">www.zec.org</a>, <a href="http://www.africainfomarket.org">www.africainfomarket.org</a>, <a href="http://www.camaralaspalmas.com">www.camaralaspalmas.com</a>, <a href="http://www.alibaba.com">www.alibaba.com</a> , <a href="http://europe.chinadaily.com.cn">http://europe.chinadaily.com.cn</a></p>