



## Anexo 8.3

### Programa Condensado



<b>Subject:</b> International Trade	<b>Updated:</b> July 2016
<b>Major:</b> International Relations	<b>Plan:</b> 401
<b>Semester:</b> 7 <sup>o</sup>	<b>Credits:</b> 3

Week	Topic	Activities, Homework, Exam	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	• ACTIVITES	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	INTERNATIONAL TRADE L I AND II
12	PUBLIC ORGANIZATIONS	• ACTIVITES	
13	FOREIGN TRADE OFFICES, EMBASSIES OR CONSULATES	• ACTIVITES	PROMEXICO BANCOMEXT
14	CHAMBERS AND ASSOCIATIONS EXAM	• EXAM	STUDENTS INVESTIGATION
15	PORTFOLIO REVIEW	• PIA	N/A



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16	GRADES IN SIASE		N/A
17	COUNSELING FOR SECOND OPPORTUNITY		
18	SECOND OPPORTUNITY	EVIDENCES & EXAM	N/A
19	SECOND OPPORTUNITY	EVIDENCE & EXAM	N/A
20	GRADES OF SECOND OPPORTUNITY WILL BE IN SIASE AND REVIEWS	SECOND CHANCE RESULTS	N/A

### STUDENT ACTIVITIES

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
Integration Product (Project Export)	30
<b>Total</b>	<b>100</b>



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#### 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.

ccp. Secretarios Académicos  
ccp. Auxiliar Académico  
ccp. Alumno