

Course guide

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

Last modified: 13/03/2025

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: 2025 **ECTS Credits:** 5.0 **Languages:** English

LECTURER

Coordinating lecturer: Sara Hatami

Others: Luis Antonio Conde Bilbao

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, logistical , 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

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 logistics and international commercial 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
- Logistics, organization and practice of international transport
- 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.
- Evaluate the limitations and opportunities of various foreign markets, in order to make internationalization decisions for a company.
- Recognize regulations and the main customs barriers and incentives, analyzing their repercussions on the global logistics process.
- Understand the main international logistics operations associated with the process of globalization and global trade.
- 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

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.

- The completion, presentation, and defense of the final practical work are essential for inclusion in the final assessment.
- To be eligible for evaluation, students must achieve a minimum participation rate of 60% in classes and exercises, which accounts for 10% of the final grade.
- The written final evaluation will consist of a multiple choice test, where the wrong answer discounts 25% and an exercise test.

BIBLIOGRAPHY

Basic:

- Tugores Ques, Juan. Economía internacional : globalización e integración regional [on line]. 6a ed. Madrid: Mc Graw-Hill, cop. 2006 [Consultation: 18/11/2025]. Available on: https://www-ingebook-com.recursos.biblioteca.upc.edu/ib/NPcd/IB_BooksVis?cod_primaria=1000187&codigo_libro=4587. ISBN 9788448146535.
- Krugman, Paul R. Fundamentos de economía [on line]. 4a ed. Barcelona: Reverté, 2022 [Consultation: 24/10/2025]. Available on: https://www-ingebook-com.recursos.biblioteca.upc.edu/ib/NPcd/IB_Escritorio_Visualizar?cod_primaria=1000193&libro=10393. ISBN 9788429126464.
- Albaum, Gerald. International Marketing & Export Management. 8th ed. Harlow: Pearson Education, 2016. ISBN 9781292016924.
- Incoterms 2010 : reglas de ICC para el uso de términos comerciales nacionales e internacionales. Barcelona: Comité Español Cámara de Comercio Internacional, 2010. ISBN 9788489924468.
- Doole, Isobel ; Robin Lowe. International Marketing Strategy: Analysis, Development and Implementation. 8th ed. Cengage Learning, 2019. ISBN 9781473758742.
- Czinkota, Michael R. ; Ilkka A.. International Business. 9th ed. Cambridge University Press, 2022. ISBN 9781108476744.
- Rushton, Alan ; Phil Croucher ; Peter Baker. Handbook of Logistics and Distribution Management: Understanding the Supply Chain. 7th ed. Kogan, 2022. ISBN 9781398602045.
- Pierre A. David; Stewart, Richard D. International logistics : the management of international trade operations. 3rd ed. Mason, OH: Cengage Learning, 2010. ISBN 9781111219550.