75752 - International Trade

Syllabus Information

Subject: 75752 - International Trade
Credits: 6.0
Course language:
Lecture: Group 1: English
Group 5: English
Learning Unit 1: Group 101: English
Group 501: English
Learning Unit 2: Group 101: English
Group 502: English

Professors: Francisco Javier Albarracin Corredor

Degrees where it is taught: 322 - Degree in Global Communication Management

Course typology: Compulsory
Academic year: 2
Semester: Second semester

Requirements and previous knowledge

None

Subjects to be taken simultaneously

None

Description

Core Block (Prof. Javier Albarracin):

Globalization is one of the main driving forces in today’s world. Globalization is being redefined due to the growing complexity of its factors (services, e-commerce, big data, innovation...). But it is also being challenged by new economic realities arising in today’s world (the role of emerging economies, state capitalism, regionalization of the value chains, open innovation processes...). Understanding the economic impact of these new tendencies will allow companies to adapt and benefit from them.

Global Communication Management students already take a course in international political economy, which examines the reciprocal interaction between economics and politics in international relations. This course on international commerce aims at presenting how companies and their representatives, such as clusters or business support organizations (BSO), are critical players of the international relations. Corporate diplomacy from certain big corporations will be analysed as case studies.

The main business entry strategies in new markets will be presented, as well as the main instruments and policies that public bodies develop to promote the internationalization of their national companies. The analysis of the main available sources of information will be also discussed.
We also look at the impact of identity as a growing determining factor of individual and collective patterns of production and consumption, as well as how it can be used as a factor of internationalization. This is especially relevant in the case of the main emerging economies that have a different cultural identity than most of the developed markets, representing a historical shift. Analysis of how are companies adapting to this growing diversity of consumers.

Finally, but just as importantly, we supplement our sessions with an overview of the main company analysis tools, which are essential for assessing whether internationalisation processes are efficient.

Learning Unit I (Prof. Jordi Collell)
This learning unit consists of 6 sessions. We work in a practical way the implantation of a company in another country through the development of practical cases.

1) Introduction to business development in an international environment
2) How to analyze a country and what are the most significant variables
3) Competitive advantage
4) The most frequent biases between different cultural environments that can enhance or harm a business.
During the development of the learning unit, cases will be worked on in groups and reported individually.
Discussions will be held on each of the topics covered.
The evaluation will be continuous through the delivery of exercises proposed by the teacher (90%) and student participation (10%)

Bibliography:
Kottler Philip, Marketing Management (last edition 2015 or previous), Pearson

Learning Unit II (Prof. Amadeu Altafaj)
The Learning Unit 2 of International Trade will analyze the role of institutional players and regional organisations and agreements in the evolving governance of the Global Trade System, from the G7, G8 and G20 to bilateral and regional trade agreements and other plurilateral initiatives, such as the CPTTP, to overcome the Doha Round Impasse. We will also focus on the case of the EU Trade Policy in its adaptation to the current international political context (US, Brexit, etc.).

Course objectives, skills and learning outcomes

Students should be able to:

1. Understand the reality and importance of international trade as one of the main driving forces of international relations;
2. Understand the cultural aspects that affect internationalisation processes;
3. Understand the role of companies and how they make strategic decisions regarding their internationalisation processes, bearing in mind that these agents are critical players in international trade;

Learn the basic points to consider when formulating a successful internationalisation business strategy and be able to use concepts such as SWOT & PESTEL analysis, among others.

Contents

BLOCK I: APPROACH TO THEORIES OF INTERNATIONAL TRADE
• Analysis and validity of the main international trade theories today.
• Heckscher-Ohlin-Samuelson model.
• Other international trade theories and approaches.
• Globalization 4.0 & Industry 4.0: what they mean today.
• Counter cases of international trade: the international embargoes. The cases of Cuba and Iran.

BLOCK II: INSTITUTIONS, TOOLS, POLICIES AND DATABASES

• Main international organizations and multilateral financial institutions: their role, resources and impact.
• Sources of information and data (Eurostat, International Monetary Fund, World Economic Forum Competitiveness Index, OECD...).
• International business networks: UN-Compact; European Business Network.
• Instruments, tools and policies of the state to promote companies internationalization. Analysis of relevant cases: USA, Turkey, Israel, United Arab Emirates, Singapore and South Korea.

BLOCK III: IMPACT OF CULTURAL DIVERSITY ON INTERNATIONAL TRADE

• Lewis and Nomad model.
• Analysis of the impact of cultural values on international trade.
• Tendencies: halal, kosher, ‘American First’.
• Case studies: global corporations and their multicultural adaptation.
• Narrative of the mainstream media of today’s tendencies of trade wars.

BLOCK IV: MAIN STAKEHOLDERS IN THE GLOBAL ECONOMY

• Corporate diplomacy: BIG corporations and Business Support Organizations (BSO) as key players of international relations.
• Analysis of why are multinationals from the emerging economies more successful than developed economies’ ones.
• State capitalism. Case studies.
• Internationalization strategies: main approaches used by corporations to internationalize.

Methodology

Classes consist of opening discussions, individual and group exercises, case studies and specific papers.

Evaluation

CONTINUOUS EVALUATION

Students must pass the different parts of the course separately. The final mark is based on continuous assessment, based on the following items and percentages: the main subject has a 60% weighting and the learning units 20% each.

Core Block:

First sitting: 60% final exam + 40% of practices and class participation. Attending all classes
will be assessed on a qualitative approach. If students miss more than three classes (in the main subject) or two classes (in a learning unit), they will receive a mark of zero for class participation in the corresponding section.

Second sitting: students keep 50% of the mark of practices and participation and sit re-assessment exam.

VERY IMPORTANT: Students must pass all parts of the course (minimum mark: 5 out of 10), i.e. the main subject and the learning units. Students have the right to retake the second sitting as long as they attended the first. If students have not attended the first sitting they lose the right to attend the second.

Learning Unit I

During the development of the learning unit, cases will be worked on in groups and reported individually. Discussions will be held on each of the topics covered. The evaluation will be continuous through the delivery of exercises proposed by the teacher (90%) and student participation (10%).

Learning Unit 2

Final essay (100%)

SINGLE EVALUATION

Only for those students who have previously attended this subject and who have chosen this option in the enrolment process.

Students who attend the single evaluation system will have two tutorials throughout the course, to be agreed. One at the beginning of the course, where students will be informed about the contents of the subject and the materials to be prepared. And another at the end of the course to solve doubts and questions.

For both the first and second calls, students will be evaluated by a written exam that will represent 100% of the grade of the subject. Consequently, the grade obtained should not be crossed with the grade of the corresponding Learning Units (LUs), as the students who follow the single evaluation system are exempt from attending the LUs.

ASSESSMENT CRITERIA

The following criteria are considered when assessing the different parts:

1. Good understanding and use of the key concepts in international trade.
2. Ability to connect the key concepts from the course with broader topics in Global Communication Management.
3. Ability to present original ideas based on the guidelines provided.
4. Active participation in class and meeting deadlines.

Attendance is compulsory to GCM students:
GCM Students are required to attend to a minimum of 80% of the classes. Absences due to health issues, bureaucratic procedures, family issues, driving licence exams and the like are to be included within the 20% of absences allowed.
Bibliography


COVID-19 Adaptations

The Catalan University System has determined the academic year 2021-2022 to be an exceptional period due to the COVID-19 crisis. Therefore, Blanquerna School of Communication and International Relations has produced a teaching model for the academic year 2021-2022 in order to ensure the teaching and academic quality in all the degrees in our School and also in all the possible scenarios that may occur. The model follows the instructions and guidelines given by the health authorities with regard to social distancing, and basic hygiene measures and procedures. It allows for the recommendations of the Ministry of Universities and the Catalan University Quality Assurance Agency (AQU), and it is in line with the general criteria for the adaptation of the academic year 2021-2022 at Ramon Llull University due to the exceptional context of COVID-19.