



Course Information					
Code:	<b>NIN62004</b>	Course:	<b>INTERNATIONAL TRADE I: IMPORTS AND EXPORTS</b>		
Coordination Area / Program:	<b>FAC. CC.EE. INTERNATIONAL BUSINESS</b>			Mode: <b>Presencial</b>	
Credits: <b>04</b>	Tipo de hora	Presencial	Virtual	H. Totales	Autonomous Learning Hours: <b>128</b>
	H.Teoría	64	0	64	
	H.Práctica	0	0	0	
	H.Laboratorio	0	0	0	
Period: <b>2024-01</b>	Start date and end of period: <b>del 20/03/2024 al 09/07/2024</b>				
Career: <b>ADMINISTRACIÓN - ADMINISTRACIÓN EN TURISMO - ADMINISTRACIÓN HOTELERA - ADMINISTRACIÓN Y EMPRENDIMIENTO - ADMINISTRACIÓN Y FINANZAS CORPORATIVAS - ADMINISTRACIÓN Y GESTIÓN AMBIENTAL - ECONOMÍA - ECONOMÍA Y FINANZAS - ECONOMÍA Y NEGOCIOS INTERNACIONALES - GESTIÓN AMBIENTAL EMPRESARIAL - GESTIÓN E INNOVACIÓN EN GASTRONOMÍA - INGENIERÍA AGROINDUSTRIAL - INGENIERÍA AGROINDUSTRIAL Y AGRONEGOCIOS - INGENIERÍA CIVIL - INGENIERÍA DE SISTEMAS DE INFORMACIÓN - INGENIERÍA EMPRESARIAL - INGENIERÍA EN INDUSTRIAS ALIMENTARIAS - INGENIERÍA INDUSTRIAL Y COMERCIAL - INGENIERÍA INFORMÁTICA Y DE SISTEMAS - INGENIERÍA LOGÍSTICA Y DE TRANSPORTE - INTERNATIONAL BUSINESS - MARKETING - RELACIONES INTERNACIONALES</b>					

Course Pre-requisites		
Code	Course - Credits	Career
	> 100 Créditos.	ADMINISTRACIÓN - ADMINISTRACIÓN EN TURISMO - ADMINISTRACIÓN HOTELERA - ADMINISTRACIÓN Y EMPRENDIMIENTO - ADMINISTRACIÓN Y FINANZAS CORPORATIVAS - ADMINISTRACIÓN Y GESTIÓN AMBIENTAL - ECONOMÍA - ECONOMÍA Y FINANZAS - ECONOMÍA Y NEGOCIOS INTERNACIONALES - GESTIÓN AMBIENTAL EMPRESARIAL - GESTIÓN E INNOVACIÓN EN GASTRONOMÍA - INGENIERÍA AGROINDUSTRIAL - INGENIERÍA AGROINDUSTRIAL Y AGRONEGOCIOS - INGENIERÍA CIVIL - INGENIERÍA DE SISTEMAS DE INFORMACIÓN - INGENIERÍA EMPRESARIAL - INGENIERÍA EN INDUSTRIAS ALIMENTARIAS - INGENIERÍA INDUSTRIAL Y COMERCIAL - INGENIERÍA INFORMÁTICA Y DE SISTEMAS - INGENIERÍA LOGÍSTICA Y DE TRANSPORTE - INTERNATIONAL BUSINESS - MARKETING - RELACIONES INTERNACIONALES
	> 120 Créditos.	ADMINISTRACIÓN - ADMINISTRACIÓN EN TURISMO - ADMINISTRACIÓN HOTELERA - ADMINISTRACIÓN Y EMPRENDIMIENTO - ADMINISTRACIÓN Y FINANZAS CORPORATIVAS - ADMINISTRACIÓN Y GESTIÓN AMBIENTAL - ECONOMÍA - ECONOMÍA Y FINANZAS - ECONOMÍA Y NEGOCIOS INTERNACIONALES - GESTIÓN AMBIENTAL EMPRESARIAL - GESTIÓN E INNOVACIÓN EN GASTRONOMÍA - INGENIERÍA AGROINDUSTRIAL - INGENIERÍA AGROINDUSTRIAL Y AGRONEGOCIOS - INGENIERÍA CIVIL - INGENIERÍA DE SISTEMAS DE INFORMACIÓN - INGENIERÍA EMPRESARIAL - INGENIERÍA EN INDUSTRIAS ALIMENTARIAS - INGENIERÍA INDUSTRIAL Y COMERCIAL - INGENIERÍA INFORMÁTICA Y DE SISTEMAS - INGENIERÍA LOGÍSTICA Y DE TRANSPORTE -

		INTERNATIONAL BUSINESS - MARKETING - RELACIONES INTERNACIONALES
	> 140 Créditos.	ADMINISTRACIÓN - ADMINISTRACIÓN EN TURISMO - ADMINISTRACIÓN HOTELERA - ADMINISTRACIÓN Y EMPRENDIMIENTO - ADMINISTRACIÓN Y FINANZAS CORPORATIVAS - ADMINISTRACIÓN Y GESTIÓN AMBIENTAL - ECONOMÍA - ECONOMÍA Y FINANZAS - ECONOMÍA Y NEGOCIOS INTERNACIONALES - GESTIÓN AMBIENTAL EMPRESARIAL - GESTIÓN E INNOVACIÓN EN GASTRONOMÍA - INGENIERÍA AGROINDUSTRIAL - INGENIERÍA AGROINDUSTRIAL Y AGRONEGOCIOS - INGENIERÍA CIVIL - INGENIERÍA DE SISTEMAS DE INFORMACIÓN - INGENIERÍA EMPRESARIAL - INGENIERÍA EN INDUSTRIAS ALIMENTARIAS - INGENIERÍA INDUSTRIAL Y COMERCIAL - INGENIERÍA INFORMÁTICA Y DE SISTEMAS - INGENIERÍA LOGÍSTICA Y DE TRANSPORTE - INTERNATIONAL BUSINESS - MARKETING - RELACIONES INTERNACIONALES
FC-IBS INTBUSIN	INTERNATIONAL BUSINESS	ING AGROIND - ING SIST INFORM - GEST-INNOV-GASTRON - ADMINISTRACION - ING. INDUSTRIAS ALIM. - ECONOMIA - ING. INDUSTRIAL Y C. - ING. INFORMATICA - MARKETING - ADM. HOTELERA - INTERN. BUSINESS - ADM. TURISMO - ING. AGROINDUSTRIAL - ING. CIVIL - ADM. Y EMPRENDIMIENTO - ING. EMPRESARIAL
FC-MKT MARKETIN	MARKETING	ING AGROIND - ING. AGROINDUSTRIAL
FC-IND LOGIINDU	LOGÍSTICA INDUSTRIAL (S.CH.M.)	ING. INDUSTRIAL Y C. - ING. LOG & TRANSPORTE
FC-ADM GESTEMPR	GESTIÓN DE EMPRESAS	ING. INDUSTRIAL Y C.
FC-ECO MACROEC1	MACROECONOMÍA I	ECO. NEG. INT.
DGA-PRINCMICROE	PRINCIPLES OF MICROECONOMICS	ECO. NEG. INT.
DGA-PRINCOFMACR	PRINCIPLES OF MACROECONOMICS	ECO. NEG. INT.
FC-ECO MICROECO	MICROECONOMÍA	ECO. NEG. INT.
FC-ADM OPERLOG	OPERACIONES Y LOGÍSTICA	GEST. AMBIENTAL EMP. - ADMINISTRACION - ADM-GEST-AMBIENT - ADM&FINCORP

#### Course Coordinators

Surname and First Name	Email	Contact Hour	Contact Site
SAAVEDRA ROSSEL, KATHERINE CINDY			

#### Instructors

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

#### Course Overview

International Trade I: Imports and Exports is a course that belongs to the specialty training area of *¿¿¿* a theoretical nature that contributes to the development of the skills of Project Development, Business Strategies, Commercial Development, Process Evaluation, Planning and Strategic Planning. The course includes the development of the following thematic axes: knowledge of the productive, commercial, cultural, and social factors where international business is developed in a global world; identifying the different obstacles to international trade and the opening of markets, being analyzed to make investment decisions abroad and the need to follow trade formalities regulated by international organizations. The creditable product of the course is a final research work that includes all the topics developed in the course.

Professional Skills			
Career	Competence	Level of competition	Expected Learnings
ADMINISTRATION	CP1: Planning	N3 Strategically plans in the short, medium and long term the future of an organisation or area of work (marketing, accounting, finance, human resources, operations and logistics) establishing the expected results and the means to achieve them	- Analyses the macro and micro environment of an organisation (functional areas), applying the theoretical tools of scientific management.
INTERNATIONAL BUSINESS	CP1: Process Evaluation	N1 Recognises the theory of operations and optimisation tools, using the concepts raised in the basic business courses of the degree, to have an overview of the supply chain.	- Evaluates the tools and concepts presented in the basic courses of the degree, to have an overview of the supply chain.
	CP2: Business development	N1 Recognises foreign trade regulations and international customs terms following current regulations in order to apply them in the planning of international trade strategies.	- Apply multilateral trade agreements following guidelines and specifications in order to take advantage of global markets.
	CP3: Project Development	N1 Recognises the financial, economic and accounting tools according to the concepts presented in the basic courses of the degree, in order to evaluate projects in a national environment.	- It proposes business or corporate strategies in the commercial field of goods, services and international investment.
	CP4: Business strategies	N1 Identifies the different international commercial sales techniques, following the principles of Commercial Management, in order to extend the appropriate strategies to the markets.	- Identifies the different international commercial sales techniques, following the principles of Commercial Management.
MARKETING	CP4: Strategic Planning	N3 Designs and implements marketing plans according to the company's short, medium and long term commercial and economic objectives.	- Analyses the external environment to identify opportunities and threats in order to strategically plan, establish outcomes and actions to be taken for the brand and company.

General Course Result	Unit Result
At the end of the course, the student prepares an international trade report of a Peruvian product for a potential export market, taking into account knowledge of its productive, commercial, cultural and social factors; identifying the different obstacles to international trade and the targeted market and respecting the	1. At the end of the unit, the student identifies the productive, commercial, cultural and social factors based on the analysis of a selected potential product-market in the global business

trade formalities regulated by international organisations with ethics and social responsibility.	environment with responsibility and commitment.
	2. At the end of the unit, the learner objectively determines the different obstacles to international trade of a selected potential product-market in the global business environment with initiative and openness.
	3. At the end of the unit, the learner develops international market opening strategies for a selected potential product-market in the global environment with creativity and innovation.
	4. At the end of the unit, the learner will specify the trade formalities regulated by international organisations of a selected potential product-market in the global environment with analytical and critical thinking.

**Development of activities**

**Unit Result 1:** *At the end of the unit, the student identifies the productive, commercial, cultural and social factors based on the analysis of a selected potential product-market in the global business environment with responsibility and commitment.*

**Session 1:** *At the end of the session, the student analyses the economic, commercial, cultural and social environments, as well as the technological aspects that influence the internationalisation of Peruvian companies in the global market with commitment.*

Semana 1 a 4

Learning Activities	Contents	Evidence
It analyses the economic environment on the basis of its productive factors and its development in international business. Analyses the business environment based on its commercial factors and their influence on international business. Describes the main cultural and social factors to be taken into account in multicultural business. Identifies the technological and digital environment aspects that influence the internationalisation of companies.	Attractiveness Index: International economic environment: The factors of production and international business. Marketing and international negotiation: Commercial factors influencing international business. Multicultural Business: Cultural and social factors influencing international business. Industrial Competitiveness Index	Analysis essay on the factors of production in Peru in the last 10 years. Comparative table of the main trade strategies of Latin American countries in the global environment.

**Unit Result 2:** *At the end of the unit, the learner objectively determines the different obstacles to international trade of a selected potential product-market in the global business environment with initiative and openness.*

**Session 2:** *At the end of the session, the student identifies the main institutions involved in international trade, as well as the steps involved in integrating trade markets by working collaboratively.*

Semana 5 a 6

Learning Activities	Contents	Evidence
Identifies the main international trade institutions and their role in countries' global negotiations. Understand the process of trade integration and its evolution, as well as identifying the comparative and competitive advantages of companies.	International trade bodies Product development and technical requirements for accessing international trade Competitive and comparative advantages of export products	Draw up a conceptual map of product-market trade blocs, advantages and disadvantages. 1st Preview of the Academic Report

**Session 3:** *At the end of the session, the student identifies the main guidelines of tariff and non-tariff barriers by constantly investigating Peruvian products in entering international markets.*

Semana 7 a 8

<b>Learning Activities</b>	<b>Contents</b>	<b>Evidence</b>
Identify the guidelines to be considered in the tariff barriers for Peruvian products in international trade. Identify the main technical barriers of access of the selected product to international markets, considering the steps to be taken for commercial entry.	Tariff barriers of products to international markets: -Ad - Valorem - Specific -Mixto Non-tariff barriers of products to international markets: Product analysis in international trade database	Objective questionnaire applied 2nd Preview of the Academic Report
<b>Unit Result 3:</b> <i>At the end of the unit, the learner develops international market opening strategies for a selected potential product-market in the global environment with creativity and innovation.</i>		
<b>Session 4:</b> <i>At the end of the session, the student recognises the main international institutions that encourage Peru's trade negotiations with the world in teamwork.</i>		Semana 9 a 10
<b>Learning Activities</b>	<b>Contents</b>	<b>Evidence</b>
It recognises the main international institutions aimed at encouraging imports and exports worldwide.	International institutions that encourage imports from developing countries. International trade database	Questionnaire applied
<b>Session 5:</b> <i>At the end of the session, the learner identifies international trade information tools and recognises the steps of the research methodology for responsible international market reporting.</i>		Semana 11 a 12
<b>Learning Activities</b>	<b>Contents</b>	<b>Evidence</b>
Knows the main business intelligence and database tools for the use of business information. Recognises the steps to follow according to the methodology of international market research.	International market research: - Commercial Tools -Types of information International market research methodologies	Questionnaire applied
<b>Unit Result 4:</b> <i>At the end of the unit, the learner will specify the trade formalities regulated by international organisations of a selected potential product-market in the global environment with analytical and critical thinking.</i>		
<b>Session 6:</b> <i>At the end of the session, the student recognises the importance of regulations and formalities given in the market for import and export products and values business ethics.</i>		Semana 13 a 14
<b>Learning Activities</b>	<b>Contents</b>	<b>Evidence</b>
Understands the importance of compliance with international trade regulations in sales and purchase negotiations. Recognises the main Incoterms 2020 to be used in international sales contracts	International trade regulations Incoterms 2020 Standards and their applied uses. Trade Fairs and Trade Missions International business leadership	Applied case of Incoterms 2020
<b>Session 7:</b> <i>At the end of the session, the student creatively and responsibly presents his/her academic report on international trade of a Peruvian product to a potential export market.</i>		Semana 15 a 16
<b>Learning Activities</b>	<b>Contents</b>	<b>Evidence</b>
Supports the applied work of the creditable report.	Submission of Academic Report Presentation on the academic report	Presentation and exhibition

<b>Methodology</b>
The course will be developed based on the following methodologies: The course will be developed based on the following methodologies: Flipped classroom in which students will have previous readings for the knowledge of the subject, collaborative learning in which they will work in teams in order to build evidence, learning based on challenges in each session in order to meet the knowledge, project-based learning, gamification activities, problem-based learning encouraging participation and cooperative students.

<b>Assessment System</b>
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.
<b>Evaluación Permanente</b>	<b>60%</b>			
<b>Promedio de Prácticas</b>	<b>35%</b>			
Práctica 1		Includes what was developed up to week 3	Semana 3	No
Práctica 2		Includes what was developed up to week 6	Semana 6	No
Práctica 3		Includes what was developed up to week 10	Semana 10	No
Práctica 4		Includes what was developed up to week 13	Semana 13	No
<b>Promedio de actividades grupales</b>	<b>35%</b>	Constant participation in class during the development of the course.	Semana 15	No
<b>Prueba Final</b>	<b>30%</b>		Semana 16	No
<b>Examen Final</b>	<b>40%</b>	Creditable product.	Semana 16	No

#### Attendance Policy

<b>Total Percentage Absences Permitted</b>	30%
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Class attendance is mandatory. The student who reaches or exceeds the limit of thirty percent (30%) of absences in the course, defined by the total of effective hours, will be disqualified from taking the final evaluation, corresponding to said evaluation with a grade of zero (0).

In hybrid classrooms, only synchronous virtual participation (via zoom) is allowed, up to a maximum of 50% of the total course.

#### Basic Required Reading

[1] Feenstra, Robert C. (2011). *International trade* /. (2nd ed.). Worth Publishers,.

[2] Linklater Martínez, Diana (2015). *Experiencias de comercio exterior : casos 100% peruanos* /. Universidad de Lima. Fondo Editorial,.

[3] Porter, Michael, E. (2017). *Ser competitivo* /. (9a ed., actualizada y aumentada). Ediciones Deusto,.

#### References Supplementary

Prepared by:	Approved by:	Validated by:
SAAVEDRA ROSSEL, KATHERINE CINDY / SAAVEDRA ROSSEL, KATHERINE CINDY /	SAAVEDRA ROSSEL, KATHERINE CINDY	Office of Curriculum Development
Date: 21/03/2024	Date: 26/03/2024	Date: 15/04/2024