



UK

SYLLABUS 2025-2026

International Trade

MODULE SPECIFICATION

Module Code	2526_SCM_1_EN_021
Campus	Oxford
Department(s)	Supply Chain Management and Digital Management
Level / Semester	Undergraduate Year 2 (U2); Equivalent to FHEQ level 5 Semester 04
Language of Instruction	English
Teaching Method	<input checked="" type="checkbox"/> In-person (face-to-face) <input type="checkbox"/> Distance learning (live online) <input type="checkbox"/> e-Learning (asynchronous) <input type="checkbox"/> Hybrid: _____
Pre-requisite(s)?	None
ECTS <i>Reminder: 1 ECTS = between 20 and 30hr- student workload</i>	4
Equivalent FHEQ credits	8
Study Hours	80 hours which comprise of 30 directed learning and 50 independent learning/assessment hours

MODULE DESCRIPTION

Module Aims	Students examine global trade environments and assess risks, opportunities, and market entry strategies for international business. The module introduces trade operations and frameworks, using real-world case studies to explore how businesses navigate global markets and regulatory environments.
Teaching Arrangement	The case studies used in the module will be concise to help students

	<p>clearly understand the main ideas and how they relate to the topic of international trade. Explanations and examples will focus on concepts.</p> <p>Students are considered to be future managers and will be treated as such. Consequently, they are expected to be able to make decisions and assume responsibilities.</p> <p>After each topic is presented, there will be reflective questions to ensure student comprehension.</p>
Learning Outcomes	<p>By the end of this module, students should be able to:</p> <ol style="list-style-type: none"> 1. Analyse the international business environment and its impact on trade operations and market entry strategies. 2. Evaluate opportunities and risks associated with different target markets in a global trade context. 3. Assess the advantages and challenges of various market entry strategies for international expansion. 4. Apply key principles of international trade operations to real-world business scenarios using a case-based approach.
Competency Goals <i>(Knowledge, expertise and interpersonal skills)</i>	<p>PGE_U_CG04 - Manage a profit responsibly</p> <hr/> <p>PGE_U_CG05 - Innovate to adapt to its environment</p> <hr/> <p>PGE_U_CG06 - Evolve in a globalised world</p>
Alignment with Programme Learning Goals	<p>PGE_U_CG04_LO03 - Optimise logistics processes and control risks</p> <hr/> <p>PGE_U_CG05_LO04 - Develop decision-making support tools</p> <hr/> <p>PGE_U_CG06_LO02 - Address the economic challenges of your organisation within a globalised world</p>

SESSION TOPICS / MODULE SCHEDULE

(Please note, a session/sequence may be more than one scheduled class)

<p><u>Session 1: Introduction to International Trade</u></p> <p>Content:</p> <ul style="list-style-type: none"> • The global economic environment (main exporting/importing countries) • Regional market characteristics (Free Trade areas, WTO, etc.) <p>Assignments:</p> <ul style="list-style-type: none"> • Read: David, P.A. (2021) <i>International logistics: The management of international trade operations</i>. 6th edn. Berea, OH: Cicero Books. (Chapter 1) <hr/> <p><u>Session 2: Approaching Global Markets</u></p> <p>Content:</p>
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Last reviewed: 25/07/2025

- Global information systems and market research (World Bank – Ease of Doing Business)
- Market selection and entry (penetration grid)
- Production abroad (licensing and franchising)

Assignments:

- Read: David, P.A. (2021) *International logistics: The management of international trade operations*. 6th edn. Berea, OH: Cicero Books. (Chapter 4)

Session 3: Approaching Global Markets (cont.)

Content:

- Working in international trade (student presentations on key jobs)
- Taking into account cultural differences in international business

Assignments:

- Read: Usunier, J.-C. and Lee, J.A. (2013) *Marketing across cultures*. 6th edn. Harlow, United Kingdom: Pearson. (Chapter 1)
- Group presentations on key jobs in international trade

Session 4: International Trade Logistics

Content:

- The international infrastructure and international means of transportation
- Warehousing, export packing, and palletization
- Legal forces

Assignments:

- Read: David, P.A. (2021) *International logistics: The management of international trade operations*. 6th edn. Berea, OH: Cicero Books. (Chapters 3 & 15)

Session 5: International Trade Logistics (cont.)

Content:

- First continuous assessment
- Invoicing and exchanging documents
- Incoterms and transportation issues

Assignments:

- Read: David, P.A. (2021) *International logistics: The management of international trade operations*. 6th edn. Berea, OH: Cicero Books. (Chapter 9)

Session 6: International Trade Logistics (cont.)

Content:

- Incoterms and transportation issues (cont.)
- Transportation insurances
- Case studies

Assignments:

- Read: David, P.A. (2021) *International logistics: The management of international trade operations*. 6th edn. Berea, OH: Cicero Books. (Chapter 6)

Session 7: Payment Issues and Risks

Content:

- International operation risk management
- Country risk (rating agencies)

Assignments:

- Read: David, P.A. (2021) *International logistics: The management of international trade operations*. 6th edn. Berea, OH: Cicero Books. (Chapter 8)

Session 8: Means of Payment

Content:

- Means and terms of payment
- Documentary credits (irrevocable & confirmed, transferable, back-to-back, red clause, revolving)
- Standby L/C

Assignments:

- Read: David, P.A. (2021) *International logistics: The management of international trade operations*. 6th edn. Berea, OH: Cicero Books. (Chapter 7)

Session 9: International Trade Case Studies

Content:

- Solving case studies in international operations

Session 10: EU Customs Presentation

Content:

- Customs nomenclature and customs regimes in the EU

Assignments:

- Read: David, P.A. (2021) *International logistics: The management of international trade operations*. 6th edn. Berea, OH: Cicero Books. (Chapter 21.3.2)
- Second continuous assessment

Session 11: EU Customs Presentation (cont.)

Content:

- EU customs documentation
- EU website presentation
- French customs website presentation

Assignments:

- Read: David, P.A. (2021) *International logistics: The management of international trade operations*. 6th edn. Berea, OH: Cicero Books. (Chapter 21.3)

Session 12: Conclusion

Content:

- Final case study
- Continuous assessment correction
- Conclusion and questions

Assignments:

- Check module for additional questions and explanations

KEY TEXTS

1. David, P.A. (2021) *International logistics: The management of international trade operations*. 6th edn. Berea, OH: Cicero Books.

SUPPLEMENTARY TEXTS

1. Usunier, J.-C. and Lee, J.A. (2013) *Marketing across cultures*. 6th edn. Harlow, United Kingdom: Pearson.
2. Albaum, G., Duerr, E. and Josiassen, A. (2016) *International marketing and export management*. 8th edn. Harlow, United Kingdom: Pearson.
3. Daniels, J.D., Radebaugh, L.H. and Sullivan, D.P. (2022) *International business: Environments and operations*. 16th edn. Harlow, United Kingdom: Pearson.

MODES OF ASSESSMENT

Continuous Assessment (40%)	Written exam	30%
	Group project (presentation)	10%
Final Exam (60%)	Written exam	

MODULE DESIGN TEAM

- Author: *Sadeque Hamdan*
- Reviewer: *Estelle Mouden*
- External Reviewer: *André Blackman*