

1. OVERVIEW

Subject Area	International Trade Law
Degree	Bachelor's Degree in Law and Double Bachelor's Degree in Law and International Relations
School/Faculty	Faculty of Social Sciences
Year	4º
ECTS	6 ECTS
Type	Optional
Language(s)	Spanish
Delivery Mode	On campus
Semester	S2

2. INTRODUCTION

Given the current situation of the Spanish economy in general and of Spanish businesses in particular, it is necessary to be able to understand and manage the basics of internationalisation. This is mainly due to the need for businesses to enter and establish themselves in the face of the domestic market's current situation.

The subject area 'International Trade Law' aims to provide students with the tools and skills needed to develop an overall long-term strategy to manage the company's resources for internationalisation. The main focus is on planning companies' entry to different international markets, specifically SMEs.

The ultimate objective is for students to have mastered the internationalisation strategies that can be applied to any type of business in an international environment. Therefore, it is essential that students understand and work on all the factors of the international marketing mix. To do this, they must understand and analyse the information available in the global international environment and in the business environment, in order to make business management decisions.

Students must master the national, European and, above all, international rules laid down by the International Chamber in Paris and other public/private organisations related to international trade.

To summarise: General approaches to international economic dynamics and sectors of the economy. Study of the main instruments and policies for international, domestic, regional and global trade, as the main economic action in international relations.

3. SKILLS AND LEARNING OUTCOMES

Key skills (CB, as per the Spanish acronym):

- CB1: Students have demonstrated possession and understanding of knowledge in a study area that builds on general secondary education, and is typically at a level that, while supported by advanced textbooks, also includes aspects that involve knowledge from the forefront of their field of study.
- CB2: Students can apply their knowledge to their work professionally and possess the necessary skills, usually demonstrated by forming and defending opinions, as well as resolving problems within their study area.
- CB3: Students have the ability to gather and interpret relevant information (usually within their study area) to form opinions which include reflecting on relevant social, scientific or ethical matters.
- CB4: Students can communicate information, ideas, problems and solutions to both specialist and non-specialist audiences.
- CB5: Students have developed the learning skills necessary to undertake further study in much more independent manner.

Specific skills (CE, as per the Spanish acronym):

- CE5: Understand law as a systematic, coherent whole, with awareness of topics of social, economic and environmental interest.
- CE11: Anticipate and resolve a legal problem in court or out of court. CE13: Understand how legal institutions work.

Cross-curricular skills (CT, as per the Spanish acronym):

- CT02: Self-confidence: Students should be able to act with confidence and with sufficient motivation to achieve their objectives.
- CT04: Communication skills: Students should be able to effectively express concepts and ideas, as well as possess clear and concise written communication skills and effective public speaking skills.
- CT06: Flexibility: Students should be able to adapt and work in different and varied situations with different people. This involves assessing and understanding different positions and adapting their own approach according to the situation.
- CT08: Initiative: Students should be able to respond proactively to situations that emerge, proposing solutions or alternatives.

Learning Outcomes

1. Ability to identify international commercial transactions and their differences compared to other economic transactions.
2. Knowledge and handling of the factors that influence business export decisions.
3. Correct use of rules governing international transactions and the bodies involved in this context.
4. Students' participation in assignments and practical exercises that highlight the legal issues arising from international trade and the range of possible solutions to them.

The following table shows how the skills developed in the course match up with the intended learning outcomes:

Skills	Learning outcomes
CB1, CB2, CT08, CE05	RA1: Ability to identify international commercial transactions and their differences compared to other economic transactions.
CB1, CB3, CT06, CE11, CE05	RA2: Knowledge and handling of the factors that influence business export decisions.
CB1, CB2, CB4, CT02, CE13, CE11	RA3: Correct use of rules governing international transactions and the bodies involved in this context.
CB4, CB5, CT02, CT04, CT08, CE05, CE13	RA4: Students' participation in assignments and practical exercises that highlight the legal issues arising from international trade and the range of possible solutions to them.

4. CONTENTS

The subject area is divided into 7 units:

Unit 1. Industry analysis and industrialisation. Competition and the external sector in Spain.

Unit 2. Stages of internationalisation.

Unit 3. Forms of entry and international contracting.

Unit 4. Payment methods, logistics and INCOTERMS 2020.

Unit 5. International markets and marketing.

Unit 6. Economic blocs: regionalisation of the economy.

Unit 7. Multinational corporations and their role in the economy.

5. TEACHING/LEARNING METHODS

The types of teaching/learning methods are as follows:

- Case studies
- Problem-based learning
- Lectures
- Collaborative learning
- Mock scenarios

6. LEARNING ACTIVITIES

The types of learning activities, plus the amount of time spent on each activity, are as follows:

On-campus:

Learning activity	Number of hours
Lectures	25
Activities aimed at raising students' awareness of ethical values and social responsibility.	15
Autonomous learning	25
Solve practical case studies that relate to a certain branch of law (real and fictional)	55
TOTAL	150

7. ASSESSMENT

The assessment methods, plus their weighting in the final grade for the course, are as follows:

On-campus:

Assessment system	Weighting
Knowledge tests	50%
Practical exercises	20%
Essays and reports	20%
Presentations	10%

On the Virtual Campus, when you open the subject area, you can see all the details of your assessment activities, including the deadlines and assessment procedures for each activity.

8. BIBLIOGRAPHY

English:

- Birkinshaw J. (2000) Multinational Corporate Strategy and Organization: An Internal Market Perspective. In: Hood N., Young S. (eds) The Globalization of Multinational Enterprise Activity and Economic Development. Palgrave Macmillan, London.
- Charles W.L. Hill (2021, 13rd edition). International business: Competing in the Global Marketplace. Mc Graw Hill
- Johnson, G., Scholes, K., & Whittington, R. (2009). Fundamentals of strategy. Pearson Education.
- ROBERT, M. G. (2012). Contemporary Strategy Analysis, Text and Cases. JOHN WILEY & Sons.
- Vahlne, J. E., & Johanson, J. (2013). The Uppsala model on evolution of the multinational business enterprise—from internalization to coordination of networks. International marketing review.
- Kotler, P., Keller, K. L., Ancarani, F., & Costabile, M. (2014). Marketing management 14/e. Pearson.
- Warren J. Keegan., Mark C. Green (2013, 7th edition). Global Marketing. Pearson.

9. PLAGIARISM RULES

In line with the disciplinary rules for students of Universidad Europea:

- Plagiarism of all or part of any kind of intellectual work is considered a serious offence.
- Any student who commits the serious offence of plagiarism or cheating to pass an assessment test shall be disqualified from the corresponding exam(s), with the offence and reason for disqualification appearing on their academic record.