



Escola Superior de Comércio Internacional



## **INTERNATIONAL TRADE II**

### **FIRST TRIMESTER. ACADEMIC YEAR 2010-2011**

#### **TIMES:**

Monday: 12:00 - 13:15  
Tuesday: 08:30 - 09:45  
Thursday: 08:30 - 09:45

#### **PRESENTATION AND OBJECTIVES OF THE COURSE**

Decisions taken at the beginning of an export process will determine the future success or failure of a company willing to go abroad.

International Trade II focuses in the entry strategies to international markets. We will study what are the steps we need to take, as exporters, to make sure that our presence abroad is successful and sustainable.

#### **Unit 1: Going International**

- 1.1. Reasons for going abroad
- 1.2. Are we ready? The export diagnosis

#### **Unit 2: Exports: Initial Stages**

- 2.1. Selling through trading companies
- 2.2. Piggyback sales
- 2.3. Direct Sales
- 2.4. Export Consortia

#### **Unit 3: Exporting through agents**

- 3.1. When shall we work with an agent?
- 3.2. Recruitment and contract
- 3.3. Key facts to succeed
- 3.4. The salaried agent

#### **Unit 4: Exporting through distributors**

- 4.1. The distributor: why so many companies are exporting through distributors?
- 4.2. Exclusive and non-exclusive agreements
- 4.3. How to develop a marketing plan with a distributor
- 4.4. Sales performance

#### **Unit 5: Entering in other markets in cooperation with other companies**

- 5.1. Licensing
- 5.2. Franchising
- 5.3. The Joint Venture

#### **Unit 6: Investing abroad**

- 6.1. The sales subsidiary: transfer prices, legal status
- 6.2. Manufacturing (and selling) in the country of destination
- 6.3. Project valuation
- 6.4. Acquisition of a company

#### **Unit 7: Countertrade**

- 7.1. Introduction to Countertrade
- 7.2. Commercial countertrade
- 7.3. Industrial countertrade

#### **BIBLIOGRAPHY**

- Root, Franklin R.: *Entry Strategies for International Markets*  
Jossey-Bass, 1994
- Branch, Alan: *Export Practice and Management*  
Thomson, 2006 5<sup>th</sup> ed.
- Albaum, Gerald / Duerr, Edwin / Strandkov, Jesper: *International Marketing and Export Management*  
Prentice Hall, 2005, 5th ed.
- Cateora, Philip R. / Graham, John L.: *International Marketing*  
Mc Graw Hill, 2005, 12th ed.
- Díez Vergara, Marta: *Manual práctico de comercio internacional*  
Ediciones Deusto, 1996
- Esteban de la Rosa, Gloria: *Comercio Internacional Compensado (Normas y estrategias empresariales)*  
Atelier, 2005

## **INTERNATIONAL TRADE II - FIRST TERM, ACADEMIC YEAR 2009-2010**

### **GRADING POLICY:**

- Participation: 10%
- Tests and exercises: 10%
- Mid term Exam: 25%
- Final Exam: 55%

Student participation and homework is essential for the development of the course. Students will be requested to prepare an assignment based on a case or an article before its discussion in class. Both mid-term and final exams might include questions about cases discussed in class.

Minimal grade needed to be obtained at the final exam, in order to consider the remaining course grading elements, is 4.0.

In the event of an evaluation in September, the grading policy will be as follows:

- Preparation of a special assignment : 30%
- Final Exam: 70%

The special assignment should be delivered before the Final Exam in September, and minimal grade needed to be obtained at the final exam, in order to consider the remaining course grading elements, will be 4.0.