


TRADE LEGISLATION

1. Competences	To manage products and services commercialization process from market diagnosis, sales strategies and administrative tools, in order to satisfy client needs, to contribute to competitiveness and corporation national and international positioning.
1. Term	Third
2. Theoretical hours	44
3. Practical hours	31
4. Total hours	75
5. Weekly hours	5
6. Objective	Students will distinguish structure and implementation of normativity in trade matter from their analysis to perform corporation commercial activities.

Learning Unit	Hours		
	Theoretical	Practical	Total
I. Trade Legislation	13	12	25
II. International trade generalities	13	7	20
III. International trade legal framework	18	12	30
Total	44	31	75


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Learning Units

1. Learning Unit	I. Trade legislation
2. Theoretical Hours	13
3. Practical Hours	12
4. Total	25
5. Objective	Students will distinguish commercial regulatory framework to carry out specific trade actions.


Topic	Knowledge	Skills	Values/ Behavior
Law classification	<p>To identify the concept of law, its classification and its importance.</p> <ul style="list-style-type: none"> - Public Law - Private Law - Social Law <p>To differentiate private international law and public International law terms.</p>		<p>Assertive Disciplined Critical Analytical Congruent Ethical</p>

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Topic	Knowledge	Skills	Values/ Behavior
Natural Persons and Business Entities Trade Actions	To identify natural persons and business entities features. To identify trade actions.		Assertive Disciplined Critical Analytical Congruent Ethical
Mercantile Companies	To define the concept or mercantile company. To identify the types of mercantile companies, their characteristics and legal constitution procedure: - Limited Company - Limited Partnership - Joint-Stock Limited company - General Partnership - Limited Liability Company - Cooperative Society - Joint-Stock Company		Assertive Disciplined Critical Analytical Congruent Ethical


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Topic	Knowledge	Skills	Values/ Behavior
Credit Instruments and Transactions	<p>To define the concept, kinds and characteristics of credit instruments and transactions:</p> <ul style="list-style-type: none"> -Types of bills of exchange -Promissory notes -Types of checks <p>To identify the types of endorsements:</p> <ul style="list-style-type: none"> -Procurement -Property -Guarantee or Pledge 	To request credit instruments and transactions according to their characteristics and endorsement.	<p>Assertive</p> <p>Disciplined</p> <p>Critical</p> <p>Analytical</p> <p>Congruent</p> <p>Ethical</p>
Commercial Contracts	<p>To define the concept of contract.</p> <p>To explain commercial and civil contracts.</p> <p>To identify commercial contracts, their characteristics and obligations of the parties:</p> <ul style="list-style-type: none"> - Commission - Deposit - Loan - Purchase-sale - Swap - Consignment - Land Transport 	To determine the elements in a commercial contract and the obligations of the parties.	<p>Assertive</p> <p>Disciplined</p> <p>Critical</p> <p>Analytical</p> <p>Congruent</p> <p>Ethical</p>

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TRADE LEGISLATION
ASSESSMENT PROCESS

Learning Outcome	Learning Process	Assessment Instruments
<p>To integrate a portfolio including:</p> <ul style="list-style-type: none"> - Summary table of law classification - Constitutive acts - Debenture bond - Commercial contract 	<ol style="list-style-type: none"> 1. To understand the concept of law and its classification. 2. To understand the trade actions applicable to natural persons and business entities. 3. To identify the characteristics and elements in mercantile companies. 4. To analyze elements of credit instruments, as well as their endorsement. 5. To identify characteristics of commercial contracts and obligations of the parties. 	<p>Portfolio of evidences</p> <p>Checklist</p>

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TRADE LEGISLATION

TEACHING-LEARNING PROCESS

Teaching Methodologies	Teaching Materials
Research tasks Collaborative teams Cases analysis	Board Printed material Internet PC Projector

TRAINING FACILITIES

Classroom	Languages Lab/Workshop	Corporation
X		


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Learning Units

1. Learning Unit	II. International trade generalities
2. Theoretical Hours	13
3. Practical Hours	7
4. Total	20
5. Objective	Students will identify the importance of international covenants, agreements and treaties to detect commercial opportunities.

Topic	Knowledge	Skills	Values/ Behavior
International trade fundamentals	<p>To define the concept of international trade.</p> <p>To understand the importance of international trade.</p> <p>To identify national government agencies governing trade:</p> <ul style="list-style-type: none"> - Secretaría de Hacienda y Crédito Público - Secretaría de Economía - Pro México - Finance institutions. <p>To identify international agencies governing trade:</p> <ul style="list-style-type: none"> - World Trade Organization - Customs World Organization - International Monetary Fund - World Bank 		Analytical Observer Critical Ethical Congruent Researcher Proactive


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Topic	Knowledge	Skills	Values/ Behavior
Trade covenants, agreements and treaties in Mexico	<p>To identify characteristics and purpose of trade covenants, agreements and treaties:</p> <ul style="list-style-type: none"> - Structure - Parts integrating them - Rights and obligations <p>To identify current covenants, agreements and treaties established in international trade according to Diario Oficial de la Federación.</p>	To detect business opportunities taking into consideration the covenants, agreements and treaties.	<p>Analytical</p> <p>Observer</p> <p>Critical</p> <p>Ethical</p> <p>Congruent</p> <p>Researcher</p> <p>Proactive</p>
International trade promoting programs	<p>To identify international trade promoting programs, deadlines and requirements:</p> <ul style="list-style-type: none"> - Federal - State 	To select international trade promoting programs.	<p>Analytical</p> <p>Observer</p> <p>Critical</p> <p>Ethical</p> <p>Congruent</p> <p>Researcher</p> <p>Proactive</p>

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ASSESSMENT PROCESS

Learning Outcome	Learning Process	Assessment Instruments
<p>To present a portfolio containing:</p> <ul style="list-style-type: none"> - Detection of business opportunity - Justification of selected country according to the covenant, agreement or treaty - National and international government instances handling the commercial need for exportation promoting programs. 	<ol style="list-style-type: none"> 1. To understand international trade and its importance. 2. To identify national and international instances regarding commerce. 3. To distinguish international covenants, agreements and treaties of Mexico with other countries and their characteristics. 4. To identify foreign trade promotion supporting programs requirements. 	<p>Portfolio of evidences</p> <p>Checklist</p>

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Learning Units

1. Learning Unit	III. International trade legal framework
2. Theoretical Hours	18
3. Practical Hours	12
4. Total	30
5. Objective	Students will distinguish normativity regarding international trade for its application in products marketing.

Topic	Knowledge	Skills	Values/ Behavior
Foreign Trade Law	<p>To identify current Foreign Trade Law general dispositions.</p> <p>To understand the importance of Foreign Trade Law use, its different cases and applications.</p>	To determine Foreign Trade Law application under given circumstances.	Analytical Observant Critical Ethical Congruent Teamwork Honest Responsible Proactive Researcher
Customs Law	<p>To identify current Customs Law general dispositions.</p> <p>To understand Customs Law application importance in different international trade operations.</p>	To determine Customs Law application of a product in given circumstances.	Analytical Observant Critical Ethical Congruent Teamwork Honest Responsible Proactive Researcher


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Topic	Knowledge	Skills	Values/ Behavior
Fiscal nature laws	To identify current fiscal laws applicable to international trade: - Código Fiscal de la Federación - Ley del Impuesto sobre la Renta - Ley del Impuesto al Valor Agregado - Ley de los Impuestos Generales de Importación y Exportación (LIGIE, by its initials in Spanish). To identify the types of taxes applicable to foreign trade.		Analytical Observant Critical Ethical Congruent Teamwork Honest Responsible Proactive Researcher
Tariff and non-tariff regulations and restrictions	To identify tariff and non-tariff regulations applicable to products according to their classification in LIGIE.		Analytical Observant Critical Ethical Congruent Teamwork Honest Responsible Proactive Researcher
National and International official standards applicable to foreign trade	To identify current national and International standards applicable to product to be imported or exported.		Analytical Observant Critical Ethical Congruent Teamwork Honest Responsible Proactive Researcher

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ASSESSMENT PROCESS

Learning Outcome	Learning Process	Assessment Instruments
<p>From a case, to write a report containing:</p> <p>a) Legal regulations regarding international trade</p> <p>b) Applicable legislation and its justification</p>	<p>1. To understand application framework of Foreign Trade Law.</p> <p>2. To understand application framework of Customs Law.</p> <p>3. To identify fiscal contributions applicable to foreign trade.</p> <p>4. To understand Mexican official standards applicable to foreign trade.</p>	<p>Report</p> <p>Checklist</p>

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TRAINING FACILITIES


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ABILITIES DERIVED FROM PROFESSIONAL COMPETENCIES TO WHICH THE SUBJECT CONTRIBUTES

Ability	Performance Criteria
To perform national and international market research through an analysis of environment and the use of quantitative and qualitative methods, for commercial decision making.	Students present a report of markets research including: <ul style="list-style-type: none"> - Executive overview - Research statement (problem, objective, hypothesis, research methodology, technical proposal, instrument for information gathering) - Data gathering and management - Results analysis and interpretation <ul style="list-style-type: none"> - Conclusions and recommendations.
To formulate national and international business ideas through business projects methodology, in order to harness detected opportunities.	Students present a draft at a profile level containing: <ul style="list-style-type: none"> Executive overview Definition of goods or service Market analysis Technical analysis: <ul style="list-style-type: none"> - Organizational - Legal - Production - Environmental impact Financial analysis Pre-feasibility analysis Conclusions


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BIBLIOGRAPHY

Author	Year	Title	City	Country	Editorial
Dávalos Mejía, Carlos Felipe	2012	<i>Títulos y Operaciones de Crédito</i>	México	México	Oxford University Press ISBN: 9786074262025
Maubert Viveros, Claudio	2013	<i>Comercio Internacional Aspectos Operativos, Administrativos y Financieros</i>	México	México	Trillas ISBN: 9786071723185
Jerez Riesco Jose Luis	2011	<i>Comercio Internacional</i>	México	México	Porrua ISBN: 9788473567916
Sariñana Olavarría, Enrique.	2013	<i>Derecho Mercantil</i>	México	México	Trillas ISBN: 9786071726094
Mangas López Víctor Eduardo	2013	<i>Introducción al Derecho Empresarial</i>	México	México	Trillas ISBN: 9786071715210
Does not apply	In force	Código de Comercio	México	México	Does not apply
Does not apply	In force	Código Fiscal de la Federación	México	México	Does not apply
Does not apply	In force	<i>Ley Aduanera</i>	México	México	Does not apply

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Does not apply	In force	<i>Ley de Comercio Exterior</i>	México	México	Does not apply
Does not apply	In force	<i>Ley de Impuesto Sobre la Renta</i>	México	México	Does not apply
Does not apply	In force	<i>Ley de Impuestos Generales de Importación y Exportación</i>	México	México	Does not apply
Does not apply	In force	<i>Ley General de Sociedades Mercantiles</i>	México	México	Does not apply
Does not apply	In force	<i>Ley de impuesto al Valor Agregado</i>	México	México	Does not apply
Does not apply	In force	<i>Reglas Generales y Criterios de Carácter General en materia de Comercio Exterior</i>	México	México	Does not apply

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