



UNIVERSIDAD DE COSTA RICA
SEDE REGIONAL DEL PACÍFICO
BACH. Y LIC. INGLÉS CON FORMACIÓN EN GESTIÓN EMPRESARIAL
PROGRAMA CURSO: INTRODUCTION TO INTERNATIONAL TRADE ELEMENTS
I Semester, 2024

General Information

Code: IP-0035

Name: INTRODUCTION TO INTERNATIONAL TRADE ELEMENTS

Course type: Theoretical

Credits: 3

Weekly class hours: 4

Weekly student independent study hours: 5

Requisites: IP-0031

Co Requisites:

Cycle: VII-Cycle

Course Schedule: Mondays from 17:00 to 21:00

Proficiency mode: N/A

Tutoring: N/A

Teacher's contact information

Name: Kerry Navarrete Padilla

E - mail: kerry.navarrete@ucr.ac.cr

Student's assistance hours/office schedule: Mondays from 8:00-12:00 a.m. and from 13:00 -14:00.

Course description

Introduction to international trade elements presents a general view of the subject, setting the essential concepts, for a better understanding and assimilation of the study object, taking into consideration that the fundamental mainstay of the course is principally economical. In addition, when dealing international trade, objects, subjects and settings are studied. It is important to mention that current trends have generated an impressive evolution of existing legislation. International trade nowadays is very different from the one there was ten years ago, besides its volume has increased, technological innovations and derived services, new challenges arise every day, as well as problems in need of regulation. For this reason, the course aims at leading students' way towards the ever-changing business world of today.

General objective

1. To provide useful information to identify and solve diverse situations companies have to face in the ever-changing business world in order to provide effective strategies of international trade.



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Specific objectives

1. To provide students with fundamental knowledge of economy and international trade.
2. To empower students in the negotiation setting, international markets inclusion, and sales strategies in global markets.
3. To encourage data analysis in order to manage international business efficiently.

Contents

1. Economy and International trade
 - a) International economic situation
 - b) International trade
 - c) Multilateral Trading systems (The World Trade Organization, GATT, WTO Agreements, Principles of the trading system, trade Tariffs)
 - d) International trade concepts: Import Quotas, Rules of Origin, Subsidies, Countervailing measures, dumping, safeguards, anti-dumping measures, sanitary and phytosanitary measures
 - e) Levels of integration: Free Trade area, Customs unions, Common Market, Economic Market.
 - f) Performance in Latin America and the Caribbean
2. International negotiation
 - a) Process of negotiation
 - b) Stages in the process of negotiation
 - c) Culture and international business
3. International market inclusion
 - a) Introduction to international marketing strategies
 - b) Segmentation, selection and positioning in a broaden market.
 - c) International market positioning
4. Sales strategies in global markets
 - a) International markets inclusion strategies
 - b) International sales structure
 - c) Professional sales process
 - d) Exportation consortium
5. Distribution and logistics
 - a) Logistic definition
 - b) Logistics factors: Modes of Transportation, cargo, function, market, packaging, Hnadling marks, Labelling.
 - c) Logistic tools
 - d) Logistic processes



e) INCOTERMS 2020

6. Integral management of international business
 - a) Strategic intelligence in international businesses
 - b) International competitiveness in enterprises
 - c) Marketing and sales strategies

Methodology

The lessons will be in charge of the instructor, who will also promote as much participation as possible from students. This methodology is based on presentations by the professor, reading and study of assigned readings and homework. Students must read in advance the topics in order to encourage participation and discussion in class. Evaluation will carry out case resolutions, assignments in order to evaluate acquired knowledge in the course, through assigned bibliography, as well as contents and practices developed in class. The students will take part actively in the construction of knowledge, in such a way that they turn into a responsible agent of the learning process. The professor will promote didactic activities in order that the pupils recognize and value the usefulness of the contents that are learned. The instructor will encourage the active participation of the students in all the activities that will be developed inside the class. **This course is developed virtually, the institutional platform *Mediación Virtual* will be used to share material, deliver evaluations, carry out practices, exercises, among others. In addition, there will be synchronous sessions on the Zoom platform which are scheduled in the course schedule. Course content will be available weekly as established in the schedule.**

Evaluation

<i>Description</i>	<i>Percentage</i>
Oral Exam	25%
Presentation of an assigned topic	10%
Assignments	15%
Classwork	10%
Debate	15%
Case resolutions	5%
Final Project	20%
Total:	100%



Bibliography

Gnazzo, Liliana. (2007). Gestión de los Negocios Internacionales. 1era Edición. Argentina: Pearson Education.

Centro de Comercio Internacional. (2001) Normas del Comercio Internacional. Ginebra.

Centro de Comercio Internacional. (2004) Semblanzas del desarrollo del comercio. Ginebra.

World Trade Organization (2024). *Anti-dumping*
https://www.wto.org/english/tratop_e/adp_e/adp_e.htm

World Trade Organization (2024). *Rules of Origin*
https://www.wto.org/english/tratop_e/roi_e/roi_e.htm

World Trade Organization (2024). *What is the WTO?*
https://www.wto.org/english/thewto_e/whatis_e/whatis_e.htm

World Trade Organization (2024). *Safeguards Measures*
https://www.wto.org/english/tratop_e/safeg_e/safeg_e.htm

World Trade Organization (2024). *Subsidies and Countervailing Measures*
https://www.wto.org/english/tratop_e/scm_e/scm_e.htm

World Trade Organization (2024). *Sanitary and Phytosanitary Measures*
https://www.wto.org/english/tratop_e/sps_e/sps_e.htm

World Trade Organization (2024). *Tariffs*
https://www.wto.org/english/tratop_e/tariffs_e/tariffs_e.htm

Zambrana, Colman (1995). Administración del Comercio Internacional. Costa Rica: UNED.

Week	Date	Activity/ Content	Evaluations
1	Mar 11 th	Introductory activities / Course syllabus discussion Content 1: Economy and International trade	



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		(Synchronic session)	
2	Mar 18 th	Content 1: Economy and International trade (Synchronic session)	
3	Mar 25 th	HOLIDAY	
4	Apr 1 st	Content 1: Economy and International trade (Synchronous session)	Assignment #1 5%
5	Apr 8 th	Content 1: Economy and International trade (Synchronous session)	Classwork #1
6	Apr 15 th	HOLIDAY	
7	Apr 22 nd	Semana U Content 2: International negotiation Content 3: International market inclusion (Asynchronous session)	
8	Apr 29 th	Content 4: Sales strategies in global markets (Asynchronous session)	Case resolution #1 5% Assignment #2 5%
9	May 11 th	DEBATE (together with IP-0032)	DEBATE (together with IP-0032)
10	May 13 th	I EXAM (Synchronous session)	EXAM 25%
11	May 20 th	Content 5: Distribution and logistics (Asynchronous session)	Classwork #2
12	May 27 th	Content 5: Distribution and logistics (Synchronous session)	Presentations #1 / #2 Assignment #3 5%
13	Jun 3 rd	Content 5: Distribution and logistics (Asynchronous session)	Classwork #3
14	Jun 10 th	Content 5: Distribution and logistics (Synchronous session)	Presentation #3 #4 10%



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15	Jun 17 th	Content 6: Integral management of international business (Asynchronous session)	Classwork #4
16	Jun 29 th	FINAL PROJECT (together with IP-0034)	
17	Jul 1 th	Final Grades	
	Jul 8 th	Ampliación	

Note: A talk with an expert in logistics will be scheduled through Zoom. The student is responsible for taking notes of this activity as soon as the professor communicates so. Slight changes may occur to this timetable, in that case, the student is responsible to take note when the professor indicates any change.



REGLAMENTO DE LA UNIVERSIDAD DE COSTA RICA EN CONTRA DEL **HOSTIGAMIENTO SEXUAL**

Conducta de naturaleza sexual indeseada por quien la recibe

MANIFESTACIONES

No verbales: miradas intrusivas, sonidos, silbidos, dibujos.
Verbales: piropos, comentarios sexualizados, invitaciones insistentes a salir, propuestas sexuales.
Escritas: fotografías, imágenes, mensajes, correos.
Físicas: Toqueteos, abrazos, besos, otras manifestaciones.

SE PUEDE APLICAR A

Cualquier persona que forme parte de la comunidad universitaria, integrada por personal docente, administrativo y la población estudiantil. Y quienes posean relaciones contractuales, no laborales, con la Universidad de Costa Rica (servicios profesionales, subcontratación, convenios, intercambios).

PROCESO DE DENUNCIA

Proceso interno de la comisión instructora

Audiencia: declaración de las partes

Comisión instructora emite informe final

DENUNCIAR ANTE

la Defensoría contra el Hostigamiento Sexual.

Se puede hacer de manera presencial en la Oficina de la Comisión Institucional Contra el HS o por correo

- La denuncia debe hacerla la **persona afectada**
- **Dos años** plazo a partir del último hecho de HS
- Debe aportar **pruebas**

equipocontrahostigamientosexual@ucr.ac.cr



SRP Sede Regional del Pacífico



Reglamento de la Universidad de Costa Rica en Contra del Hostigamiento Sexual