

MODULE	COURSE	YEAR	SEMESTER	CREDITS	TYPE
International Trade and Marketing Research	International Trade	4º	1º	6	Elective
LECTURE(S)			FULL CONTACT INFORMATION FOR OFFICE HOURS:		
<ul style="list-style-type: none">Ana Isabel Guerra Hernández. Coordinator of the Course: <ul style="list-style-type: none">Ana Isabel Guerra Hernández.			Department of International and Spanish Economics, Second floor, Faculty of Economics and Business. Office number: C-221. Email: anaisabelguerra@ugr.es		
			OFFICE HOURS		
			For the information about office hours, please check the following link: http://directorio.ugr.es		
BACHELOR'S DEGREE			OTHER BACHELOR'S DEGREE IN WHICH IT CAN BE TAUGHT		
Bachelor's Degree in Business Management and Administration					
PREREQUISITES AND/OR RECOMMENDATIONS					
<ul style="list-style-type: none">Basic knowledge of Applied EconomicsBasic knowledge of MacroeconomicsBasic knowledge of International Economics					
BRIEF DESCRIPTION OF CONTENTS (ACCORDING TO BACHELOR'S DEGREE'S VERIFICATION DOCUMENT)					
<ul style="list-style-type: none">Main Theories on International Trade.International Trade: Analysis Techniques.Rules of International Trade.Geographical and Sectoral distributional patterns of International Trade.					



GENERAL AND SPECIFIC COMPETENCES

General Competences:

Through this course, the student will attain the ability of:

- CG1: Self-directed learning.
- CG2: Analysing and searching for information from different sources.
- CG3: An Appropriate Handling of interpersonal relationships.
- CG5: Working under pressure conditions.
- CG6: Analysing and summarising the main contents of the course.
- CG7: Making decisions (based on sound arguments).
- CG8: Solving problems in the economic-business setting.
- CG9: Organising and Planning
- CG10: Adapting to new or little-known contexts.
- CG11: Developing their creativity and intuition skills in order to implement the adequate strategy in different contexts.
- CG14: Developing their communication skills.
- CG15: Reflecting on the social and ethical responsibilities linked to the application of their knowledge and judgements
- CG16: Raising Awareness towards environmental and social issues.
- CG17: Increasing their concern for professional quality.
- CG18: Promoting the habits of searching actively for employment and developing and encouraging their entrepreneurial skills.

Specific Competences (according to the 'Verification' Document and the contents of the course):

The students will acquire knowledge of:

- The current and past features of the international trade relationships.
- The main theories and models of international trade.
- The structure and the national and international institutional framework of trade.
- The most relevant Trade Policy measures, International payment tools and the Customs procedures in the context of the European Union.
- The national and international context surrounding companies and the potential effects on them.

The students will understand :

- The role played by competitiveness in the current international economic context.
- The main reasons behind business' success and failures.
- The main features, structure and changing patterns of multinational companies.

OBJECTIVES (EXPRESSED AS EXPECTED OUTCOMES OF THE LEARNING PROCESS)

Through this course, the students will acquire knowledge of the following subjects:

- Origin, Nature and Structure of the trade relationships between countries and regions.
- The Free Trade-Protectionism controversy and Neo-protectionism.
- The current structure of worldwide trade relationships through the role played by the major International and National Trade Institutions.



- Identify and Distinguish between the existing forms of economic and political integration : positive Versus negative integration//regional versus multilateral integration.
- The FOREX exchange market: cash transactions (spot) Instalments (forward), with premium and discount prices.
- Major integration processes. The European Union versus MERCOSUR.
- Measuring the degree of protection: nominal and effective rates of protection
- The elements and typology of tariffs.
- Theoretical foundations of protectionism: economic impacts of tariffs, subsidies and other Trade policy measures.
- The structure of the customs duties. The Combined Nomenclature and the EU's TARIC code.
- The International Trade Agreements of the European Union and their effects on the tariff.
- The criteria to value goods in customs according to the GATT code.
- Customs procedures.
- The Value Added Tax in International Trade.
- The international sales contract: stages, requirements, structure.
- INCOTERMS: distinctive features, categories and appropriate uses.
- International payment tools: general criteria for their choice.
- The role of banks in international payments.
- The risk of default for the parties involved.
- The most common means of payment.
- The Documentary Credit: regulations, procedures and key documents.
- Leasing, Factoring, Forfaiting and compensation trading.

As a result, the students will be able to:

- Calculate, analyse and interpret the main indicators of international trade.
- Distinguish the characteristics of each Incoterm.
- Identify measures of protectionism against products.
- Differentiate the advantages and disadvantages of each method of payment.
- Apply the exchange rate of currencies.
- Search for information related to international trade (especially on the Internet).
- Identify the features of the tools to avoid the risks of foreign exchange.
- Identify the features of the different customs procedures: advantages and disadvantages.
- Identify the role of banks in international trade.

DETAILED SYLLABUS OF THE COURSE

THEORETICAL CONTENTS:

- **Unit 1. Theories, Main Patterns and Features and Institutional Framework of International Trade.**
 - 1.1. Trends and Current Features of International Trade.
 - 1.2. The International and National Institutional Framework of Trade.
 - 1.3. Main Theories and Models of Trade: Brief review of the Classical, Neoclassical and New Theories of Trade.
- **Unit 2. Political and Economic Integration.**
 - 2.1. Aims, Typology and Economic Effects of Integration processes.



- 2.2. Processes of Regional Integration: Examples.
- 2.3. Trade Policy in the context of the European Union.
- **Unit 3. Trade Policy Instruments Part I: Tariff Measures**
 - 3.1. Aims, Typology and Economic Effects of Tariff Measures.
 - 3.2. Elements and Structure of Tariffs: Custom Duties and Tariff Nomenclature.
 - 3.3. The European Union's Integrated Tariff: The TARIC.
 - 3.4. Measuring the degree of protection: nominal and effective rates of protection.
 - 3.5. The criteria to value goods in customs according to the GATT code.
- **Unit 4. Trade Policy Instruments Part II: Non-Tariff Measures.**
 - 4.1. Non-Tariff Measures that work via prices.
 - 4.2. Non-Tariff Measures that work via quantities.
 - 4.3. The most common Trade Policy Measures of Neo-protectionism.
- **Unit 5. Customs Procedures.**
 - 5.1. Types of Customs Treatments.
 - 5.2. Release for "Free Circulation" or "End Use".
 - 5.3. International Transit Procedures.
 - 5.4. Economic Customs Procedures.
 - 5.5. The Abandonment in Favour of the Public Treasury.
- **Unit 6. Exchange Rate Regimes and FOREX Markets.**
 - 6.1. Exchange Rates (definitions) and Exchange Rate Regimes (typology).
 - 6.2. Structure of FOREX markets.
 - 6.3. Transactions made on the FOREX markets: cash transactions (spot) Instalments (forward), with premium and discount prices.
- **Unit 7. The International Sales Contract and the INCOTERMS.**
 - 7.1. The International Sales Contract: stages, requirements, structure.
 - 7.2. INCOTERMS: Aims and Distinctive Features.
 - 7.3. INCOTERMS: Categories and Appropriate Uses.
- **Unit 8. International Payment Tools.**
 - 8.1. General Aspects of International Payment tools and the role of banks in international payments.
 - 8.2. The Most Common means of Payment.
 - 8.3. Other international payment measures and tools: Leasing, Factoring, Forfaiting and compensation trading.

PRACTICAL CONTENTS AND ACTIVITIES:

Seminar/Activity_1: Global Value Chains: Definition, Measurement and Analysis.

Seminar/Activity_2: The Role of Services in International Trade.

Seminar/Activity_3: The differences and similarities between major processes of economic (and political) integration: the EU, MERCOSUR, ASEAN.

Practical Contents:

1. **Advanced and Basic Trade Indicators (Practical Exercises)**
2. **Nominal versus Effective Protection. (Practical Exercises).**
3. **The Criteria to Value Goods in Customs and the VAT in International Trade. (Practical Exercises).**



4. Cash Transaction (spot) Instalments (forward), with premium and discount prices (Practical Exercises).
5. INCOTERMS (Practical Exercises).

BIBLIOGRAPHY

MAIN TEXTBOOKS:

- Gstöhl, Sieglinde, De Bièvre, D. 2018. The Trade Policy of the European Union. Ed. Mcmillan International Higher.
- Krugman, P.R, Obstfeld, M. and M.J. Melitz. International Economics: Theory and Policy. 2018. 11th Edition. Ed. Pearson.
- Lyons, T. 2018. EU Customs Law. Ed. Oxford European Union Law Library.
- Pomfret, R. 2016. International Trade: Theory, Evidence and Policy. Ed. World Scientific Publishing Company.
- Dunn, R.M., Mutti, J.H., Ingram, J.C. 2004. International Economics 6th Edition. Ed. Taylor & Francis Group. **Available in digital format at the Electronic library of the university of Granada**

OTHER RECOMMENDED TEXTBOOKS:

- Feenstra, R. C. 2016. Advanced International Trade: Theory and Evidence. Ed. Princeton University Press.
- Van Marrewijk, C. 2017. International Trade. Ed. Oxford University Press.

RECOMMENDED LINKS

European Union Customs Procedures:

https://ec.europa.eu/taxation_customs/business/customs-procedures_en

<http://trade.ec.europa.eu/tradehelp/eu-import-procedures>

European Union's Trade Policy:

https://europa.eu/european-union/topics/trade_en

Organization for Economic Co-operation and Development (OECD):

<http://www.oecd.org/>

United Nations (UN):

<http://www.un.org/>

United Nations Conference on Trade and Development (UNCTAD):

<http://www.unctad.org/>

World Bank:

<http://www.worldbank.org>

World Trade Organization:

<https://www.wto.org/>

Global Value Chains:

<http://www.oecd.org/sti/ind/global-value-chains.htm>



TEACHING METHODOLOGY

- **Face-to-Face Teaching Methodology:**

The face-to-face teaching methodology will be based on three aspects:

- Master lessons whereby the lecturer will introduce the students the contents and topics of the course.
- Discussion sessions where students are encouraged to actively participate.
- Practical sessions and case study analyses in order to apply the concepts and topics to real cases.
- Individual Tutorials or Tutorials organized in small groups.

With the objective of easing the follow-up of the lessons, lecture notes, power point presentations and problem sets (with solutions, in some cases) for each unit will be available for the students at the Teaching Platform (PRADO 2).

- **Virtual Teaching Methodology:**

- **Under Scenario A (see below):** The lecture(s) will prepare additional materials to ease the follow-up of both the face-to-face and virtual lectures: notes, videos explaining some theoretical and practical contents of the course, among others. All these materials will be available for the students at the Teaching Platform (PRADO 2) of the course.

- **Under Scenario B (see below):**

Non-synchronous Virtual Teaching Methodology: The lecture(s) will prepare additional materials to ease the follow-up of both the virtual lectures: notes, power point presentations, and videos explaining some theoretical and practical contents of the course, among others. All these materials will be available for the students on the Teaching Platform (PRADO 2) of the course.

Synchronous Virtual Teaching Methodology: The lectures will be delivered using the platform of google meet according to the official class schedule approved by the Faculty of Economics and Business Administration of the University of Granada. The students must access to the google meet sessions using their account go.ugr.es.

- **All the practical activities of the course** (either individual or organized in groups) under **scenarios A and B** will be undertaken through the Teaching Platform (PRADO 2).

ASSESSMENT (ASSESSMENT TOOLS, ASSESSMENT CRITERIA AND PERCENTAGE OF FINAL MARK, ETC.)

In line with the rules of assessment and grading of the students of the University of Granada (latest modification approved by the Governing Board on 26th October 2016, Article 7th), the assessment of students' academic performance will reflect public, objective and impartial criteria, and will preferably be continuous and ongoing. Moreover, the assessment tools used in this course will be sufficiently diversified.



The following assessment procedure will be used:

- **Written Tests: 70 percent.** This category of tests will be mainly based on the theoretical contents of the course and will consist of a multiple-choice test.
- **Class participation and Worksheets based on class activities: 30 percent.** These activities will be based on a practical approach (Analyses of Case Studies, Seminars and other exercises proposed by the lecturer). The lecturer in charge of the group will freely choose which of the practical contents and activities described in this guide. The Worksheets may be done individually or in group.

Students must obtain a minimum mark of 4 points out of 10 on the Written Tests (on average) in order to add to the final mark the results obtained on the Class participation and the Worksheets.

The continuous and ongoing assessment is compulsory. However, there is the possibility of applying for a single final assessment. In doing so, students must fulfil the requirements and must follow the procedure set out in Article 8th of the rules of assessment and grading of the students of the University of Granada (latest modification approved by the Governing Board on 26th October 2016).

Those students not sitting either the first call exams (ordinary call) or the special ones (extraordinary call) will get "Not Presented" as their final mark of this course. Nevertheless, if students under these circumstances have already handed in Worksheets and/or have taken written tests that represent at least 50 percent of the final mark of the course (according to the structure outlined above), they will get the average mark obtained in these assessment activities.

The students who sit the exam during the extraordinary call, the mark obtained in the exam will have a weight of percent over the final mark of the course. The structure of the exam of the extraordinary assessment will consists of a multiple-choice test evaluating both the theoretical and the practical contents of the course.

DESCRIPTION OF THE SINGLE FINAL ASSESSMENT ACCORDING TO "RULES FOR ASSESSMENT OF THE UNIVERSITY OF GRANADA"

With a weight of 100 percent over the final mark of the course, the structure of the Single Final Assessment will consist of a multiple-choice test evaluating both the theoretical and the practical contents of the course.

ADDITIONAL INFORMATION

SCENARIO A (FACE-TO-FACE AND VIRTUAL TEACHING-LEARNING PROCESSES)

TUTORIALS

TIMETABLE

For the information about office hours, please check the following link:

- **Tools:**
- **Non-synchronous Tools:** By email or through the questions' fora available in PRADO.



<http://directorio.ugr.es>

- **Synchronous Tools:** By google meet through prior appointment given by the instructor to the student. The student should contact the instructor via email to agree on a specific date for that tutorial (convenient for both).

MEASURES TAKEN TO ADAPT TEACHING METHODOLOGY

Teaching Methodology for the Theoretical Contents:

- **Virtual Teaching Methodology:** The lecturer will provide additional materials, internet links, online bibliography, power point presentations, videos about the theoretical contents of the course through the Teaching Platform of the course (PRADO 2). All these teaching materials will be available for the students in PRADO 2 before the face-to-face theoretical sessions. The students should read, prepare and work on these materials before these sessions.
- **Face-to-face Teaching Methodology:** In line with the Royal Decree-Law 21/2020 9th July included in the Adaptation Plan for the Academic Year 2020-2021 to the Sanitary Measures Derived from the Covid-19 Pandemic of the University of Granada (25th June 2020), section 03, face-to-face theoretical sessions (classes) will take place in stable groups. The size of these stable groups of students must allow keeping the 1.5 meters of security distance in the room. The objective of these face-to-face theoretical sessions will be to reinforce and ease the teaching-learning process of the virtual theoretical sessions. In this regard, at the beginning of each session, the lecturer will explain some key theoretical contents of the course. Afterwards, the lecturer will solve all the students' questions and will inform them of the materials that should study and analyse for the next face-to-face theoretical session.

Teaching Methodology for the Practical Contents:

- **Virtual Teaching Methodology:** As in the case of the theoretical sessions, the lecturer will provide additional materials, internet links, online bibliography, power point presentations, videos about the practical contents of the course through the Teaching Platform of the course (PRADO 2). All these teaching materials will be available for the students in PRADO 2 before the face-to-face practical sessions. The students should read, prepare and work on these materials before these sessions. In addition and in case It is not possible to deliver all the practical sessions on a face-to-face basis, the student will do some practical exercises on a virtual basis too using the appropriate tools available at the Teaching Platform of the course.



- **Face-to-face Teaching Sessions:** In line with the Royal Decree-Law 21/2020 9th July included in the Adaptation Plan for the Academic Year 2020-2021 to the Sanitary Measures Derived from the Covid-19 Pandemic of the University of Granada (25th June 2020), section 03, face-to-face practical sessions (classes) will take place in stable groups. The size of these stable groups of students must allow keeping the 1.5 meters of security distance in the room. The objective of these face-to-face practical sessions will be to reinforce and ease the teaching-learning process of the virtual practical classes. In this regard, at the beginning of each face-to-face session, the lecturer will explain some key practical contents of the course. Afterwards, the lecturer will solve all the students' questions and will inform them of the materials that should study and analyse for the next face-to-face practical session.

The lecturer will inform the students of all the aspects of the aforementioned teaching methodology well in advance and with sufficient clarity.

As stated by the **Adaptation Plan for the Academic Year 2020-2021 to the Sanitary Measures Derived from the Covid-19 Pandemic of the University of Granada (25th June 2020), section 03:**

- Under scenario A, the percentage of face-to-face learning-teaching activities will be the highest allow by sanitary restrictions.

MEASURES TAKEN TO ADAPT THE ASSESSMENT

Ordinary Assessment

- In line with the "Common Criteria for the Adaptation of University Teaching to the Health Requirements derived from the COVID-19 Pandemic during the Academic Year 2020-2021" (16th June 2020), the assessment will take place on a face-to-face basis considering the occupancy rates of the rooms. Therefore, from the specific date and hour assigned to the assessment of the course (by the Ordinary Assessment Schedule approved and published by the Faculty of Economics and Business of the University of Granada), it is likely that students will sit the exam in sequential turns. Students will be informed well in advance about all these details. The assessment criteria, tools and percentages of final mark will be the same as those already described for the ordinary assessment in section "ASSESSMENT (ASSESSMENT TOOLS, ASSESSMENT CRITERIA AND PERCENTAGE OF FINAL MARK, ETC)" of this document.

Extraordinary Assessment

- In line with the "Common Criteria for the Adaptation of University Teaching to the Health Requirements derived from the COVID-19 Pandemic during the Academic Year 2020-



2021" (16th June 2020), the assessment will take place on a face-to-face basis considering the occupancy rates of the rooms. Therefore, from the specific date and hour assigned to the assessment of the course (by the Extraordinary Assessment Schedule approved and published by the Faculty of Economics and Business of the University of Granada), it is likely that students will sit the exam in sequential turns. Students will be informed well in advance about all these details. The assessment criteria, tools and percentages of final mark will be the same as those already described for the extraordinary assessment in section "**ASSESSMENT (ASSESSMENT TOOLS, ASSESSMENT CRITERIA AND PERCENTAGE OF FINAL MARK, ETC)**" of this document.

Single Final Assessment

- In line with the "Common Criteria for the Adaptation of University Teaching to the Health Requirements derived from the COVID-19 Pandemic during the Academic Year 2020-2021" (16th June 2020), the assessment will take place on a face-to-face basis considering the occupancy rates of the rooms. Therefore, from the specific date and hour assigned to the assessment of the course (by the Assessment Schedule approved and published by the Faculty of Economics and Business of the University of Granada), it is likely that students will sit the exam in sequential turns. Students will be informed well in advance about all these details. The assessment criteria, tools and percentages of final mark will be the same as those already described for the single final assessment in section "**ASSESSMENT (ASSESSMENT TOOLS, ASSESSMENT CRITERIA AND PERCENTAGE OF FINAL MARK, ETC.)**" of this document.

SCENARIO B (SUSPENSION OF FACE-TO-FACE TEACHING ACTIVITIES)

TUTORIALS

TIMETABLE

For the information about office hours, please check the following link:

<http://directorio.ugr.es>

TUTORIALS' TOOLS

- Non-synchronous Tools:** By email or through the questions' fora available in PRADO.
- Synchronous Tools:** By google meet through prior appointment given by the instructor to the student. The student should contact the instructor via email to agree on a specific date for that tutorial (convenient for both).

MEASURES TAKEN TO ADAPT TEACHING METHODOLOGY

- Theoretical and Practical Teaching:** Theoretical and Practical teaching classes on a



virtual basis will be done through the platform google meet during the official teaching hours of the course approved and published by the Faculty of Economics and Business of University of Granada. Students must use their account go.ugr.es to get access to these virtual lectures. To ease the follow-up of these virtual lectures, the lecturer will provide additional materials: internet links, online bibliography, power point presentations and explainer videos and notes. These materials will be available at the teaching platform of the course (PRADO 2).

- Students will do and hand in the practical activities using the tools of the teaching platform of the course (PRADO 2).
- Students will be informed about all these teaching tools and measures well in advance and with sufficient clarity.

MEASURES TAKEN TO ADAPT THE ASSESSMENT

Ordinary Assessment

- **Assessment Tool 1: Multiple-Choice Tests**
Description: Synchronous Multiple-Choice Tests using the teaching platform of the course (PRADO 2).
Assessment Criteria: Students must get a minimum of 4 points out of 10 on these multiple-choice tests (on average) to add to the final mark the results obtained in the ongoing assessment (See Assessment Tool 2).
Percentage of Final Mark: 70 %
- **Assessment Tool 2: Ongoing Assessment.**
Description: Synchronous and non-synchronous practical activities through the teaching platform of the course (PRADO 2).
Percentage of Final Mark: 30 %

Extraordinary Assessment.

Assessment Tool

Description: A Synchronous Multiple Choice Test using the teaching platform of the course (PRADO 2). This test will include both the theoretical and practical contents of the subject.

Assessment Criteria: Students must obtain 5 points out of 10 in order to pass the course.

Percentage of Final Mark: 100%.

Single Final Assessment

Assessment Tool

Description: A Synchronous Multiple Choice Test using the teaching platform of the course (PRADO 2). This test will include both the theoretical and practical contents of the subject.



Assessment Criteria: Students must obtain 5 points out of 10 in order to pass the course.
Percentage of Final Mark: 100%.

ADDITIONAL INFORMATION

