



Anexo 8.3
Programa Condensado



Subject: International Trade	Last update: January 2016
Major: International Relations	Plan: 401
Semester: 7th	Credits: 3

Week	Topic	Activities, Homeworks, Exams	Bibliography
1	INTRODUCTION AND PRESENTATION OF SUBJECT		INTERNATIONAL TRADE L I AND II
2	IDENTIFICATION OF THE EXPORTING POTENTIAL PRODUCTS DECISION MAKING ON EXPORTS	SUMMARY	INTERNATIONAL TRADE L I AND II
3	MARKET RESEARCH AND DETERMINATION OF THE POTENTIAL MARKET	Activites	INTERNATIONAL TRADE L I AND II
4	TARIFF PREFERENCES, TREATIES	Activites	INTERNATIONAL TRADE L I AND II
5	DIRECT SALES, MARKETING	Activites	INTERNATIONAL TRADE L I AND II
6	QUOTATION AND SALE TERMS	ESSAY	INTERNATIONAL TRADE L I AND II
7	SAFE TRANSPORT	Activites	INTERNATIONAL TRADE L I AND II
8	EXPORTS DOCUMENTATION	Concept map	READINGS
9	TYPES OF LETTER OF CREDIT	Activites	BANCOMEXT
10	INCOTERMS	Comparative Chart	BANCOMEXT
11	PROMOTION PROGRAMS AND FINANCIAL SUPPORT	Activites	P INTERNATIONAL TRADE L I AND II
12	PUBLIC ORGANIZATIONS	Activites	



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13	FOREIGN TRADE OFFICES, EMBASSIES OR CONSULATES	Activites	PROMEXICO BANCOMEXT
14	CHAMBERS AND ASSOCIATIONS EXAM	Exam	STUDENTS INVESTIGATION
15	PORTFOLIO REVIEW	PIA	
16	Grades in SIASE		
17	Tutoring		
18	SECOND OPPORTUNITY		
19	SECOND OPPORTUNITY		
20	DELIVERY OF GRADES		

STUDENT'S TASKS	
COLLABORATIVE WORK	
ESSAY	
PROS AND CONS.	
DIAGRAM	
CONCEPT MAP	
ANALITICAL MEMO	

EVALUATION	
Summary	15
Essay on the types of sales	15
Concept map	15
Comparative Chart	15
Values	10



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Integration Product (Project Export)	30
Total	100

BIBLIOGRAPHY

- Name of Book: INTERNATIONAL TRADE IY II
 - Author (s): Salvador Mercado
 - Editorial: LIMUSA
 - Date of publication: 2004
 - International Business
 - Author (s): John Daniels and Daniel P. Sullivan
 - Publisher: Pearson Prentice Hall
- Released: 2004.

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