

## Course guide

# 240ST021 - 240ST021 - International Business & Global Logistics Management

**Last modified:** 16/05/2023

**Unit in charge:** Barcelona School of Industrial Engineering  
**Teaching unit:** 732 - OE - Department of Management.

**Degree:** MASTER'S DEGREE IN INDUSTRIAL ENGINEERING (Syllabus 2014). (Optional subject).  
MASTER'S DEGREE IN SUPPLY CHAIN, TRANSPORT AND MOBILITY MANAGEMENT (Syllabus 2014). (Compulsory subject).  
MASTER'S DEGREE IN MANAGEMENT ENGINEERING (Syllabus 2021). (Optional subject).

**Academic year:** 2023    **ECTS Credits:** 5.0    **Languages:** English

## LECTURER

**Coordinating lecturer:** Dra Maria Josep Borreguero Fígols

**Others:** Maria Josep Borreguero Fígols

## TEACHING METHODOLOGY

We will use an applied methodology in the course. Afterwards, a theoretical introduction of the different concepts will be proposed some applied exercises.

It will be valued the use of external sources of information and the adaptation of the solutions proposed to the reality of the company positively.

## LEARNING OBJECTIVES OF THE SUBJECT

Understand the economic, political, and legal environment that sets international trade, as a framework of the company's strategic decisions.

## STUDY LOAD

Type	Hours	Percentage
Hours large group	30,0	24.00
Hours small group	15,0	12.00
Self study	80,0	64.00

**Total learning time:** 125 h

## CONTENTS

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### International business & global logistics management

#### Description:

Module I: International Economy and Global trading

- World trading patterns & International trade theories
- World institutions to foster international trade
- Regional Trade Agreements (RTA): The European Union

Module II: International strategic management

- Export behavior & Internationalization stages
- International marketing research: Opportunity analysis
- Internationalization strategic decisions: Assessing market potential

Module III: International trade policies and practices

- Principles of customs management: Destinations and customs procedures, the tariff, and the TARIC. Other tariff measures.
- Customs barriers: Quantitative Quota and Trade defense measures.
- Customs incentives: Tariff quota, Customs economic regimes
- INCOTERMS 2020

Module IV: Practicum: Study cases of international trade operations

#### Specific objectives:

The subject contributes to the specific competencies in:

- Identify the economic theories associated with the globalization process and defines the dynamics of world trade
- Recognize regulations and the main customs barriers and incentives, analyzing their repercussions on the global logistics process
- Evaluate the limitations and opportunities of various foreign markets, in order to make internationalization decisions for a company.
- Recognize the main customs and international transport main documents, identifying their differential characteristics.

**Full-or-part-time:** 125h

Theory classes: 30h

Practical classes: 3h

Guided activities: 12h

Self study : 80h

## GRADING SYSTEM

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The final grade will be calculated by the weighted average of the following scores:

- Written test: 50% of the final grade.
- Evaluation of the final practical work: 40% of the final grade.
- Student's participation and exercises: 10% of the final grade.

## EXAMINATION RULES.

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The written final evaluation will consist of a multiple choice test, where the wrong answer discounts 25% and an exercise test. The required mark in the written test in order to calculate the average final mark is 4.0.



## BIBLIOGRAPHY

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### Basic:

- Incoterms 2010 : reglas de ICC para el uso de términos comerciales nacionales e internacionales. Barcelona: Comité Español Cámara de Comercio Internacional, 2010. ISBN 9788489924468.
- Tugores Ques, Juan. Economía Internacional : globalización e integración regional. 6a ed. Madrid: Mc Graw Hill, 2006. ISBN 8448146530.
- Krugman, Paul R. Fundamentos de economía. 3a ed. Barcelona: Reverte, 2015. ISBN 9788429126464.
- Albaum, Gerald. International Marketing & Export Management. 8th ed. Harlow: Pearson Education, 2016. ISBN 9781292016924.
- Czinkota, Michael R. ; Ilkka A.. International Business. 9th ed. Cambridge University Press, 2022. ISBN 9781108476744.
- Doole, Isobel ; Robin Lowe. International Marketing Strategy: Analysis, Development and Implementation. 8th ed. Cengage Learning, 2019. ISBN 9781473758742.