



"El saber de mis hijos
hará mi grandeza"

UNIVERSITY OF SONORA

Central Region Unit
School of Economic and Administrative Sciences
Department of Economics
Business and International Commerce Degree

Identification Data

Subject: Business Law	Formative Pillar: Professional
Teaching-learning process: Course	Previous requirement: N/A
Hours per week: 4	Subsequent: Private International Law
Character of the subject: Mandatory	Credits: 8

General Objective:

The student will integrate a basic regulatory plan to carry out activities of product import and export; as well as to make sound decisions in an international business environment.

Specific Objectives:

At the end of the course the student will be able to:

- Recognize the main elements and rules that rule over international business.
- Evaluate a company's different production factors, to determine if it has the capacity to enter international markets.
- Understand the mechanisms and opportunities that companies have to participate in international markets.
- Identify the requirements that products must meet to access different international markets.
- Identify the different tariff preference plans that exist in world trade and what are the requirements to obtain them.
- Distinguish the different forms of international payment.
- Distinguish the import requirements and forms used in international negotiations, as well as the production strategies used to bring to the international market products that meet the specific requirements.

Proficiency Units:

Proficiency Unit I – International legal environment.

Proficiency Unit II – International treaties and conventions.

Proficiency Unit III – Administrative and legal structure of foreign trade in the United States.

Proficiency Unit IV – Mexican legislation related to international business.

Proficiency Unit V – Terms of international trade.

Proficiency Unit VI – International contracts.

Proficiency Unit VII – Arbitration.

Proficiency Unit VIII – Basic plan for export: ISO 9000 standards, the RAB, international market rates, international credits and collections, transportation, packaging, exchange control.

Didactic strategies:

- Subject related content reading analysis.
- Preparation of analytical summaries of readings.
- Elaboration of individual and group essays.
- Teacher presentations.
- Attendance at events and conferences related to the course.
- Group discussions.

Evaluation: general criteria for successful completion of course

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| • 3 midterm average | 60% |
| • Participation in class activities | 20% |
| • Individual and group project presentations | 20 % |

Bibliography

Bancomext. 1993. Programa integral financiero-promocional.
Bancomext. 1993. 55 años promoviendo el comercio exterior.
CECI-Sonora. 1992. Manual de organización para empresas de comercio exterior.
Empresas de Comercio Exterior. (ECEX). 1990. Diario oficial.
Rivero, G. T. s. f. Simulación en mercadotecnia. GAMCAX.
SECOFI-CECI. 1993. Documentos básicos para exportar.
Terpatra, V. Marketing Internacional.

Desirable academic profile in the teacher

Academic training

Bachelor of Foreign Trade, Bachelor of Law, or related degree, preferably with a Master's degree

Professional experience in international business

Academic training

Bachelor of Foreign Trade, Bachelor of Law, or related degree, preferably with a Master's degree

Professional experience in international business

Teaching experience

2 years minimum

Didactic and Pedagogical training

- Ease in carrying out teaching-learning tasks.
- Ease of group and individual communication with students.
- Ability to use didactic technologies and techniques (computer, image projects, cannons, acetates, slides, videos, etc.).
- Comply with the provisions that the University defines on the matter.

Others:

- English language proficiency (specifically the four basic skills).