

SYLLABUS

Course Information			
Code:	NIN51006	Course:	INTERNATIONAL BUSINESS
Coordination Area / Program:	FAC. CC.EE. INTERNATIONAL BUSINESS	Mode:	Presencial
Credits: 04	Teaching hours: 64	Autonomous Learning Hours: 128	
Career: INTERNATIONAL BUSINESS - PSICOLOGÍA			

Detail of Teaching hours							
Sum: 64	Theory: 56	Practice: 0	Laboratory: 0	Evaluation Theory: 04	Evaluation Practice: 0	Reinforcement Theory: 04	Reinforcement Practice: 0

Course Pre-requisites		
Code	Course - Credits	Career
DGA-INTROTOBUSN	INTRODUCTION TO BUSINESS	

Course Coordinators			
Surname and First Name	Email	Contact Hour	Contact Site
CASTILLO SAENZ, RAFAEL ALAN	rcastillos@usil.edu.pe	LUNESA VERNES 9HRS A 12 HRS	AV LA FONTANA 550

Instructors
You can check the timetables for each teacher in their INFOSIL in the Classes Development Teachers option Teachers .

Course Overview
The course is both theoretical and practical. The objective is to provide students with insight into the International Business field while learning about the concepts of commercial transactions between two or more countries and understanding the difference between a local and an international operation. The course should also improve the students' ability to understand the various factors that must be considered in order to launch an international operation and increase the students' capability to comprehend the nature of International Business at a micro and macro level.

Course Overview	
Professional competence	CP1: Plan different multimodal international physical distribution processes.
Level of Professional Competence	CP1-Level 1: Keeps informed of the economic, business and socio-cultural trends that affect international business
General skills USIL	COMMUNICATION SKILLS Communication skills enable a person to use different linguistic tools to conduct business. This is a key learning and networking USIL competition.

Expected results Course		
Overall outcome of the course	Number	Course specific results
Identifies the various factors that drive companies to engage in international business.	1.1.	Identifies the difference between a local and an international business.
	1.2.	Recognizes and differentiates local versus international businesses, as well as their economic, social, political and cultural environment.
	1.3.	Identifies the most suitable foreign country, for a company to invest in.
Identifies the various reasons for potential government interference in various commercial activities.	2.1	Identifies political relationships among countries.
	2.2	Identifies the different types of commercial policies used to promote international business.
	2.3	Differentiates the various modes of market entry strategies, based on the product and/or service.
Recognizes the importance of the organizational structure, culture and major functions of a multinational enterprise (MNE).	3.1	Identifies the major functions of a MNE.
	3.2	Values the differences, challenges, and advantages of managing an operation locally versus internationally.
	3.3	Reports on the different strategies linked to the organizational structure.

Activity Scheduling						
Ses	Sem	(hrs)	Type	Contents	Learning Activities	Resources

Unidad N° 1: Companies engagement in International Business; internal and external operating environment.

Specific Outcome: 1.1., 1.2.,1.3.

1	1	2	AP	<ul style="list-style-type: none"> - Globalization and international business. - Growth of international business. - Modes of international operations. - International strategy. 	<ul style="list-style-type: none"> - Recognizes the different environmental factors that may lead to international business opportunities. - Recognizes the ability of a MNE to set objectives intelligently in order to maximize profit. 	<ul style="list-style-type: none"> - Slides. - Course introduction and rules. - Syllabus overview. - Guest speakers, make-up classes, teams. - Class exercise.
2	1	2	AP	<ul style="list-style-type: none"> - Globalization and international business. - Growth of international business. - Modes of international operations. - International strategy. 	<ul style="list-style-type: none"> - Recognizes the different environmental factors that may lead to international business opportunities. - Recognizes the ability of a MNE to set objectives intelligently in order to maximize profit. 	<ul style="list-style-type: none"> - Slides. - Course introduction and rules. - Syllabus overview. - Guest speakers, make-up classes, teams. - Class exercise.
2	1	9	AA	<ul style="list-style-type: none"> - Globalization and international business. - Growth of international business. - Modes of international operations. - International strategy. 	<ul style="list-style-type: none"> - Reads and analyzes cases and/or class exercises. 	<ul style="list-style-type: none"> - Chapter 01 of textbook.
3	2	2	AP	<ul style="list-style-type: none"> - Cultural environments facing business. - Dealing with cultural differences. - Behavioral practices affecting businesses. - Reasons for culture adaptation. - Cultural awareness and needs in international business. 	<ul style="list-style-type: none"> - Understands the definition of culture using daily examples in life. - Identifies and recognizes social paradigms around the world and how international companies must adapt to such. - Identifies management practices and orientations based on the country of operation. 	<ul style="list-style-type: none"> - Slides. - Discuss homework 1 - Teams assigned through Virtual campus. - Class exercise.
4	2	2	AP	<ul style="list-style-type: none"> - Cultural environments facing business. - Dealing with cultural differences. - Behavioral practices affecting businesses. - Reasons for culture adaptation. - Cultural awareness and needs in international business. 	<ul style="list-style-type: none"> - Understands the definition of culture using daily examples in life. - Identifies and recognizes social paradigms around the world and how international companies must adapt to such. - Identifies management practices and orientations based on the country of operation. 	<ul style="list-style-type: none"> - Slides. - Discuss homework 1 - Teams assigned through Virtual campus. - Class exercise.
4	2	9	AA	<ul style="list-style-type: none"> - Cultural environments facing business. - Dealing with cultural differences. - Behavioral practices affecting businesses. - Reasons for culture adaptation. - Cultural awareness and needs in international business. 	<ul style="list-style-type: none"> - Works in a team to identify and define globalización as well as to state its advantages and challenges. - Reads and analyzes cases and/or class exercises. 	<ul style="list-style-type: none"> - Chapter 02 of textbook. - Prepare homework 1.
5	3	2	AP	<ul style="list-style-type: none"> - Political, legal and economic environment. - Political systems and ideology. - Effect of political, legal, and economic systems on business conduct. 	<ul style="list-style-type: none"> - Knows the definition of political system and its influence on capitalism. - Understands the variables related to the commercialization of goods and services. - Knows the different types of economic systems. - Knows the macroeconomic indicators used by international businesses for market entry purposes. - Values the need for countries to open their trade barriers. 	<ul style="list-style-type: none"> - Slides. - Homework 1: All teams present assignment in classs (session 6). - Discuss homework 2.
6	3	2	AP	<ul style="list-style-type: none"> - Political, legal and economic environment. - Political systems and ideology. - Effect of political, legal, and economic systems on business conduct. 	<ul style="list-style-type: none"> - Knows the definition of political system and its influence on capitalism. - Understands the variables related to the commercialization of goods and services. - Knows the different types of economic systems. - Knows the macroeconomic indicators used by international businesses for market entry purposes. - Values the need for countries to open their trade barriers. 	<ul style="list-style-type: none"> - Slides. - Homework 1: All teams present assignment in classs (session 6). - Discuss homework 2
6	3	9	AA	<ul style="list-style-type: none"> - Political, legal and economic environment. - Political systems and ideology. - Effect of political, legal, and economic systems on business conduct. 	<ul style="list-style-type: none"> - Works in teams to identify the various political and economic systems and ideology. - Reads and analyzes cases and/or class exercises. 	<ul style="list-style-type: none"> - Chapters 03 and 04 of textbook. - Study for quiz 1. - Homework 1 due. - Prepare for homework 2.
7	4	2	AP	<ul style="list-style-type: none"> - International trade patterns. - Product life-cycle. - Global efficiency and free trade. 	<ul style="list-style-type: none"> - Knows the theories of trade patterns. - Understands the product-life cycle concept when applied to the different traded goods and services at an 	<ul style="list-style-type: none"> - Slides. - Class exercise. - Quiz 1: chapters 1, 2, 3 and 4, and

				<ul style="list-style-type: none"> - International trade agreements. - Movement of production factors. 	<ul style="list-style-type: none"> - Knows the advantages and reasons why companies decide engage in international business. 	<ul style="list-style-type: none"> - class exercises (session 8). - Homework 2: All teams present assignment in class (session 7 and 8).
8	4	2	AP	<ul style="list-style-type: none"> - International trade patterns. - Product life-cycle. - Global efficiency and free trade. - International trade agreements. - Movement of production factors. 	<ul style="list-style-type: none"> - Knows the theories of trade patterns. - Understands the product-life cycle concept when applied to the different traded goods and services at an international level. - Knows the advantages and reasons why companies decide engage in international business. 	<ul style="list-style-type: none"> - Slides. - Class exercise. - Quiz 1: chapters 1, 2, 3 and 4, and class exercises (session 8). - Homework 2: All teams present assignment in class (session 7 and 8).
8	4	9	AA	<ul style="list-style-type: none"> - International trade patterns. - Product life-cycle. - Global efficiency and free trade. - International trade agreements. - Movement of production factors. 	<ul style="list-style-type: none"> - Knows the international trade agreements. - Works in a team setting to identify of international treaties. - Homework 2: Economic Theories. 	<ul style="list-style-type: none"> - Chapter 06 of textbook. - Homework 2: Due - Quiz 1.
Basic and Supplemental References Required Reading: [1]. Daniels, J., Radebaugh, L. & Sullivan, D. (2013). Negocios Internacionales Ambiente y Operaciones (14 ^{ed.}). México, D.F.: Pearson Educación. [2]. Griffin, R. (2013). International business (7 ^{ed.}). Upper Saddle River, N.J.: Pearson.						
Unidad N° 2: Additional aspects to be considered when defining international market entry strategies.						
Specific Outcome: 2.1., 2.2., 2.3.						
9	5	2	AP	<ul style="list-style-type: none"> - Rationale for government intervention. - Instruments of trade control. - Cross-national cooperation and agreements. - Major regional trading groups. 	<ul style="list-style-type: none"> - Recognizes the power of government trade influences. - Knows the various trade barriers and technical obstacles. - Identifies trade attributes advantageous for international business. - Knows the significance of economic integration. 	<ul style="list-style-type: none"> - Slides. - Class exercise.
10	5	2	AP	<ul style="list-style-type: none"> - Rationale for government intervention. - Instruments of trade control. - Cross-national cooperation and agreements. - Major regional trading groups. 	<ul style="list-style-type: none"> - Recognizes the power of government trade influences. - Knows the various trade barriers and technical obstacles. - Identifies trade attributes advantageous for international business. - Knows the significance of economic integration. 	<ul style="list-style-type: none"> - Slides. - Class exercise.
10	5	9	AA	<ul style="list-style-type: none"> - Rationale for government intervention. - Instruments of trade control. - Cross-national cooperation and agreements. - Major regional trading groups. 	<ul style="list-style-type: none"> - Reads and analyzes cases and/or class exercises. 	<ul style="list-style-type: none"> - Chapters 07 and 08 of textbook. - Study for quiz 2.
11	6	2	AP	<ul style="list-style-type: none"> - Global business strategy of international business. - Import and Export strategies. - Direct investment and collaborative strategies. - Core competencies. 	<ul style="list-style-type: none"> - Learns about the tools and concepts used in analyzing and formulating international business strategy. - Understands external variables that may limit FDI. - Knows international market entry strategies by minimizing risk. - Understands and identifies the advantages of going global. 	<ul style="list-style-type: none"> - Slides. - Quiz 2: chapters 6, 7, 8 and case (session 12). - Class exercise. - Discuss homework 3. - Discuss final project.
12	6	2	AP	<ul style="list-style-type: none"> - Global business strategy of international business. - Import and Export strategies. - Direct investment and collaborative strategies. - Core competencies. 	<ul style="list-style-type: none"> - Learns about the tools and concepts used in analyzing and formulating international business strategy. - Understands external variables that may limit FDI. - Knows international market entry strategies by minimizing risk. - Understands and identifies the advantages of going global. 	<ul style="list-style-type: none"> - Slides. - Quiz 2: chapters 6, 7, 8 and case (session 12). - Class exercise. - Discuss homework 3. - Discuss final project.
12	6	9	AA	<ul style="list-style-type: none"> - Global business strategy of international business. - Import and Export strategies. - Direct investment and collaborative strategies. - Core competencies. 	<ul style="list-style-type: none"> - Researches international markets to generate a comprehensive report based on learned concepts. - Reads and analyzes cases and/or class exercises. 	<ul style="list-style-type: none"> - Chapters 13 and 14 of textbook. - Quiz 2. - Prepare for homework 3.
13	7	2	AP	<ul style="list-style-type: none"> - Elements of import and export strategies. - Financing import/export operation. - Importing and exporting from Peru. 	<ul style="list-style-type: none"> - Understands and values critical issues that must be considered for an import/export operation. - Knows the various international payment methods. - Knows the evolution of Peruvian imports and exports classified by sectors. 	<ul style="list-style-type: none"> - Slides. - Homework 3: All teams present assignment in class (sessions 13 and 14). - Class exercises. - Discuss homework 4.
					<ul style="list-style-type: none"> - Understands and values critical issues that must be considered for an 	<ul style="list-style-type: none"> - Slides.

14	7	2	AP	<ul style="list-style-type: none"> - Elements of import and export strategies. - Financing import/export operation. - Importing and exporting from Peru. 	<ul style="list-style-type: none"> - import/export operation. - Knows the various international payment methods. - Knows the evolution of Peruvian imports and exports classified by sectors. 	<ul style="list-style-type: none"> - Homework 3: All teams present assignment in class (sessions 13 and 14). - Class exercises. - Discuss homework 4..
14	7	9	AA	<ul style="list-style-type: none"> - Elements of import and export strategies. - Financing import/export operation. - Importing and exporting from Peru. 	<ul style="list-style-type: none"> - Reviews all learned concepts. - Study for midterm exam. 	<ul style="list-style-type: none"> - Chapter 13 of textbook. - Homework 3: Due. - Prepare for homework 4, begins on session 17.
14	7	2	AV	Review	Use weblinks to recycle and review	USIL Virtual Campus
Basic and Supplemental References Required Reading: [1]. Daniels, J., Radebaugh, L. & Sullivan, D. (2013). Negocios Internacionales Ambiente y Operaciones (14ª ed.). México, D.F.: Pearson Educación. [2]. Griffin, R. (2013). International business (7ª ed.). Upper Saddle River, N.J.: Pearson.						
Unidad N° 4: General aspects of the organizational structure and principal functions of a MNE						
Specific Outcome: 3.1., 3.2., 3.3.						
15	8	2	AP	<ul style="list-style-type: none"> - The multinational and its organizational structure. - Human resource management. - Factors that must be considered in the administration of human resources at an international level. 	<ul style="list-style-type: none"> - Recognizes the organizational structure of a multinational and the interdependence of its functions. - Identifies and recognizes the importance of labor relations. - Understands the need to count with trained personnel to attain corporate goals. 	<ul style="list-style-type: none"> - Slides. - Guest speaker: "International Human Resources".
16	8	2	AP	<ul style="list-style-type: none"> - The multinational and its organizational structure. - Human resource management. - Factors that must be considered in the administration of human resources at an international level. 	<ul style="list-style-type: none"> - Recognizes the organizational structure of a multinational and the interdependence of its functions. - Identifies and recognizes the importance of labor relations. - Understands the need to count with trained personnel to attain corporate goals. 	<ul style="list-style-type: none"> - Slides. - Guest speaker: "International Human Resources".
16	8	9	AA	<ul style="list-style-type: none"> - The multinational and its organizational structure. - Human resource management. - Factors that must be considered in the administration of human resources at an international level. 	<ul style="list-style-type: none"> - Researches international markets to generate a comprehensive report based on learned concepts. - Reads and analyzes cases and/or class exercises. 	<ul style="list-style-type: none"> - Chapter 15 and 20 of textbook. - Prepare for homework 4, begins on session 17.
17	9	2	AP	<ul style="list-style-type: none"> - International Marketing. - Complexities when selling in foreign markets. - Marketing mix. - Distribution channels. 	<ul style="list-style-type: none"> - Knows the influence of marketing with respect to product adaptation and service in relation to the target market. - Knows strategic marketing components as means of identifying market opportunities and potential growth. 	<ul style="list-style-type: none"> - Slides. - Team 1: Country presentation on El Salvador (session 17). - Team 2: Country presentation on Cambodia (session 18).
18	9	2	AP	<ul style="list-style-type: none"> - International Marketing. - Complexities when selling in foreign markets. - Marketing mix. - Distribution channels. 	<ul style="list-style-type: none"> - Knows the influence of marketing with respect to product adaptation and service in relation to the target market. - Knows strategic marketing components as means of identifying market opportunities and potential growth. 	<ul style="list-style-type: none"> - Slides. - Team 1: Country presentation on El Salvador (session 17). - Team 2: Country presentation on Cambodia (session 18).
18	9	9	AA	<ul style="list-style-type: none"> - International Marketing. - Complexities when selling in foreign markets. - Marketing mix. - Distribution channels. 	<ul style="list-style-type: none"> - Researches international markets to generate a comprehensive report based on learned concepts. - Reads and analyzes cases and/or class exercises. 	<ul style="list-style-type: none"> - Chapter 16 of textbook. - Prepare for homework 4, begins on session 17.
19	10	2	AP	<ul style="list-style-type: none"> - External factors affecting international businesses. 	<ul style="list-style-type: none"> - Discusses external factors affecting international business via country presentations and case studies. 	<ul style="list-style-type: none"> - Slides. - Team 3: Country presentation on Sri Lanka (session 19). - Team 4: Country presentation on Philippines (session 20). - Quiz 3: chapters 13, 14, 15, 16, 20, (session 20).
20	10	2	AP	<ul style="list-style-type: none"> - External factors affecting international businesses. 	<ul style="list-style-type: none"> - Discusses external factors affecting international business via country presentations and case studies. 	<ul style="list-style-type: none"> - Slides. - Team 3: Country presentation on Sri Lanka (session 19). - Team 4: Country presentation on Philippines (session 20). - Quiz 3: chapters 13, 14, 15, 16, 20, (session 20).
20	10	9	AA	<ul style="list-style-type: none"> - External factors affecting international businesses. 	<ul style="list-style-type: none"> - Reads and analyzes cases and/or class exercises. 	<ul style="list-style-type: none"> - Class notes. - Study for quiz 3
21	11	2	AP	<ul style="list-style-type: none"> - International operations. - Global supply chain management. - Make or buy? 	<ul style="list-style-type: none"> - Identifies the elements of international supply chain management. - Knows the core business. - Identifies the advantages and disadvantages of the make or buy 	<ul style="list-style-type: none"> - Slides. - Team 5: Country presentation on Qatar (session 21) - Class exercises.

22	11	2	AP	<ul style="list-style-type: none"> - International operations. - Global supply chain management . - Make or buy? 	decision. <ul style="list-style-type: none"> - Identifies the elements of international supply chain management. - Knows the core business. - Identifies the advantages and disadvantages of the make or buy decision. 	<ul style="list-style-type: none"> - Slides. - Team 5: Country presentation on Qatar (session 21) - Class exercises.
22	11	9	AA	<ul style="list-style-type: none"> - International operations. - Global supply chain management . - Make or buy? 	<ul style="list-style-type: none"> - Reads and analyzes cases and/or class exercises. 	<ul style="list-style-type: none"> - Chapters 11 and 17 of textbook. - Study for quiz 4.
23	12	2	AP	<ul style="list-style-type: none"> - International business trends. 	<ul style="list-style-type: none"> - Discusses upcoming trends in international business. 	<ul style="list-style-type: none"> - Slides. - Workshop for final Paper. - Quiz 4: chapters 11, 17, and country presentations (session 24). - Class exercises.
24	12	2	AP	<ul style="list-style-type: none"> - International business trends. 	<ul style="list-style-type: none"> - Discusses upcoming trends in international business. 	<ul style="list-style-type: none"> - Slides. - Wokshop for final Paper. - Quiz 4: chapters 11, 17, and country presentations (session 24). - Class exercises.
24	12	9	AA	<ul style="list-style-type: none"> - International business trends. 	<ul style="list-style-type: none"> - Reviews all learned concepts. - Work on final project and presentation. 	<ul style="list-style-type: none"> - Personal notes. - Textbook. - Quiz 4. - Prepare for final project and presentation.
25	13	2	AP	<ul style="list-style-type: none"> - Environmental factors related to the development of a goods and services company. - Production sectors at an international level. 	<ul style="list-style-type: none"> - Presents the final project in a group/team setting and explains to the classroom how the company selected for the final project is being managed in an international setting. - Reflects on all the concepts learned throughout the course via questions formulated by the professor and peers. 	<ul style="list-style-type: none"> - Team 1: Final Project presentation (session 26). - Team 2: Final Projec presentation (session 26).
26	13	2	AP	<ul style="list-style-type: none"> - Environmental factors related to the development of a goods and services company. - Production sectors at an international level. 	<ul style="list-style-type: none"> - Presents the final project in a group/team setting and explains to the classroom how the company selected for the final project is being managed in an international setting. - Reflects on all the concepts learned throughout the course via questions formulated by the professor and peers. 	<ul style="list-style-type: none"> - Team 1: Final Project presentation (session 26). - Team 2: Final Projec presentation (session 26).
26	13	10	AA	<ul style="list-style-type: none"> - Environmental factors related to the development of a goods and services company. - Production sectors at an international level. 	<ul style="list-style-type: none"> - Reviews all learned concepts. - Work on final project and presentation. 	<ul style="list-style-type: none"> - Personal notes. - Textbook. - Final presentations due.
27	14	2	AP	<ul style="list-style-type: none"> - Environmental factors related to the development of a goods and services company. - Production sectors at an international level. 	<ul style="list-style-type: none"> - Presents the final project in a group/team setting and explains to the classroom how the company selected for the final project is being managed in an international setting. - Reflects on all the concepts learned throughout the course via questions formulated by the professor and peers. 	<ul style="list-style-type: none"> - Team 3: Final Project presentation (session 27) - Team 4: Final Project presentation (session 27). - Team 5: Final Project presentation (session 27). - Review.
28	14	2	AP	<ul style="list-style-type: none"> - Environmental factors related to the development of a goods and services company. - Production sectors at an international level. 	<ul style="list-style-type: none"> - Presents the final project in a group/team setting and explains to the classroom how the company selected for the final project is being managed in an international setting. - Reflects on all the concepts learned throughout the course via questions formulated by the professor and peers. 	<ul style="list-style-type: none"> - Team 5: Final Project presentation. - Team 6: Final Project presentation. - Review.
28	14	10	AA	<ul style="list-style-type: none"> - Environmental factors related to the development of a goods and services company. - Production sectors at an international level. 	<ul style="list-style-type: none"> - Reviews all learned concepts. - Work on final project and presentation. - Study for your final exam. 	<ul style="list-style-type: none"> - Personal notes. - Textbook. - Final presentations due. - Final paper due (session 28).
28	14	2	AV	Review	Use weblinks to recycle and review	USIL Virtual Campus

Basic and Supplemental References Required Reading: [1]. Daniels, J., Radebaugh, L. & Sullivan, D. (2013). *Negocios Internacionales Ambiente y Operaciones* (14^{ed.}). México, D.F.: Pearson Educación. [2]. Griffin, R. (2013). *International business* (7^{ed.}). Upper Saddle River, N.J.: Pearson.

Methodology

A dynamic and participatory methodology is used by combining theory with practical cases, discussion, debates and exercises in addition to the final project.

Assessment System				
Each of the items of the evaluation scheme and the final grade of the course are rounded to whole numbers. The final grade of the course is the weighted average of the corresponding items: permanent evaluation, partial exam and final exam.				
The averages calculated components of the item 'Permanent Evaluation' will keep your calculation with 2 decimals.				
Type Evaluation	%/Weighing	Observation	Week Assessment	Rezag.
Evaluación Permanente	65%			
Promedio 1	35%			
Actividad 01	60%		14ta	No
Actividad 02	40%		14ta	No
Promedio de Prácticas	30%			
Práctica 1			3ra	No
Práctica 2			6ta	No
Práctica 3			14ta	No
Práctica 4			13ra	No
Trabajo	35%		14ta	No
Examen Parcial	20%			
Examen Final	15%			

General Guidelines
<p>Title III: Attendance</p> <p>Article 11: Attendance to theory lessons, practice lessons, lab sessions and workshops is regulated in each course's syllabus.</p> <p>Article 12: The student will be able to do the follow –up of their attendance record in Infosil. In case he notices an irregularity, there is a three-day deadline (working days) to ask for an official revision of it.</p> <p>Title V: Evaluation process</p> <p>Article 23: The student who does not take one or more exams of the Ongoing Evaluation will be able to ask for a make-up exam of only one of them only if the syllabus allows it. The Academic Calendar indicates the deadline for requesting a make-up exam, the date to pay for it, the fee and the dates when it will be administered. This exam will be about all the topics developed in the syllabus and will replace the exam the student did not take.</p> <p>Article 25: The exams have to be taken personally and in-campus or in the branches authorized by the Academic Vice-Presidency. In case that branch is not the regular one where students have their lessons, they will be previously informed. Exams taken through the Virtual Campus are an exception to this article Midterm, final and make-up exams of the e-learning mode will be administered in-campus, in the classrooms assigned by the university</p>

Course Specific Rules
<p>The final exam is not cancellation (includes from the first session to the last)</p> <p>The lowest grade of practices is eliminated.</p>

Attendance Policy	
Total Percentage Absences Permitted	30%
The students who reaches or exceeds the total percentage absences permitted for the course, defined by the total of effective hours, will not be able to take the final exam or the equivalent evaluation defined by the course coordination and therefore will get zero (00) as the score.	

Basic and Supplemental References Required Reading
<p>Basic References: [1] Daniels, John D (2013). <i>Negocios internacionales : ambientes y operaciones</i> / John D. Daniels, Lee H. Radebaugh, Daniel P. Sullivan (14). Naucalpan de Juárez, México: Pearson.</p> <p>Supplemental References Required Reading: [2] Feenstra, Robert C (2011). <i>Comercio internacional</i> Robert C. Feenstra, Alan M. Taylor (2). Barcelona: Editorial Reverté.</p>

References Supplementary Reading non-binding

<p>Approved by: CASTILLO SAENZ, RAFAEL ALAN Date: 28/02/2019</p>	<p>Validated by: Office of Curriculum Development Date: 01/03/2019</p>
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