



**UNIVERSIDAD DE SONORA**  
**Central Region Unit**  
**School of Economic and Administrative Sciences**  
**Economics Department**  
**Bachelor's Degree in International Business and Trade**

**Identification Information**

<b>Name of the subject:</b> Commercial and Business Opportunities in International Markets	<b>Formative Pillar:</b> Specializing
<b>Didactic unit:</b> Course -workshop	<b>Previous Subject Requirement:</b>
<b>Class Hours:</b> 4 per week (2 theory, 2 practice)	<b>Subsequent Subject:</b>
<b>Subject Type:</b> Elective	<b>Credits:</b> 6

**Introduction:**

Integration and the conclusion of agreements that promote and strengthen trade flows is one of the aspects that have characterized world foreign trade in the last decade. Mexico is a clear example of this trend as it has multiple trade agreements that have allowed it to reach new international markets.

The advantages negotiated in the trade agreements open new opportunities for Mexican companies to integrate into unexplored markets or to strengthen their presence in them, diversifying their commercial relations. This is of particular importance in a world in constant evolution that demands on the one hand a long-term vision, but on the other hand flexibility and quick responses.

**General Objective:**

During the course, students will identify the potential of the different international markets, so they will know the characteristics of countries that integrate the European, Asian and Latin America and other countries in the following environments: economic, political, social, legal and cultural, financial aspects, promotion and distribution strategies in order to detect commercial and business opportunities to develop commercial exchange projects.

**Specific****Objectives:**

Students will:

- Locate the countries of the continent of Europe, Asia, Latin America and other international markets, in order to analyze their characteristics and potential for commercial exchange.
- Identify the risks inherent in doing business in the international marketplace.
- Analyze and understand Mexico's Trade Agreements with other nations.
- Understand the integration processes to penetrate international markets.
- Identify the forms of negotiation with the countries of Europe, Asia and Latin America and other potential markets for commercial exchange.
- Understand the role of price in commercial transactions with international markets.

**Thematic Content:****Unit 1. Europe**

- 1.1. General picture
  - 1.1.1. Contemporary history
  - 1.1.2. Cultural, economic and political diversity
- 1.2. Export risk
  - 1.2.1. Types of risks
  - 1.2.2. Rating systems
- 1.3. Commercial policy
  - 1.3.1. Tariff policy
  - 1.3.2. Commercial treaties
- 1.4. Market analysis
  - 1.4.1. Business opportunities
  - 1.4.2. Analysis of competition
- 1.5. Negotiation strategies
  - 1.5.1. Negotiation tactics
  - 1.5.2. Negotiations by market segment
- 1.6. Cost and price analysis
  - 1.6.1. Export cost calculations (EXW costs and DDU costs)
  - 1.6.2. Export price calculations
  - 1.6.3. Sales projections
  - 1.6.4. Feasibility of the export project

**Unit 2. Asia**

- 2.1. General picture
  - 2.1.1. Contemporary history
  - 2.1.2. Cultural, economic and political diversity

- 2.2. Export risk
  - 2.2.1 Types of risks
  - 2.2.2 Rating systems
- 2.3. Commercial policy
  - 2.3.1. Tariff policy
  - 2.3.2. Commercial treaties
- 2.4. Market analysis
  - 2.4.1. Business opportunities
  - 2.4.2. Analysis of competition
- 2.5. Negotiation strategies
  - 2.5.1. Negotiation tactics
  - 2.5.2. Negotiations by market segment
- 2.6. Cost and price analysis
  - 2.6.1. Export cost calculations (EXW costs and DDU costs)
  - 2.6.2. Export price calculations
  - 2.6.3 Sales projections
  - 2.6.4. Feasibility of the export project

### **Unit 3. Latin America**

- 3.1. General picture
  - 3.1.1. Contemporary history
  - 3.1.2. Cultural, economic and political diversity
- 3.2. Export risk
  - 3.2.1. Types of risks
  - 3.2.2. Rating systems
- 3.3. Commercial policy
  - 3.3.1. Tariff policy
  - 3.3.2. Commercial treaties
- 3.4. Market analysis
  - 3.4.1. Business opportunities
  - 3.4.2. Analysis of competition
- 3.5. Negotiation strategies
  - 3.5.1. Negotiation tactics
  - 3.5.2. Negotiations by market segment
- 3.6. Cost and price analysis
  - 3.6.1. Export cost calculations (EXW costs and DDU costs)
  - 3.6.2. Export price calculations
  - 3.6.3. Sales projections
  - 3.6.4. Feasibility of the export project

### **Unit 4. Other International Markets**

- 4.1. Oceania
- 4.2. Africa

**Teaching Strategies:**

Presentation of information by the teacher  
Targeted group discussions  
Oral presentations by students  
Bibliographic research by students  
Presentation of exercises  
Presentation and evaluation of the Export Project

**Course Crediting and Evaluation methods and requirements:**

The average of 3 midterm exams	30%
Participation in group discussions and presentations or class presentations	20%
Final Project	40%
Participation	<u>10%</u>
Total weighted average	100%

**Bibliography:**

- Geza Feketekuty; tr. de Ana L. Stellino, **Comercio internacional de servicios: panorama general y modelo para las negociaciones**; México: Editorial Gernika, c1990.
- **Formación del precio de exportación: cómo aplicarlo para competir**; texto y ejercicios / Bancomext 2a ed. México: Editorial Banco Nacional de Comercio Exterior. 2002.
- **Guía Básica para el Exportador**/Bancomext 12a ed., México: Editorial Banco Nacional de Comercio Exterior, 2002.
- **Guía para Exportar Productos Mexicanos a la Unión Europea**, Bancomext 3a. edición, Editorial: Banco Nacional de Comercio Exterior, 2005.
- Mercado H., Salvador. 1997. **Comercio internacional y mercadotecnia internacional. Importación-exportación**. Ed. Limusa.
- **Medios de transporte internacional**, Bancomext, México: Editorial: Banco de Comercio Exterior, 1999.
- Ovejero B.Anastacio: **Técnicas de Negociación, Como Negociar Eficaz y Exitosamente**, México: Editorial Mc Graw Hill, 2004.
- **Plan de negocios para proyectos de exportación, Bancomext, México: Banco Nacional de México, 2003.**
- Sánchez Sánchez, Carlos Raúl, **Administración del precio en mercadotecnia**, Carlos Raúl Sánchez Sánchez.-- México: Editorial Thomson, c2003
- **Técnicas de negociación internacional**, Bancomext, México: Editorial Banco Nacional de México, 200.
- **Como hacer negocios con China**, Bancomext 12a ed., México: Editorial Banco Nacional de Comercio Exterior, 2007.

- **Guía para hacer negocios en Asia y Oceanía**, Bancomext México: Editorial Banco Nacional de Comercio Exterior, 2002.
- **Productos con mayores posibilidades de exportación en el mercado de Argentina** , Bancomext.- México: Editorial Bancomext. Consejería Comercial de México en Argentina, 2000.
- **Productos con mayores posibilidades de exportación en el mercado de Venezuela**, Bancomext.-- México: Editorial Bancomext. Consejería Comercial de México en Venezuela, 2000.
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- **Productos con mayores posibilidades de exportación en el mercado de Brasil**, Bancomext.-- México: Editorial Bancomext. Consejería Comercial de México en Brasil, 2000.
- **Productos con mayores posibilidades de exportación en el mercado de Chile**, Bancomext.-- México: Editorial Bancomext. Consejería Comercial de México en Chile, 2000.
- **Productos con mayores posibilidades de exportación en el mercado de Costa Rica**, Bancomext.- México: Editorial Bancomext. Consejería Comercial de México en Costa Rica, 2000.
- **Productos con mayores posibilidades de exportación en el mercado de Guatemala** / Bancomext.-- México: Editorial Bancomext. Consejería Comercial de México en Guatemala, 2000.
- **Productos con mayores posibilidades de exportación en el mercado de Colombia** / Bancomext.-- México: Editorial Bancomext. Consejería Comercial de México en Colombia, 2000.

#### **Desirable academic profile of the teacher:**

##### Academic:

Bachelor's degree in Foreign Commerce, Administration, Finance, Commercial Relations, Marketing or in a related area.

##### Teaching Experience

Have worked as a teacher at the higher education level.

##### Professional Experience:

Professional experience in private, public or social sector companies.

##### Teaching Education:

Ease in carrying out teaching-learning tasks

Ease of communication with students as a group or individually

Ability to use technology and instructional techniques (computer, projector, videos, slides, etc.).

Complete the institution's professional development process.

Other: English language proficiency (specifically, the four basic skills).