



ADVANCED TECHNICIAN IN INTERNATIONAL TRADE

Note: Some Training Units include free allocation hours. Each Training Centre may decide how to use them to provide the enterprises in the surrounding area the most suitable contents.
The Training Centres can extend one or more Learning Outcomes in the same Professional Module; they can extend one or more Training Units in the same Professional Module; they can create a new Training Unit in the same Professional Module or they can even create a new Professional Module.

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Professional Modules and training units

Professional Modules	Training Units
<p>Professional module 01: International Trade Administrative management Length: 231 hours Free allocation hours: 33 hours</p>	<p>UF 1: International organizations and international regulations. 33 hours UF 2: Exchanges between Member States of the European Union. 33 hours UF 3: Operations with third countries. 66 hours UF 4: Customs management: 66 hours</p>
<p>Professional module 02: International financing Length: 99 hours</p>	<p>UF 1: Tools for the exchange risk management. 33 hours UF 2: Foreign trade financing. 33 hours UF 3: Financing tools to support export. 33 hours</p>
<p>Professional module 03: International means of payment Length: 99 hours</p>	<p>UF 1: Selection and management of simple means of payment. 33 hours UF 2: Selection and management of documentary means of payment 66 hours</p>
<p>Professional module 04: Economic and financial company management Length: 132 hours Free allocation hours: 33 hours</p>	<p>UF 1: Entrepreneurship, setting up a business and investment and financing. 33 hours UF 2: Sale and purchase transactions and cash management. 33 hours UF 3: Accountancy and business taxes. 33 hours</p>
<p>Professional module 05: International transport of goods Length: 132 hours</p>	<p>UF 1: International terrestrial transport: road and railway. 66 hours UF 2: Maritime and air international transport. 66 hours</p>
<p>Professional module 06: Storage logistics Length: 132 hours Free allocation hours: 33 hours</p>	<p>UF 1: Legal framework and warehouse regulations in national and international trade. 33 hours UF 2: Organization of the areas and of the storage process. 33 hours UF 3: Management and supervision of stocks. 33 hours</p>
<p>Professional module 07: International marketing Length: 132 hours Free allocation hours: 33 hours</p>	<p>UF 1: Strategies of company internationalization. 45 hours UF 2: Operational marketing. 33 hours UF 3: International marketing plan. 21 hours</p>



Professional Modules	Training Units
Professional module 08: Market information system Length: 99 hours Free allocation hours: 33 hours	UF 1: Prospecting of international markets. 33 hours UF 2: Use of market prospecting. 33 hours
Professional module 09: International negotiation Length: 99 hours	UF 1: International contracting. 33 hours UF 2: Strategies of international negotiation. 66 hours
Professional module 10: International e-business Length: 66 hours Free allocation hours: None assigned	UF 1: Tools for international e-commerce. 45 hours UF 2: The international e-business marketing plan. 21 hours
Professional module 11: English Length: 132 hours Free allocation hours: None assigned	UF 1: Technical English. 132 hours
Professional module 12: Second foreign language Length: 132 hours	UF 1: Second foreign language. 132 hours
Professional module 13: Training and career guidance Length: 99 hours	UF 1: Incorporation to the labour market. 66 hours UF 2: Labour risk prevention. 33 hours
Professional module 14: International trade project Length: 66 hours	UF 1: International trade project. 66 hours



Description of professional modules and training units:

Professional module 01: International Trade Administrative management

UF 1: International organizations and international regulations.

Length: 33 hours

Learning outcomes

The learner is able to:

1. Determine organizations and institutions related to international trade *by analysing its main functions.*
2. Organise an efficient information system for administrative management operations in international sale and purchase *by using the appropriate information technology (IT) tools.*
3. Interpret the international commercial terms (INCOTERMS) *by analysing the official current regulations of the International Chamber of Commerce (ICC).*

UF 2: Exchanges between Member States of the European Union.

Length: 33 hours

Learning outcomes

The learner is able to:

1. Elaborate and manage the required documentation in the operations of the entry/dispatch of goods in the exchanges between Member States of the European Union *by interpreting the current regulations.*

UF 3: Operations with third countries

Length: 66 hours

Learning outcomes:

The learner is able to:

1. Establish and manage the administrative procedures in the import/export operations *by interpreting the current valid regulations.*
2. Recognise the different international trade barriers *by analysing the current valid regulations.*



UF 4: Customs management

Length: 66 hours

Learning outcomes

The learner is able to:

1. Elaborate and manage the required documentation for the operations of import/export of goods *by interpreting the current valid regulations.*

Professional module 02: International financing

UF 1: Tools for the exchange risk management.

Length: 33 hours

Learning outcomes

The learner is able to:

1. Analyse the functioning of the foreign exchange market and the variables that influence it, *by valuing the implications that the market behaviour may have in the international sale and purchase transactions.*
2. Characterize the management of system risk exchange, the interest rate risk and other risks associated to the international trade operations *by using in each case the most appropriate coverage mechanisms.*
3. Establish an efficient information system to provide support in the international financing operations *by using the appropriate Information Technologies (IT) tools.*

UF 2: Foreign trade financing.

Length: 33 hours

Learning outcomes

The learner is able to:

1. Determine the adequate financing method in the international sale and purchase transactions by analysing credit facilities *by taking into account the method of payment/collection by valuing the risks generated.*

UF 3: Financing tools to support export.

Length: 33 hours

Learning outcomes

The learner will be able to:



1. Manage to obtain financing with official support to export *by using the current valid regulations and elaborating the required documentation.*
2. Write the required documentation to participate in international tenders by interpreting the rules of the convener organisation.
3. Select the appropriate risk rate coverage in international sale transactions by evaluating the different export credit insurance policies.

Professional module 03: International means of payment

UF 1: Selection and management of simple means of payment

Length: 33 hours

Learning outcomes

The learner is able to:

1. Characterize several simple means of international payment/collection *by analysing the procedures, costs, and operations of each of them and the legal and economic effects of the current regulations.*
2. Manage the documentation to carry out simple international payment by analysing the deadlines and stipulated conditions, *by taking into account the digital systems through the Internet and ensuring the confidentiality and security of the transactions.*
3. Analyse the warranties and endorsements of the international simple means of payment/ collection *by adjusting to the current valid regulations.*

UF 2: Selection and management of documentary means of payment

Length: 66 hours

Learning outcomes

The learner is able to:

1. Characterize several documentary means of international payment *by analysing the procedures, costs, and operations of each of them and the legal and economic effects of the current valid regulations.*
2. Manage the documentation to carry out documentary international payment *by analysing the deadlines and stipulated conditions, by taking into account the digital systems through the Internet and ensuring the confidentiality and security of the transactions.*
3. Analyse the warranties and endorsements of the international documentary means of payment/collection *by adjusting to the current valid regulations.*



Professional module 04: Economic and financial company management

UF 1: Entrepreneurship, setting up a business and investment and financing

Length: 33 hours

Learning outcomes

The learner is able to:

1. Compile information about entrepreneurship initiatives and opportunities for setting up a business *by considering the impact on the area of activity and incorporating ethical values.*
2. Establish the legal form and the business responsibilities derived from a business activity *by adjusting to the current regulations.*
3. Organise the procedures to obtain the required resources to fund the investments and supplies *by assessing the different possible financing alternatives.*
4. Determine the profitability of the investments, and the solvency and efficiency of an enterprise, *by analysing the economic data and the available accounting information.*

UF 2: Sale and purchase transactions and cash management

Length: 33 hours

Learning outcomes

The learner is able to:

1. Determine the operations related to the ordinary expenses and the investments in fixed assets *by applying the valid trading and tax regulation.*
2. Elaborate and manage the commercial documentation related to the sales of products and provision of services *by applying the current valid regulation.*
3. Manage the cash and the financing needs *by interpreting the accounting data.*

UF 3: Accountancy and business taxes

Length: 33 hours

Learning outcomes

The learner is able to:

1. Interpret economic data and accounting information of the financial statements and reports of the enterprises *by recognizing the commercial regulations and the principles and rules of the General Accounting Plan for the Small Medium Enterprises (SMEs).*
2. Manage the tax proceeding of the company *by applying the current valid commercial regulations.*



Professional module 05: International transport of goods

UF 1: International terrestrial transport: road and railway.

Length: 66 hours

Learning outcomes

The learner is able to:

1. Determine the advantages and disadvantages of the different modes and means of terrestrial transport *by evaluating the different alternatives.*
2. Produce and fill in terrestrial transport contracts, *by recognising the duties of the parties and calculating the expenses.*
3. Manage the documentation of the international terrestrial transport operations *by analysing the requirements of each means of transport according to the dispatched goods.*
4. Determine the elements that guarantee the integrity and the circulation of goods in terrestrial transport *by identifying the usual risky situations.*
5. Sequence the usual phases of terrestrial transport and the possible incidents *by using the appropriate communication, management and supervision systems in each operation.*
6. Process the insurance of goods during terrestrial transport *by adjusting to the current valid regulations and to the conditions established in the international transaction contract.*
7. Select several modes and means of terrestrial transport as well as the optimal routes *by analysing the different alternatives.*

UF2: Maritime and air international transport.

Length: 66 hours

Learning outcomes

The learner is able to:

1. Determine the advantages and disadvantages of the different modes and means of maritime and air transport *by evaluating the different alternatives.*
2. Produce and fill in maritime and air transport contracts, by recognising the duties of the parties and calculating the expenses Contents:
3. Manage the documentation of the international maritime and air transport operations by analysing the requirements of each means of transport according to the dispatched goods.
2. Determine the elements that guarantee the integrity and the circulation of goods in maritime and air transport *by identifying the usual risky situations.*



3. Sequence the usual phases of maritime and air transport and the possible incidents *by using the appropriate communication, management and supervision systems in each operation.*
4. Process the insurance of goods during maritime and air transport *by adjusting to the current valid regulations and to the conditions established in the international transaction contract.*
5. Select several modes and means of maritime and air transport as well as the optimal routes *by analysing the different alternatives.*

Professional module 06: Storage logistics

UF 1: Legal framework and warehouse regulations in national and international trade.

Length: 33 hours

Learning outcomes and assessment criteria:

The learner is able to:

1. Identify the storage sets of rules in national and international trade and its rules *by recognizing the rules of the contracts of storage, warehouse, and the especial goods transport.*
2. Recognize the storehouse functions in the logistic chain, *by identifying the physical elements it is made up of and the security and hygiene rules.*

UF 2: Organization of the areas and of the storage process.

Length: 33 hours

Learning outcomes and assessment criteria:

The learner is able to:

1. Organize the storage process according to the type of activity and the goods volume *by optimizing the space, equipment and the manipulation time.*
2. Manage the goods reception, orders preparation (*picking*) and shipping, *by abiding to the established rules and procedures and by optimizing the time needed.*
3. Manage the operations subject to reverse logistic, *by determining the dealing of returned goods.*
4. Supervise the operative processes carried out in the storehouse *by suggesting improvement mechanisms of the service quality and training programmes.*

UF 3: Management and supervision of stocks.

Length: 33 hours

Learning outcomes and assessment criteria:

The learner is able to:



1. Design and manage the storehouse budget *by identifying deviations coming from the cost allocation*
2. Manage the storehouse stocks *by ensuring their supply and expedition.*

Professional module 07: International marketing

UF 1: Strategies of company internationalization. 45 hours

Length: 45 hours

Learning outcomes

The learner is able to:

1. Identify the export support mechanisms *by analysing the services available to companies.*
2. Carry out the foreign market selection and diagnostic analysis *by monitoring commercial studies and information.*
3. Determine the target market segments and the products positioning *by applying the selection and positioning criteria.*

UF 2: Operational marketing

Length: 33 hours

Learning outcomes

The learner is able to:

1. Determine the opportunity of launching a product in a foreign market *by evaluating the commercial characteristics and the lines and range of the products.*
2. Design price policies and commercial rates in a foreign market *by analysing the variables that make up and influence the product price.*
3. Select the most appropriate way of entering a foreign market *by analysing the factors that define the structure of the distribution channels in international markets.*
4. Determine the most adequate actions of commercial communication in order to enter a foreign market *by evaluating the possible alternatives of international communication and promotion.*

UF 3: International marketing plan.

Length: 21 hours

Learning outcomes

The learner is able to:

1. Develop an international marketing plan *by establishing objectives, strategies and actions to carry it out.*



Professional module 08: Market information system

UF 1: Prospecting of international markets.

Length: 33 hours

Learning outcomes

The learner is able to:

1. Carry out international market prospecting *by analysing the specific characteristics of each market.*
2. Organize the processes of international market research *by defining the objectives, the information sources, the methods and techniques in order to obtain the data and the necessary budget.*
3. Organize a marketing information system in order to take commercial decisions *by defining the information sources, procedures and data organization techniques.*

UF 2: Use of market prospecting.

Length: 33 hours

Learning outcomes

The learner is able to:

1. Exploit the data obtained in market prospecting and from the network of collaborators *by using indicators and information technology (IT) tools.*
2. Analyse and evaluate data obtained in the research with one's own or external means *by elaborating reports for decision making purposes.*

Professional module 09: International negotiation

UF 1: International contracting.

Length: 33 hours

Learning outcomes and assessment criteria:

The learner is able to:

1. Interpret the rules and usual uses that abide international contracts *by analysing their repercussion in international trade operations.*
2. Design international contracts *by incorporating the agreements in the negotiation processes and applying the international rules, uses and customs.*
3. Plan the development and control process of the International contract agreements *by obtaining information from the agents involved.*



UF 2: Strategies of international negotiation.

Length: 66 hours

Learning outcomes and assessment criteria:

The learner is able to:

1. Select the possible suppliers, *by using the available sources of information and analysing their commercial conditions.*
2. Establish communication processes with International customers and suppliers according to business protocols and the country customs *by using suitable means and systems.*
3. Design negotiation processes with customers and /or suppliers *by suggesting the most advantageous terms for the organization.*

Professional module 10: International e-business

F 1: Tools for international e-commerce.

Length: 45 hours

Learning outcomes

The learner will be able to:

1. Carry out the required basic tasks to use the Internet *by using it as an international channel of company promotion.*
2. Manage different Internet services and protocols *by using email and data transfer programs, among others.*
3. Determine the strategy to interact with other Internet users *by using specific programs, international forums and social networks in business.*
4. Define the e-commerce policy of the company *by establishing the required actions to carry out online international sales in English.*
5. Carry out the electronic invoicing and other administrative tasks specific of international trade *by using online specific software and English, when necessary.*

UF 2: The international e-business marketing plan.

Length: 21 hours

Learning outcomes

The learner will be able to:

1. Design the digital marketing strategic plan of the company in the Internet *by making a diagnosis and analysing the market.*



2. Design the digital marketing strategic plan of the company in the Internet in English *by drawing potential customers and, eventually, turn them into business.*

Professional module 11: English

UF 1: Technical English.

Length: 132 hours

Learning outcomes

The learner is able to:

1. Recognize professional and everyday information related to international trade included in all types of oral discourses conveyed through any means of communication in standard language, *by understanding the message thorough.*
2. Interpret professional information from complex written texts related to international trade, *by analysing their contents comprehensively.*
3. Give clear and well-structured oral messages that are usual in international trade contexts *by analysing the content of the situation and adapting to the listener's linguistic register.*
4. Write documents and reports related to his professional life or his ordinary life *by using registers suitable to each situation.*
5. Have professional attitudes and behaviours in communicative situations *by following international conventions.*

Professional module 12: Second Foreign Language

UF 1: Second Foreign Language.

Length: 132 hours

Learning outcomes

The learner is able to:

1. Recognise professional and everyday information related to international trade conveyed in clear and basic oral discourses in standard language *by identifying the global content of the message.*
2. Interpret professional information from basic written texts related to international trade *by analysing their contents comprehensively.*
3. Give basic clear and well-structured messages that are usual in international trade contexts, *by using appropriate registers in each situation.*
4. Write documents and basic reports in standard language related his professional life or his ordinary life *by using registers suitable to each situation.*



5. Have professional attitudes and behaviours in communicative situations *by following international conventions.*

Professional module 14: International trade project

UF 1: International trade project.

Length: 66 hours

Learning outcomes

The learner will be able to:

1. Analyse the export requirements of a product or service *by relating them to the feasible export or export-import projects.*
2. Design an export project (or export-import) of a product or service *by developing the different phases that make up the project.*
3. Plan and manage the execution of the export (or export-import) project *by determining the intervention plan and the corresponding documentation.*
4. Define the procedures for the monitoring and control of the export execution (or export-import) project *by justifying the selection of variables and the instruments used.*

Description of professional modules, training units evaluation criteria and contents:

Professional module 01: International Trade Administrative management

UF 1: International organizations and international regulations.

Length: 33 hours

Learning outcomes

The learner is able to:

1. Determine organizations and institutions related to international trade *by analysing its main functions.*
 - 1.1. Analyse the structure of the balance of payments according to the different balance sheets included.
 - 1.2. Classify the functions of the main international organisations and economic institutions.
 - 1.3. Analyse the process of international economic integration according to the different integration levels.
 - 1.4. Analyse the process of European economic integration and its impact on Community trade.



- 1.5. Identify the different Community institutions, their main functions and competences.
 - 1.6. Analyse the Community legal framework and identify the regulations that have an impact on commercial exchange.
 - 1.7. Identify the functioning of the European Union as a Single Market.
 - 1.8. Recognise the common policies of the European Union.
2. Organise an efficient information system for administrative management operations in international sale and purchase *by using the appropriate information technology (IT) tools*.
- 2.1. Use database for the administrative management of international trade operations.
 - 2.2. Develop and update the information usually requested by the customer or supplier in international sale and purchase operations.
 - 2.3. Maintain and update the customers and suppliers' database.
 - 2.4. Prepare reports about customers and suppliers on the basis of the available databases.
 - 2.5. Apply the legal and fiscal regulations of the destination country of the goods to be exported.
 - 2.6. Process and adequately file the information generated in the purchase and sales international operations in order to use them in subsequent future operations.
3. Interpret the international commercial terms (INCOTERMS) *by analysing the official current regulations of the International Chamber of Commerce (ICC)*.
- 3.1. Identify the aspects that regulate incoterms.
 - 3.2. Recognise the terminology used in incoterms, in both official languages and in English.
 - 3.3. Assess the risks and costs related to the expedition of goods.
 - 3.4. Describe the possible ways of delivering the goods, by taking into account the risks and costs transmission.
 - 3.5. Relate the types of incoterms with the obligations associated to each of the parties.
 - 3.6. Recognise the obligations of sellers and buyers in each incoterm.
 - 3.7. Select the adequate incoterms according to the means of transport used.
 - 3.8. Identify the documentary obligations of each of the parties.

Contents:

1. Organizations and institutions related to international trade.
 - 1.1. Trade policies. Protectionism and free trade.



- 1.2. Balance of payments. Concept and structure.
 - 1.3. World Trade Organization. Background and functions.
 - 1.4. International economic organizations: Organization for Economic Cooperation and Development (OECD), International Monetary Fund and World Bank.
 - 1.5. Other international organizations that affect trade.
 - 1.6. Economic integration processes. Levels and integration phases. International economic integrations.
 - 1.7. European integration. Process and construction phases. Common policies: agricultural and budgetary. European Union Institutions. European Union legal framework.
2. Information system organization applied to the international trade administrative management:
- 2.1. International trade information sources. Identification of organizations and institutions that provide information.
 - 2.1. Foreign Trade Institute. Database.
 - 2.2. International Chamber of Commerce. Database.
 - 2.3. Obtaining information through internet.
 - 2.4. Database use and management of customers and suppliers
 - 2.5. Communication systems with customers and suppliers. Documentation archiving system generated in international trade operations.
 - 2.6. Use and updating of the customers and suppliers database which contain information of international trade operations.
3. Interpretation of the conditions of international delivery (incoterms):
- 3.1. Concept and purpose.
 - 3.2. General characteristics according to the incoterm groups. Contractual obligations of each incoterm.
 - 3.3. Incoterms according to the types of transport.
 - 3.4. Costs, risks and documentary obligations in each incoterm.



UF 2: Exchanges between Member States of the European Union.

Length: 33 hours

Learning outcomes

The learner is able to:

1. Elaborate and manage the required documentation in the operations of the entry/dispatch of goods in the exchanges between Member States of the European Union *by interpreting the current regulations.*

- 1.1. Recognise the concepts of intra-Community entry and dispatch.
- 1.2. Analyse the functioning of the free movement of goods inside the European Union.
- 1.3. Recognise the harmonised commodity description and coding system and the coding system applied by the European Union.
- 1.4. Identify the documents required in the entry/dispatch operations and the procedures for their processing and management.
- 1.5. Prepare the commercial documents required in intra-Community purchase and sale operations, by using computer applications and the required language.
- 1.6. Control and supervise the administrative and commercial documentation corresponding to the intra-Community entry and dispatch operations.
- 1.7. Identify and manage the necessary formalities for the intra-Community entry and dispatch operations.
- 1.8. Analyse the statistical declaration system of the intra-Community operations (INTRASTAT).
- 1.9. Determine the taxes and other fees that levy intra-Community commercial operations.
- 1.10. Formalise the statistical and fiscal models associated to intra-Community operations, according to the offline and online models.
- 1.11. Supervise the commercial and administrative documentation corresponding to an intra-Community operation, by verifying the conditions agreed in the contract.

Contents:

1. Elaboration and management of the entry /dispatch of goods documentation:
 - 1.1. Free movement of goods within the Single Market.
 - 1.2. Harmonised commodity description and coding system.
 - 1.3. European Union combined nomenclature.



1.4. Commercial documentation: order, proforma invoice, commercial invoice and packing list, transport documents for each means of transport.

1.5. Intra-Community entry and dispatch operations: administrative documentation and commercial documentation. Documentation control indicators: form and content.

1.6. Statistical declaration of intra-Community transactions (INTRASTAT). Types of declarations. Elaboration and submission of declarations.

2. Value Added Tax (VAT)

2.1. Transitional VAT: VAT exemption in expeditions. VAT taxation in intra-Community acquisitions.

2.2. VAT and service provision.

UF 3: Operations with third countries

Length: 66 hours

Learning outcomes:

The learner is able to:

1. Establish and manage the administrative procedures in the import/export operations *by interpreting the current valid regulations*.
 - 1.1. Recognise the import and export concepts.
 - 1.2. Differentiate the goods origin and provenance.
 - 1.3. Analyse the criteria that determine the origin of goods.
 - 1.4. Determine the origin of goods according to the European Union trade agreements.
 - 1.5. Determine the documentation required for the origin of the goods accreditation.
 - 1.6. Recognise the situations in which the documents of certification of origin are not required.
 - 1.7. Distinguish the operations that do not generate change of origin.
 - 1.8. Identify the organisations involved in import/export operations.
 - 1.9. Prepare and fill in the documents required in import/export operations.
 - 1.10. Control and supervise the administrative and commercial documentation corresponding to export/import operations.
 - 1.11. Recognise the procedures for the processing and management of the import/export operations documentation.
2. Recognise the different international trade barriers *by analysing the current valid regulations*.



- 2.1. Analyse the tariff barriers to goods import and other measures of equivalent effect.
- 2.2. Recognise the main instruments of quantitative nature commercial protection that limit or restrict goods importation.
- 2.3. Analyse the customs tariff function as a protection instrument and its impact over international trade.
- 2.4. Apply the goods tariff classification according to the current regulations.
- 2.5. Characterize the common customs tariff according to the different preferential and non-preferential types and agreements.
- 2.6. Identify the defence measures of international competition applicable in the World Trade Organisation framework (WTO).
- 2.7. Interpret the safeguard clauses and the surveillance measures, by analysing the cases in which its application to the European Union (EU) is relevant.
- 2.8. Distinguish the main technical and administrative trade barriers.
- 2.9. Distinguish the different types of import and export trade regimes and their constraints, if any.
- 2.10. Identify the bodies and entities which issue certificates related to foreign trade operations and recognise the procedure to obtain them

Contents:

1. Establishment and management of administrative procedures in import/export operations:
 - 1.1. Origin of the goods. Community and non-Community status.
 - 1.2. Origin of goods. Preferential and non-preferential origin.
 - 1.3. Proof of origin. Certificate and documents of origin for export and import.
 - 1.4. Approved exporter and invoice declaration.
 - 1.5. Determination criteria of the origin of goods according to preferential or non-preferential origin.
 - 1.6. Operation that do not generate change of origin and neutral elements.
 - 1.7. Import and export operations: administrative and commercial documentation. Documentation control indicators: form and content.
2. Identification of the different international trade barriers:
 - 2.1. Tariff barriers to the import of goods: customs tariff and measures of equivalent effect.
 - 2.2. Integrated Tariff of The European Communities (TARIC): structure and content. Binding tariff information.



- 2.3. Rates: specific rights, ad valorem, mixed, fixed and compound.
- 2.4. Measures of tariff policy: duty reliefs, tariff suspensions and quotas. Other measures.
- 2.5. Non-tariff barriers. Quantitative restrictions on imports.
- 2.6. Defence of competition measures: anti-dumping duties and countervailing or anti-subsidy duties. Safeguard measures.
- 2.7. Standardisation, type-approval and quality control certificates, health, phytosanitary and veterinary certificates, Official inspection service certificates, Export Regulation and Monitoring (SOIVRE) certificates and Convention on International Trade in Endangered Species of Wild Fauna and Flora (CITES) certificates, among others.
- 2.8. Import and export trading regime. Authorisation regime. Surveillance regime. Certification scheme..

UF 4: Customs management

Length: 66 hours

Learning outcomes

The learner is able to:

1. Elaborate and manage the required documentation for the operations of import/export of goods *by interpreting the current valid regulations*.
 - 1.1. Determine the required documentation in import/export operations.
 - 1.2. Interpret the clauses included in international sale and purchase contracts.
 - 1.3. Compile the commercial, transport and insurance documents required in international sale and purchase operations, by using computer applications and the language required.
 - 1.4. Supervise the commercial and administrative documentation corresponding to an international commercial operation, by checking the conditions agreed in the contract.
 - 1.5. Recognise the customs management administrative processes.
 - 1.6. Determine the customs value of different goods.
 - 1.7. Determine the taxes and other fees that levy the international trade operations integrated in the customs debt
 - 1.8. Fill in customs management documents of different international sale and purchase operations.
 - 1.9. Distinguish the customs management operations related to the different customs regimes.
 - 1.10. Use the administrative management software package to obtain the necessary documentation for international sale and purchase operations.



Contents:

1. Elaboration and management of the documentation related to the goods export/import operations:
 - 1.1. Customs: functions. Community Customs Code.
 - 1.2. Export. Office of export and customs office of exit. Sample shipping. Temporary export.
 - 1.3. Import. Free circulation and/or release for consumption import clearance
 - 1.4. Criteria for the determination of the customs value of goods. Declaration of customs value.
 - 1.5. Customs tax system on foreign trade. VAT and excise taxes (IIEE).
 - 1.6. Customs management procedure. Product presentation. Summary declaration. Submission of the export/import declaration: the Single Administrative Document (SAD) and other accompanying documents.
 - 1.7. Acceptance of declaration and debt contracting. Guarantee and payment of the debt.
 - 1.8. Computer application for the administrative and customs management of import/export operations.
 - 1.9. Customs regimes: transit procedure, temporary import, inward processing, processing under customs control, outward processing, customs warehousing procedure.
 - 1.10. Other customs destinations: re-export, free zones and free warehouses, neglect and destruction under customs control

Professional module 02: International financing

UF 1: Tools for the exchange risk management.

Length: 33 hours

Learning outcomes

The learner is able to:

1. Analyse the functioning of the foreign exchange market and the variables that influence it, *by valuing the implications that the market behaviour may have in the international sale and purchase transactions.*
 - 1.1 Describes the functioning of the financial system and of the foreign exchange market, its elements, the variables that influence it and the determination of the price or the foreign exchange rate types.
 - 1.2. Identifies and interprets the regulations that rule the functioning of the foreign exchange market.
 - 1.3. Recognises the Euromarket fundamental characteristics and the activity segments in which it operates.



- 1.4. Differentiates the foreign exchange market, distinguishing between spot and forward exchange rate types.
 - 1.5. Identifies the variables that affect the fluctuations of the different currency exchange types.
 - 1.6. Obtains and analyses information about the exchange market, by interpreting and using the specific terminology.
 - 1.7. Evaluates the implications that the exchange and interest rate types fluctuations may have on the international trade operations
2. Characterize the management of system risk exchange, the interest rate risk and other risks associated to the international trade operations *by using in each case the most appropriate coverage mechanisms.*
- 2.1 Determines the risks and costs generated when implementing the payment/collection and financing of the international trade operations in a specific currency, as a consequence of the fluctuations in the exchange types and in the currency interest types.
 - 2.2. Assesses the advantages of the exchange insurance as a form of coverage of a currency exchange risk and calculates its cost using the adequate computer application.
 - 2.3. Evaluates other forms of exchange risk coverage, by analyzing its advantages and disadvantages and calculating the financial costs by means of the adequate computer application.
 - 2.4. Assesses different forms of interest rate risk coverage, analysing its advantages and disadvantages and calculating the financial costs by means of the adequate computer application.
 - 2.5 Establishes de procedure, the documentation and the formalities to be done to contract with the financial entity, in time and in due form, the most favourable risk coverage for the company.
 - 2.6. Describes the use of the international data exchange systems, such as *Society for Worldwide Interbank Financial Telecommunication (SWIFT)*, *Electronic Data Interchange (EDI)* and others, in order to make communications related ton financial documentation most effective and safe.
 - 2.7. Uses computer tools for the processing and integrated exchange risk management, in accordance with the necessities of the company.
3. Establish an efficient information system to provide support in the international financing operations *by using the appropriate Information Technologies (IT) tools.*
- 3.1. Identifies the main sources that can provide the information required in the international financial operations.
 - 3.2 Obtains information through the web sites of the different organizations and elaborates a database to support the different international trade operations as well as their financing.
 - 3.3. Determines the system and the archive techniques for the organization of the information and documentation generated in the international financial operations.
 - 3.4. Identifies the competent organizations and entities for the export assistance and subsidies applications



3.5. Classifies the primary sources of bank financing, both at multinational, regional and state level and the secondary sources of financing of exports and imports.

3.5. Conducts the maintenance of the financial entities database, of the potential clients and suppliers and elaborates reports using the said database.

Contents:

1. Analysis of the operation of the foreign exchange market:
 - 1.1. The international financial system and the international financial Organizations
 - 1.1.1. The Euromarkets
 - 1.1.2. The European Monetary System and the Monetary Union: European Monetary institutions, the European Central Bank. The system of European central banks.
 - 1.1.3. Structure of the *Foreign Exchange* (FOREX) market:
 - 1.1.3.1. Organizations and entities that take part in the foreign exchange market
 - 1.1.3.2. Market regulatory policy
 - 1.1.3.3. Types of transactions to the FOREX market.
 - 1.2. Operation of the foreign exchange market
 - 1.3. The convertible and non-convertible foreign currency
 - 1.3.1. The foreign currency supply and demand.
 - 1.3.2. The price or exchange rate: bid or ask rate
 - 1.3.3. Variables that influence in the fluctuation of a foreign currency exchange rate
 - 1.3.3.4. Foreign currency exchange and interest rates.
2. Management and coverage of the exchange, interest and other risks in the export and import operations.
 - 2.1. Risks in international trade
 - 2.1.1. Trade risks: Management and coverage
 - 2.1.2..Country or political risk: Management and coverage
 - 2.1.3. Legal risk coverage
 - 2.1.4. Financial risk and foreign currency exchange risk: Factors and hedge mechanisms
 - 2.2. Strategies of risk management



2.2.1. Exchange risk coverage mechanisms. Exchange insurance. Foreign currency options. Foreign currency accounts as a tool of exchange risk coverage. Foreign currency futures. Other mechanisms.

2.2.2. Interest rate coverage mechanisms.

2.2.3. Calculation of the financial costs of the exchange and interest risks coverage by using the appropriate computer tools.

3. Organization of the information and documentation related to the international financing operations.

3.1. Organizations and entities that provide information related to international financing.

3.2. Collection of information through the web sites of the different organizations that facilitate financial support, assistance or subsidies to exportation and international sales.

3.3. Organization of the information and documentation related to international financing operations

3.4. Primary and secondary financing sources.

3.5. Elaboration of a database of the organizations that provide financial support, assistance or subsidies to exportation and international sales.

3.6. Elaboration and maintenance of financial entities databases and of the data related to international financing products and services

UF 2: Foreign trade financing.

Length: 33 hours

Learning outcomes

The learner is able to:

1. Determine the adequate financing method in the international sale and purchase transactions by analysing credit facilities by taking into account the method of payment/collection by valuing the risks generated.

1.1. Evaluate the different financial methods of importation, by analyzing their advantages and disadvantages (pros and cons) and by determining in each case the risks and financial costs generated.

1.2. Differentiate the different credit modalities that can be used in an export operation or in an international sale, in the same currency as the one used in the invoicing or in a different currency, calculating in each case, the risks and financial costs generated.

1.3. Characterize other forms of export and international projects financing, such as factoring, forfeiting, leasing and project finance, among others.

1.4. Interpret the main uniform commercial uses and practices in operations of international credit.



- 1.5. Manage the necessary documentation in order to obtain credits linked to the import/export operations of products and/or services.
- 1.6. Calculate the financial costs and elaborate a loan amortization table, by using the adequate computer tool.
- 1.7. Differentiate import/export financing primary sources from secondary sources and calculate the costs.
- 1.8. Use the English terminology which is common in foreign trade financing operations.

Contents:

1. Determination of the payment method in the international sale and purchase operations.
 - 1.1. Import financing and international purchases
 - 1.1.1. Financing in one's own currency
 - 1.1.2. Financing in different currencies
 - 1.1.3. Calculation of the financing cost according to the currency chosen.
 - 1.2. Financing of exports, sales and international projects.
 - 1.2.1. Calculation of the financing cost according to the currency chosen.
 - 1.3. Credits international management
 - 1.3.1. Export credit
 - 1.3.2. Export credit insurances
 - 1.3.3. Buyer credit
 - 1.3.4. Government loans and institutional loans.
 - 1.3.5. Factoring
 - 1.3.6. Confirming
 - 1.3.7. Forfeiting
 - 1.3.8. Financing project
 - 1.4. Loan financing calculation
 - 1.5. Leasing
 - 1.6. Other financing methods



1.7. Secondary market of international trade financing operations: Sale and purchase of documentary credits.

1.8. Calculation of the financing costs and repayment instalments elaborating the amortization table of the loan, leasing or any other by means of a spreadsheet.

1.9. Specific terminology in English for the international trade financing management

UF 3: Financing tools to support export.

Length: 33 hours

Learning outcomes

The learner will be able to:

1. Manage to obtain financing with official support to export by using the current valid regulations and elaborating the required documentation.
 - 1.1. Interpret and analyze the regulations governing the official credits for exportation
 - 1.2. Evaluate the different modalities of official credit for exportation, taking into account the destination country, the financing goods and services and the requisites demanded, and that the most convenient has been selected.
 - 1.3. Elaborate the documentation which is required for the application of an official credit
 - 1.4. Do the appropriate calculations for the interests' adjustments in accordance with the established in the Reciprocal Interest Adjustment Contract (CAR), by using the spreadsheet.
 - 1.5. Differentiate the different credit types of the Development Aid Fund (FAD credits), their requisites and award criteria and the documentation that must be submitted in the application.
 - 1.6. Identify the competent organizations and institutions to request aids and subsidies for exportation.
2. Write the required documentation to participate in international tenders *by interpreting the rules of the convener organisation*.
 - 2.1. Interpret the rules and regulations of the international financing organizations that regulate the tenders and competitions of international projects
 - 2.2. Identify the organizations and institutions that call for projects, both international and European, national, regional and local.
 - 2.3. Monitor the projects allocation procedure, analyzing the requisites required and the different phases of the process.
 - 2.4. Identify the securities, endorsements and guarantees required to participate in an international tender or competition.



- 2.5. Identify the organizations that provide financing to take part in an international competition or tender
- 2.6. Fill the bid form and prepares the technical and administrative documentation required to take part in an international tender or competition.
3. Select the appropriate risk rate coverage in international sale transactions *by evaluating the different export credit insurance policies.*
 - 3.1 Identify the most common risks in international trade operations.
 - 3.2. Identify the main public and private mechanisms for risks coverage in international operations.
 - 3.3. Characterize the export credit insurance contract, by analyzing the insurable operations, the premium and the entities involved in the contract.
 - 3.4. Describe the functions and competences of the Spanish Company for Export Credit Insurance (CESCE) and other companies that insure international trade economic and financial risks.
 - 3.5. Evaluate the different modalities of export credit insurance policies, by analyzing the conditions, the risks covered, the scope of application and the cost of the premium.
 - 3.6. Prepare the documentation required for the management and contracting of an insurance policy of economic and financial risks and country risk in international trade
 - 3.7. Establish the action procedure in the event of an accident and the compensation for damages.

Contents:

1. Credit management with official support to exportation
 - 1.1. Legal framework: Organization for Economic Cooperation and Development (OCDE).
 - 1.2. Financing sources of exportations with official support
 - 1.3. Organizations involved: Official Credit Institute (ICO), Spanish Company for Export Credit Insurance (CESCE) and others.
 - 1.4. National supplier-export credit: Operation
 - 1.5. Foreign buyer credit: individual credit or credit line. Operation
 - 1.6. Basic requisites and conditions of the official support credit: sectors and goods.
 - 1.7. Reciprocal Interest Adjustment Agreement (CARI). Calculation procedures.
 - 1.8. Development Aid Funds (FAD credits). Conditions and requisites. Credit types.
 - 1.9. Use of the spreadsheet and of the adequate computer application in order to obtain the financial maximum base o a specific investment.



- 1.10. Uniform rules of the International Chamber of Commerce (CCI) and other international applicable regulation.
2. Elaboration of the necessary documentation to take part in international tenders and competitions
 - 2.1. Rules and regulations of the World Bank tender. Rules from other international organizations.
 - 2.2. Institutions and organizations that call for projects. Objectives
 - 2.3. Project allocation procedure. Phases of the process.
 - 2.4. Documentation to be presented in a competition or tender. Technical and administrative documentation
 - 2.5. Securities and guarantees.
 - 2.6. Participation of Spanish companies in international projects. Support instruments and foreign promotion. Public organizations. Private entities.
3. Selection of the adequate coverage for risks in sale operations:
 - 3.1. Risks in international trade operations
 - 3.2. The export credit insurance contract.
 - 3.3. The Spanish Company for Export Credit Insurance (CESCE). Types of policies.
 - 3.4. Other export credit insurance companies
 - 3.5. Policies modalities for short-term exports.
 - 3.6. Types of policies for short and long-term international sales
 - 3.7. Credit insurance contracting process
 - 3.8. Damage claims procedure and damage compensations

Professional module 03: International means of payment

UF 1: Selection and management of simple means of payment

Length: 33 hours

Learning outcomes

The learner is able to:

1. Characterize several simple means of international payment/collection by analysing the procedures, costs, and operations of each of them and the legal and economic effects of the current regulations.



- 1.1. Identify the national and international current regulations that regulate the international simple means of payment.
 - 1.2. Analyze the economic and legal effects of the international agreements that regulate the simple means of payment.
 - 1.3. Interpret the regulating rules of the simple means of payment, through internet.
 - 1.4. Define the different international simple means of payment, the function, the parties' responsibilities, the formal conditions and select the most adequate method of payment.
 - 1.5. Describe the operational circuits of personal and bank cheques, bills of exchange, simple payment orders, and simple remittances as international simple means of payment.
 - 1.6. Analyze the advantages and disadvantages, by calculating their management resulting costs.
 - 1.7. Determine the legal obligations of the financing, insurance and transport entities associated to the international operation and ensure collection and payment.
2. Manage the documentation to carry out simple international payment by analysing the deadlines and stipulated conditions, *by taking into account the digital systems through the Internet and ensuring the confidentiality and security of the transactions.*
- 2.1. Determine the solvency, default risk and other financing circumstances in international trade operations.
 - 2.2. Identify the necessary documents to carry out the collection and payment of a simple international trade operation.
 - 2.3. Fill the corresponding documents to carry out the collection and payment of a simple international trade operation.
 - 2.4. Verify the base document that represents each international means of payment.
 - 2.5. Identify the delays or defaults causes associated to the different means of payment in international trade operations.
 - 2.6. Calculate the financial and non-financial costs due to a delay or default of an international trade operation.
 - 2.7. Use digital or conventional investigation techniques to obtain information.
 - 2.8. Identify through internet the different ways of operating of the international means of payment.
 - 2.9. Use digital certification systems that guarantee confidentiality and ensure international collection and payment operations done through internet.
 - 2.10. Carry out the administrative formalities related to the protest of unpaid bills associated to international trade operations.



3. Analyse the warranties and endorsements of the international simple means of payment/ collection *by adjusting to the current valid regulations.*

- 3.1. Identify the inherent risks to international contractual operations
- 3.2. Define the concepts of real and personal guarantee.
- 3.3. Differentiate the main real guarantees used in banking practice.
- 3.4. Classify the guarantees on the basis of its relation to the obligation.
- 3.5. Evaluates the advantages and disadvantages of each modality of payment depending on the guarantees required.
- 3.6. Compiles the documentation related to the issuance, modification and cancellation of guarantees and endorsements.

Contents:

1. Definition of the international simple means of collection and payment.

1.1. Definition, type, functioning, applicable cost:

- 1.1.1. The personal cheque and the banking cheque
- 1.1.2. Bills of exchange
- 1.1.3. Foreign bank accounts
- 1.1.4. Bank notes
- 1.1.5. The simple payment order
- 1.1.6. The clean remittance
- 1.1.8. Other international payment and collection means
- 1.1.9. Interpretation of the governing regulation of the international means of payment.
- 1.1.10. Uniform Law of Geneva about cheques, bills of exchange and the payment orders.
- 1.1.11. Current regulation about capital movements.

2. Management of the necessary documentation for international collection and payment:

2.1. Financial documents.

2.2.1. Foreign bills: taxation

2.2. Dunning:

2.2.1. Dunning procedures.



2.2.2. Unpaid bills protest.

2.2.3. Calculation of the costs derived of outstanding receivables.

2.3. Identify the means of collection and payment through internet and other digital systems.

2.3.1. Computer tools for the preparation and analysis of the international means of payment.

2.3.2. Internet payment tools: digital certificates, data exchange systems, SWIFT, EDI, among others.

3. Analysis of the international guarantees and endorsements of the simple means of payment and collection.

3.1. The risk in international trade: political and commercial

3.2. Types of the guarantees: personal and real

3.3. Types of endorsements

3.4. Analysis of the guarantee or endorsement costs.

UF 2: Selection and management of documentary means of payment

Length: 66 hours

Learning outcomes

The learner is able to:

1. Characterize several documentary means of international payment by analysing the procedures, costs, and operations of each of them and the legal and economic effects of the current valid regulations.

1.1. Identify the current national and international regulations that govern the international documentary means of payment.

1.2. Analyze the legal and economic effects of the international conventions that regulate the documentary means of payment.

1.3. Interpret the governing regulation of the international documentary means of payment through internet.

1.4. Identify the documentary credit as a means of collection and payment and describe its operation.

1.5. Classify the different international documentary means of payment.

1.6. Identify the types of documentary credits, by describing its issuing procedures.

1.7. Identify the documentary remittances as a means of international payment and describe its operation.



- 1.8. Identify the documentary payment orders as a means of international payment and describe its operation.
 - 1.9. Analyze the advantages and disadvantages of the different means of international documentary payment, calculating the costs derived of their management.
 - 1.10. Identify the main legal obligations of the financial, insurance and transport entities associated to the international operation, ensuring collection or payment.
2. Manage the documentation to carry out documentary international payment by analysing the deadlines and stipulated conditions, by taking into account the digital systems through the Internet and ensuring the confidentiality and security of the transactions.
- 2.1. Determine the client and country solvency, the default risk and other financial circumstances in international trade operations.
 - 2.2. Identify the financial and commercial documents necessary to carry out collection or payment of an international trade operation.
 - 2.3. Determine the documentation required in each means of payment to proceed with the collection/payment of an international trade operation.
 - 2.4. Identify and prepare the base document for each means of payment.
 - 2.5. Identify the causes and delays of defaults associated to the different means of payment in international trade operations.
 - 2.6. Calculate the financial and non-financial costs due to the delay or default of an international trade operation.
 - 2.7. Use telematic or conventional research techniques to obtain information.
 - 2.8. Identify through internet, the different operational means of international payment.
 - 2.9. Use systems of digital certification that guarantee confidentiality and ensure international collection or payment operations done through internet.
 - 2.10. Carry out the administrative procedures related to the protest of defaults associated to international trade operations.
3. Analyse the warranties and endorsements of the international documentary means of payment/collection *by adjusting to the current valid regulations*.
- 3.1. Identify the inherent risks to international contractual operations.
 - 3.2. Define the concepts of real and personal guarantee.
 - 3.3. Differentiate the main real guarantees used in banking practice.
 - 3.4. Classify the guarantees according to their relation to obligation



3.5. Interpret the customs and practices related to banking guarantees.

3.6. Evaluates the advantages and disadvantages of each type of payment, according to the guarantees required.

3.7. Prepare the documentation related to the issuing, modification and cancellation of the guarantees and endorsements.

Contents:

1. Characterization of the international documentary means of collection and payment.

1.1. Definition, type and operation, applicable cost to:

1.1.1. The documentary credit

1.1.2. The commercial credit letter.

1.1.3. The documentary remittance

1.1.4. The documentary payment order.

1.1.5. Other forms of international payment or collection: export billing, leasing, among others.

1.2. Identification of the governing regulation of the documentary means of payment.

1.2.1. Uniform rules for the collection of commercial paper and contractual guarantees of the International Chamber of Commerce (CCI).

1.2.2. Uniform customs and practices about the documentary credits of the International Chamber of Commerce (CCI).

2. Management of the necessary documentation for international collection and payment.

2.1. Commercial documents

2.2. Financial documents

2.3. Incoterms

2.4. Transport and insurance documents

2.5. Dunning:

2.5.1. Dunning procedures

2.5.2. Protest of commercial effects

2.5.3. Calculation of the costs derived of unpaid credits



2.6. Identify the means of collection and payment through internet and other digital systems:

2.6.1. Computer tools for the preparation and analysis of the international means of payment.

2.6.2. Internet computer tools: digital certificates, data exchange systems, *Society for worldwide Finance Telecommunication (SWIFT)*, *Electronic Data Interchange (EDI)*, among others.

3. Analysis of the international guarantees and endorsements of the documentary means of payment.

3.1. The international commercial risks: Political and commercial

3.2. Types of guarantees

3.3. Types of endorsements

3.4. Analysis of the guarantee or endorsement cost.

Professional module 04: Economic and financial company management

UF 1: Entrepreneurship, setting up a business and investment and financing

Length: 33 hours

Learning outcomes

The learner is able to:

1. Compile information about entrepreneurship initiatives and opportunities for setting up a business by considering the impact on the area of activity and incorporating ethical values.

1.1. Recognise the function of a company as a production unit in the current economic system and its relation to third parties and stakeholders.

1.2. Evaluate the concept of entrepreneurship culture and its importance as a source of job and social welfare creation.

1.3. Evaluate the importance of individual initiative, creativity, training and collaboration in order to succeed in the entrepreneurship activity.

1.4. Describe the basic functions of the company individually and analyse them as an integral system package.

1.5. Identify the main components of the company environment: economic, social, demographic and cultural.

1.6. Evaluate the concepts of business culture and corporate image and its relation to the company objectives.

1.7. Recognise the phenomenon of business corporate social responsibility and its importance as an



element of company strategy.

1.8. Identify practices that incorporate ethic and social values.

1.9. Conduct an economic and financial feasibility study of a small and medium-scale enterprise (SMEs).

2. Establish the legal form and the business responsibilities derived from a business activity by adjusting to the current regulations.

2.1. Evaluate the different legal forms of a company.

2.2. Determine the company initial minimum investment and the start-up and launching expenses, according to the different legal forms by consulting the current regulations.

2.3. Select, from a comparative study, the most adequate legal form by evaluating the costs, responsibility and legal obligations.

2.4. Identify the legal and administrative proceedings that must be done in order to set up a company, on the basis of the information obtained in the competent administrations and organizations.

2.5. Determine the authorizations and licenses and, where relevant, the professional requisites and training or any others that are required in order to set up a company.

2.6. Identify the legal formalities and obligations derived from the exercise of economic activity, both for the central and local Administrations.

2.7. Identify the formalities and obligations necessary to register for Social Security, derived from the exercise of economic activity.

2.8. Identify the formalities and obligations derived from workers recruitment.

2.9. Recognise the functions of the unions, the company worker's committee, staff representatives, labour inspectors and any other social institutions that are involved in each sector.

2.10. Obtain information about the official assistances and subsidies for the setting up of a company.

3. Organise the procedures to obtain the required resources to fund the investments and supplies *by assessing the different possible financing alternatives*.

3.1. Differentiate own and external resources and relate them to the different types of legal forms and identify the risks taken.

3.2. Obtain information about the most usual financial and credit instruments for the financing of the investment and other company operations.

3.3. Differentiate bank loans and credits, by analyzing the information about the constitution and amortization procedures, the requisites and guarantees and the documentation required by a financial entity for each of the products.



- 3.4. Calculates the total financial cost of bank loans and credits, on the basis of the information provided by the financial entity.
 - 3.5. Differentiate the concepts of nominal and effective interest and the annual percentage rate of charge (APR)
 - 3.6. Recognise the functioning of the different amortization and loan systems and calculate the repayment instalments of a loan, by means of the most usual amortization systems.
 - 3.7. Analyze the advantages of the leasing and renting operations as a means of financing vehicles, fleets and other intangible assets and calculate the costs, requisites and other guarantees required.
 - 3.8. Select, among different proposals, the most advantageous financial alternative for the acquisition of vehicles, machinery and other assets, on the basis of costs, risks and guarantees.
 - 3.9. Recognise entrepreneurial activity operations that require bank endorsements, securities and guarantees and analyze the procedure and conditions to apply for them and calculate their cost.
 - 3.10. Use spreadsheets to analyze different financial operations, by means of the appropriate functions.
 - 3.11. Interpret financing products information obtained in online simulators of financial institutions.
 - 3.12. Identify the means to obtain public assistances and subsidies for the acquisition and renewal of assets, by differentiating direct aids from tax deductions.
4. Determine the profitability of the investments, and the solvency and efficiency of an enterprise, *by analysing the economic data and the available accounting information.*
- 4.1. Identify the balance sheet and the profit and loss account, by analyzing its composition, such as the fundamental annual accounts for the analysis of the entrepreneurial activity.
 - 4.2. Identify the duality, investment and financing and relate them to the liquid assets that conform the enterprise balance sheet.
 - 4.3. Evaluate the analysis of the accounting information and financial statements as a fundamental tool in decision making and in the effective management of an enterprise.
 - 4.4. Identify the necessary balanced relationships among the investments made and the own and outside resources, by differentiating the financing of the current form the fixed assets.
 - 4.5. Apply the most usual methods for the evaluation of the investment profitability: internal rate of return (IRR), net present value (NPV) and the rate of return.
 - 4.6. Calculate the treasury flows or cash flows and the average period to maturity.
 - 4.7. Interpret and calculate the break-even point.
 - 4.8. Calculate the most usual financial ratios and indicators in order to analyze the financial statements through the balance sheet and the profit and loss account.



4.9. Use the spreadsheet to carry out the estate, economic and financial analysis and the graphical representation associated to show the evolution over time.

Contents:

1. Compilation of information about entrepreneurial initiatives and opportunities of business start-up (creation).
 - 1.1. The concept of economy. Economic systems. The function of the enterprise: production unit. Markets. Third parties related to the enterprise: suppliers, customers, Public Administrations, financial institutions, among others. Stakeholders: workers, investors, third parties, among others.
 - 1.2. Business plan: the business idea.
 - 1.3. Key factors of the entrepreneur: initiative, creativity, training.
 - 1.4. Entrepreneur performance as an employee of a small and medium scale enterprise and entrepreneur performance as a businessman.
 - 1.5. Basic functions of an enterprise.
 - 1.6. The enterprise as a system
 - 1.7. Entrepreneurial culture: Corporate image. Corporate social responsibility.
 - 1.8. General and specific environment analysis of a small and medium scale enterprise.
 - 1.9. Relations of the small and medium scale enterprise with its environment and with the whole society.
 - 1.10. Viability plan.
2. Establishment of the enterprise legal form and obligations
 - 2.1. The one-man business
 - 2.1.1. Legal responsibility and formal obligations
 - 2.1.2. Civil society and community of property
 - 2.2. The trading company
 - 2.2.1. Types of societies. Legal responsibility and formal obligations.
 - 2.2.2. Public limited company, limited liability company, among others.
 - 2.2.3. Labour companies: public limited and limited liability
 - 2.2.4. Associated work cooperatives



- 2.3. Competent bodies and institutions that grant authorizations, licenses and professional capacities.
- 2.4. Establishment and launching (start-up) of an enterprise: requisites, formal obligations and proceedings to be undertaken.
- 2.5. Registration of the enterprise in the Social Security. Registration as self-employed. Registration in the Social Security System.
- 2.6. Labour obligations of the enterprise regarding recruiting.
- 2.7. Legal obligations of an economic activity registration: census declarations. Obligations with different administrations.
- 2.8. Workers representation. The labour inspectorate.
- 2.9. Official subsidies and grants for the establishment and launching (start-up) of an enterprise.
3. Organization of the proceedings to obtain financial resources.
 - 3.1. The enterprise investment necessities
 - 3.2. Own and outside sources of financing
 - 3.3. Bank financing: interests, commissions, fixed and variable interest rates, benchmark indexes, differential, personal and real guarantees and revision types.
 - 3.3.1. Long-term financing. Financial assets: loans, leasing and renting, among others. Calculation of financial costs.
 - 3.3.2. Short-term financing. Financial assets: commercial credits and delayed payments, bank credits, commercial effects negotiation and billing. Calculation of financial costs.
 - 3.4. Simple capitalisation and compound capitalisation: Simple discount. Financial calculation.
 - 3.5. Management of the spreadsheet and of other computer applications for the calculation of the financial costs of financial products.
 - 3.6. Online banking: financial simulators of financing products.
4. Determination of the profitability of investments and of the solvency and efficiency of the enterprise. Representation on the balance sheet
 - 4.2. The accountant and financial statements: balance sheet and profit and loss account. Income concept, expenditure and investment.. The financial statement.
 - 4.3. Interpretation and analysis of the enterprise accounting, economic and financial information, applicable to business management.
 - 4.4. The break-even point.



- 4.5. Investment evaluation and profitability calculation. IRR and NPV approaches and rate of return.
- 4.6. Average maturation time
- 4.7. Analysis and interpretation of results.
- 4.8. Analysis and interpretation of the enterprise assets and financial statements. Main ratios.
- 4.9. Economic analysis. Profitability and efficiency ratios.
- 4.10. Use of the spreadsheet and other computer applications for the calculation of ratios and for the analysis of the enterprise assets, economic and financial analysis. Graphic representation of evolution and trends

UF 2: Sale and purchase transactions and cash management

Length: 33 hours

Learning outcomes

The learner is able to:

1. Determine the operations related to the ordinary expenses and the investments in fixed assets *by applying the valid trading and tax regulation.*
 - 1.1. Identify the necessary provisions and expenditures for the entrepreneurial activity.
 - 1.2. Calculate the cost of acquisition of raw materials or goods and differentiate it from the purchase price.
 - 1.3. Identify the commercial documents associated to purchases and other provisions and recognize the requisites and the function.
 - 1.4. Identify the taxes imposed on the acquisition of products, provisions and expenditures and the applicable tax rate.
 - 1.5. Interpret the aspects of the Value Added Tax (VAT) and the obligations that will affect the enterprise incoming invoices in domestic market operations, internal market (European Union) and foreign markets (third countries).
 - 1.6. Evaluate the specificity of the investment goods invoices, recognizing its incorporation to the enterprise activity along several financial years and its specific tax treatment.
 - 1.7. Verify the correctness of invoices and other supporting documents on expenditure, in both official languages and in English, according to the current regulations and to the agreements made with suppliers.
 - 1.8. Establish a classification, registration and filing system of the information and documentation, with conventional means and/or computer means, applying the current regulation.



2. Elaborate and manage the commercial documentation related to the sales of products and provision of services *by applying the current valid regulation.*
- 2.1 Identify the commercial documents associated to the sales of products and provision of services and recognize the requisites and the function
 - 2.2. Identify the concept of profit margin and calculates the sales price
 - 2.3. Determine other concepts that must be incorporated to the sales price according to the agreed conditions between buyer and seller in relation to delivery conditions.
 - 2.4. Identify the taxes that charge the sale of products and the provision of services and the applicable tax rate.
 - 2.5. Interpret the aspects of the Value Added Tax (VAT) and the obligations established for the billing of goods and for the provision of services, in domestic, internal (European Union) and external market (Third countries) operations
 - 2.6. Draw up the commercial documents previous billing, according to the requisites established in the regulations and using the language required.
 - 2.7. Apply the mercantile and fiscal rules and the trade practices that regulate the billing of products and services provided, including electronic invoicing.
 - 2.8. Carry out the billing of the product sales and of the provision of services using computer applications and the language required.
 - 2.9. Identify the function of the commercial agents and other intermediaries in sales and manage the corresponding documentation related to the intermediation.
 - 2.10. Establish a classification, registration and filing system of the information and documentation using conventional and/or computer means, by applying the current regulation.
3. Manage the cash and the financing needs *by interpreting the accounting data.*
- 3.1. Identify the usual financial services used by the enterprise for the collection and payment and recognize the associated financial costs.
 - 3.2. Differentiate the liabilities and assets offered by financial institutions and recognize the financial costs and profitability, if any.
 - 3.3. Establish a control system of the estimated cash flows derived from collection and payment.
 - 3.4. Identify the cash deficit situations and establish systems to cover them, by taking into account the deficit amount and duration and calculating the financial costs.
 - 3.5. Identify the cash surplus situations and determine the financial investments to make them profitable, by taking into account the investment availability and security.
 - 3.6. Issue documents or payment and collection orders by using customary or telematic means, according to the protocols established by the enterprise.



3.7. Analyse the non-payment risks of the different collection methods done in the national currency as well as the non-payment management.

3.8. Assess commercial risk hedge financial products such as factoring and confirming by recognizing the financial cost.

3.9. Analyse the procedures and costs of the transfer of collection rights in collection management and in negotiation.

3.10. Recognise the risk and costs of collection or payment in foreign currencies.

3.11. Recognise the most usual systems of exchange risk hedge in foreign currencies operations and calculate the financial cost.

3.12. Identify the most used payment means in international trade, by taking into account the guarantee of collection and the financial cost.

Contents:

1. Establishment of the operation related to running costs and to investments in fixed assets.

1.1. Concept of current expenditure and non-current expenditure or investment goods. Current expenditure: purchases, supplies and other costs.

1.2. Commercial documents: Budget, proforma invoice, invoice, delivery note. Requisites and legal formalities. Interpretation of documents in both official languages and in English. Storage and recording of invoices

1.3. Commercial calculation: purchase price, acquisition costs, acquisition price.

1.4. Packaging. Transport. Transport insurance.

1.5. Tributes in incoming invoices. Value added tax. Special taxes. Taxes

1.6. Value added tax. General regime and special regimes. Concept of input VAT in incoming invoices. Domestic transactions, intra- Community acquisitions and imports.

1.7. Investment goods: Tangible assets. Depreciations.

1.8. Documentary management system. Classification, registration and filing.

1.9. Commercial and fiscal regulations. Compulsory registrations. Data protection law.

1.10. Creation and maintenance of a basic database for the management of suppliers.

2. Elaboration and management of the commercial documentation of the sale of products and of the provision of services

2.1. Commercial documents: Budget, proforma invoice, invoice, delivery note. Requisites and legal formalities. Issuing of documents in both official languages and in English. Storage and recording of invoices.



2.2. Commercial calculation purchase price, acquisition costs, profit margin, discounts, sale price.

2.3. Packaging. Transport. Transport insurance.

2.4. Tributes in incoming invoices. Value added tax. General and special regimes. Concept of output VAT in invoices. Transactions.

2.5. Use of billing computer applications.

2.6. Intermediation in sales: sales staff, commissions, commercial agents, among others.

2.7. Documentary management system. Classification, registration and filing.

2.8. Commercial and fiscal regulations. Compulsory registrations. Data protection law.

2.9. Creation and maintenance of a basic database for the management of customers.

3. Cash management and financing needs

3.1. Payment and collection means. Financial services and documentation: cheques, promissory notes, payment orders (bank transfer), standardized receipt, bill of exchange, credit cards, among others.

3.2. Assets and liabilities financial products. Costs and profitability.

3.3. Cash-flow forecast. Cash deficits and surpluses. Deficit coverage and surplus capitalization. Security and availability of financial investments.

3.4. Default risk in the national currency. Default management. Current regulations: requisites and deadlines.

3.5. Commercial risks hedging. Financial products: billing and confirmation, among others. Non-banking products: commercial risk insurance companies

3.6. Currency operations: buying and selling exchange rates. Spot and forward exchange rates. Commissions.

3.7. Risk hedging systems of foreign currency exchange. Exchange insurance. Foreign currency options.

3.8. Documentary payment means. Documentary payment order. Documentary remittance. Documentary credit.

3.9. Creation and maintenance of a database for the management of the enterprise financial operations.



UF 3: Accountancy and business taxes

Length: 33 hours

Learning outcomes

The learner is able to:

1. Interpret economic data and accounting information of the financial statements and reports of the enterprises by recognizing the commercial regulations and the principles and rules of the General Accounting Plan for the Small Medium Enterprises (SMEs).

1.1. Recognise the purpose of the accountancy of the General Accounting Plan for SMEs.

1.2. Identify the structure and functions of the balance sheets, trial balance sheets and the profit and loss account.

1.3. Distinguish the different items in a balance sheet, by analyzing the relation between the origin of the resources and its application and by differentiating the current assets or floating assets, and non-current assets or intangible assets, and current liabilities and net worth.

1.4. Identify the organization in account groups of the General accounting plan for the SMEs and determine the concepts that usually integrate the enterprise running costs and the basic incomes.

1.5. Differentiate the basic concepts of investment, expenditure, payment, income and collection.

1.6. Recognise the double entry system as a filing system of the enterprise economic and financial operations and the concepts of credit and debit.

1.7. Calculate the acquisition value, useful life, current value, replacement value and residual value of the items of property.

1.8. Identify the depreciation causes of fixed assets and recognize the imputation procedure as costs by means of amortizations and their contribution to the replacement of fixed assets

1.9. Recognise the different results that make up the profit and loss account and analyze the process to obtain each of them.

1.10. Analyse the information submitted in the annual account of some enterprises.

1.11. Use specific computer applications to get the relevant accounting information.

2. Manage the tax proceeding of the company *by applying the current valid commercial regulations*.

2.1. Recognise the Spanish tax system, specially the taxes that affect the entrepreneurial activity.

2.2. Determine the fiscal calendar of the enterprise in relation to all the administrations

2.3. Identify the tax obligations derived from the management of the Value Added Tax (VAT).



2.4. Identify the tax obligations derived from the management of the Personal Income Tax (PIT) and the Corporate Tax, according to the enterprise legal form.

2.5. Identify the tax obligations derived from local taxes.

2.6. Identify the tax obligations derived from regional taxes, from the European Union or other countries, related to the use of spaces or infrastructures for the entrepreneurial activity.

2.7. Evaluate the implications of outsourcing the fiscal management of the enterprise and the information and documentation that will have to be issued regularly.

Contents:

1. Interpretation of economic data and accounting information.

1.1. Concept and purpose of accountancy.

1.2. Commercial regulations and accounting obligations.

1.3. General Accounting Plan for the SMEs: accounting standard. Decimal encoding. Accounts. Account groups.

1.4. Enterprise assets. Assets, liabilities and net worth.

1.5. Structure and functions of the accounting documents: balance sheets, trial balance budgets and profit and loss account. Static and dynamic representations of the situation of the enterprise.

1.6. Running costs: Purchases, changes in stock, external services, taxes, staff expenses, financial expenses. Revenues: Sales and financial revenues.

1.7. Depreciations of assets: Systematic depreciation, causes of depreciation and accounting representation. Depreciation as a cost and the creation of reserves

1.8. Analysis of the information submitted in the Annual accounts: Balance sheet. Profit and Loss account. Statement of changes in equity and Report.

1.9. Specific applications for obtaining accounting information and financial statements.

2. Management of the tax proceeding of the enterprise

2.1. Spanish taxation system: taxes, special contributions and taxation. Public prices. Taxes. Direct and indirect taxation

2.2. The Value Added Tax (VAT)

2.3. Personal Income Tax (PIT)

2.4. The Corporate tax

2.5. Local taxes that affect the entrepreneurial activity.



2.6. Other taxes, regional, from the European Union and from other countries, related to the use of spaces and infrastructures for the entrepreneurial activity.

Professional module 05: International transport of goods

UF 1: International terrestrial transport: road and railway.

Length: 66 hours

Learning outcomes

The learner is able to:

1. Determine the advantages and disadvantages of the different modes and means of terrestrial transport *by evaluating the different alternatives.*
 - 1.1. Analyze the different modes and means of terrestrial transport
 - 1.2. Identify the technical and commercial aspects that characterize them.
 - 1.3. Recognise the national and institutional organizations and institutions related to the terrestrial transport sector.
 - 1.4. Recognise the functions of the different transport operators that may intervene in the international expedition circuit.
 - 1.5. Analyse the relevant aspects of the basic regulations that regulate the modes of terrestrial transport.
 - 1.6. Classify the variables of the different means of terrestrial transport and analyze the advantages and inconveniences
 - 1.7. Recognise the basic elements of the road and rail networks of the European Union member states and of other neighbouring countries.
 - 1.8. Recognise the available logistic infrastructures
 - 1.9. Determine the alternative of use of the road and rail networks according to the merchandise and the points of origin and destination.
 - 1.10. Determine the applicable legislation according to the means of transport and to the operation.
 - 1.11. Recognise the characteristics and type of product that can be transported by pipeline.
2. Produce and fill in terrestrial transport contracts, *by recognising the duties of the parties and calculating the expenses.*
 - 2.1. Identify the transport contracts, taking into account the incoterms and the duties of the parties.
 - 2.2. Select and formalize the model contract of the terrestrial transport service.



- 2.3. Identify the regulations, techniques and tariff systems applicable to each means of terrestrial transport, according to the load type.
 - 2.4. Interpret the standard clauses and the cost components of the terrestrial and multimodal transport service.
 - 2.5. Calculate the terrestrial and railway transport operations costs by means of the adequate computer tools.
 - 2.6. Calculate the value of the merchandise in a given point in the route.
 - 2.7. Value the additional costs and risks that may be originated according to the merchandise, the terrestrial transport means and the route.
 - 2.8. Relate the incidents occurred in operations with the subsequent correction actions
3. Manage the documentation of the international terrestrial transport operations *by analysing the requirements of each means of transport according to the dispatched goods.*
 - 3.1. Select the necessary waybills according to the transported goods, the route and the terrestrial transport means.
 - 3.2. Recognises the content that waybills must contain.
 - 3.3. Formalises the waybills.
 - 3.4. Values the importance of the correct formalisation of waybills because of the responsibility of the contracting parties.
 - 3.5. Determines the required typology of the driving licences in the different means of terrestrial transport and the processes for their expedition and renewal.
 - 3.6. Manages the necessary prior permits and licences to carry out the transport activity and service.
 - 3.7. Verify the amounts, dates and deadlines of the documentation related both to the transported goods and to the vehicle.
 - 3.8. Identify the inspection processes to which the import and export operations can be submitted, the intra-Community acquisitions and expeditions and the domestic operations.
 - 3.9. Establish the procedure to guarantee the tracking and traceability conditions of the goods.
 - 3.10. Determine the information classification system, maintenance, data and file recordings and the documentation of the international transport operations, by implementing the 3R (reduce, reuse and recycle)
 - 3.11. Check the information and documentation protection, security and access levels, by applying the current regulations with regard to data protection.
 4. Determine the elements that guarantee the integrity and the circulation of goods in terrestrial transport *by identifying the usual risky situations.*



- 4.1. Identify the characteristics of the goods for the purpose of transportation.
 - 4.2. Identify the incompatibility among different products.
 - 4.3. Determine the type of vehicle and the technical conditions required for the transport of the different types of goods.
 - 4.4. Recognise the requisites and conditions for the preparation of the goods and the vehicle.
 - 4.5. Identify the current specific regulations for special goods: dangerous goods, seasonal goods, live animals or large volume.
 - 4.6. Recognise the documentation and/or records that guarantee that the required conditions have been maintained during the whole transport chain.
 - 4.7. Select the physical protection measures and the suitable packaging and/or external coverage of the goods, taking into account different variables.
 - 4.8. Identify the necessary conditions of signalling and labelling, both in vehicles and load units.
 - 4.9. Recognise the working regulations of drivers and of their assistants.
 - 4.10. Value the importance of giving precise instructions and of defining the competences of the different external agents involved in transport operations.
5. Sequence the usual phases of terrestrial transport and the possible incidents *by using the appropriate communication, management and supervision systems in each operation.*
- 5.1. Analyse the importance of the tracking of goods along the route
 - 5.2. Identify the means of monitoring and supervision of each operation.
 - 5.3. Determine the means or applications of communication and information optimal for each operation, terrestrial transport means, route and destination.
 - 5.4. Check that the instructions given to drivers are adjusted to the established procedure for each operation and terrestrial transport means.
 - 5.5. Define the actions that must be taken in case of casualty or incident.
 - 5.6. Specify the quality indicators of the terrestrial transport service and the actions that must be taken in case of repetitive endogenous deviations.
6. Process the insurance of goods during terrestrial transport *by adjusting to the current valid regulations and to the conditions established in the international transaction contract.*
- 6.1. Identify the basic characteristics of an insurance contract of international transport of goods and of its elements
 - 6.2. Identify the most frequent risks in an international sale of goods operation and its coverage necessities, in order to guarantee the arrival of goods at destination in proper conditions.



- 6.3. Recognise the determining factors of the insurance cost.
 - 6.4. Determine the systems of legal protection of goods and the types of insurance policies most used in international trade, according to the transport used.
 - 6.5. Interpret the clauses that are usually included in international insurance policies.
 - 6.6. Establish the insurance contract procedures in international trade operations.
 - 6.7. Calculate the value to be insured.
 - 6.8. Select the most adequate insurance policy for each international trade operation, according to its determining factors.
 - 6.9. Establish the procedure that must be followed in case of casualty or of incidents occurred in international trade operations that are covered with an insurance policy.
 - 6.10. Recognise the documentation that must be submitted to the insurance company in case of casualty.
 - 6.11. Obtain information about the main insurance companies that operate in the market through the computer tools of their websites.
7. Select several modes and means of terrestrial transport as well as the optimal routes *by analysing the different alternatives*.
- 7.1. Obtain information about possible suppliers and of the services they offer, according to the characteristics of the operation and of the means of transport.
 - 7.2. Systematize the information and the fees of the different terrestrial transport suppliers by means of computer applications.
 - 7.3. Value the advantages of combining different means of transport and the characteristics of intermodal transport in terrestrial transport.
 - 7.4. Recognise the route coverage areas and its operational strategic points. Value the available routes, the optimal exchange points, the characteristics of the product, the destination and the contract conditions, in order to select the appropriate route.
 - 7.5. Analyse all the cost components, collection terms, delivery of goods and risks, in order to select the optimal route.
 - 7.6. Value the possibilities of consolidation and/or transfer of goods, as well as the goods fragility and/or potential danger.
 - 7.7. Analyse the advantages and disadvantages of outsourcing some or all of the terrestrial transport phases
 - 7.8. Establish quality indicators which allow an appropriate assessment of the decisions taken and the implementation of improvements in future operations.



7.9. Value the importance of promoting means of transport that contribute to environmental policies.

Contents:

1. Determining the advantages and disadvantages of the different modes and means of terrestrial transport:

1.1. Road transport and railway transport.

1.1.1. Road transport: types of vehicles, technical characteristics, fleets, services and responsibilities.

1.1.2. Railway transport: infrastructure networks, platforms, unit loads, operators and services.

1.2. Organizations and entities related to transport.

1.2.1. Public organizations: Ministry of Development, General directorate for civil aviation, Department of territory and sustainability of the Government of Catalonia, European Union.

1.2.2. Private entities: *Fédération Internationale des Associations de Transitaires et Assimilés* (FIATA), International freight forwarders association (ATEIA), among others.

1.3. Transport operators.

1.3.1. Transport agencies. Storage and distribution agencies. Forwarding agents.

1.3.2. Conditions to fulfil. Functions: Loader, consignor, carrier, consignee or addressee.

1.4. Terrestrial transport legal framework: Terrestrial Transport Management Act (LOTT), Land transport regulations (ROTT). Terrestrial transport of goods contract Law (15/2009).

1.5. Transport variables: means, goods, origin, destination, types of cargo, cost and applicable legislation.

1.6. Logistic infrastructures: National, European, international.

1.7. Logistic platforms: road centres or transport services. Urban distribution centres. Distribution parks. Transport hubs.

1.8. Pipeline transportation.

1.9. Special goods.

1.9.1. Dangerous goods. Legal framework. ADR Agreement: *European Agreement concerning the International Carriage of Dangerous Goods by Road* (ADR)

Council of the 3rd of June 1996 European directorate (96/35). Royal Decree 1568/1999. Obligation for certain companies to dispose of a security counsellor. Loading, unloading and dangerous goods transport. Types of security counsellors. Periodic renewal.



1.9.2. Perishable goods. ATP Agreement on the International carriage of perishable goods and on vehicles. Dangerous goods regulation and vehicles regulation.

1.9.3. Live animals: Law 8/2003 of the Health Ministry.

1.9.4. Large dimensions merchandises: Exceptional traffic. Signposting and security measures. Traffic studies.

1.9.5. Other special merchandises.

2. Elaboration and formalization of terrestrial transport contracts:

2.1. Transport contract.

2.1.1. General aspects

2.1.2. Contract types according to the terrestrial transport means.

2.1.3. Subjects of the road transport contract. Loader or sender, shipper, carrier or conveyor, and addressee or consignee. Rights and obligations of each of them.

2.1.4. Subjects of the railway transport contract. Shipper, load railway administration, destination railway administration, recipient.

2.2. Responsibility systems. Risk transfer. International trade terms (incoterms). International Chamber of Commerce (ICC).

2.3. Agents in international transport: forwarder agents, customs agents, correspondents and delegates.

2.4. Transport techniques and fees. Components. Cargo types: full load or break-bulk. Grouping. Consolidation and deconsolidation. Bulk goods. Containers.

2.5. Types of vehicles. Types of trucks. Types of wagons.

2.6. Transport units.

2.6.1. Mobile box. Terrestrial container. Specialized containers. Pallets.

2.7. Road transport costs.

2.7.1. Classification of costs. Fixed and variable costs. Taxes that affect transport. The Euro vignette. Specific taxes in highway traffic. Transport cost evaluation.

2.7.2. Freight. Cost units: weight, volume, linear metres. Vehicle maximum authorized weight, tare and payload.

2.7.3. Other transport costs. Surcharges.

2.7.4. Cost calculation. Analysis and control of deviations between budgeted and real costs.



2.7.5. Online costs observatories of public organizations related to terrestrial transport.

2.7.6. Control

2.8. Railway transport costs.

2.8.1. Types of rates. Load or transport units.

2.8.2. Goods admission or rejection conditions.

2.8.3. Loading and unloading operations. Terminals and stations. Cranes: types.

2.8.4. Other transport costs. Exceptional costs.

2.9. Transport Claim-Arbitration Boards.

3. Formalisation and management of the terrestrial transport operations.

3.1. Documentation of the road transport operations.

3.1.1. International agreement of road merchandises: CMR, Scope of application. Carrier's responsibility. Successive transport operations.

3.1.2. Road consignment letter: CMR letter. Number of issues, obligations and rights of the contracting parties.

3.1.3. International transport agreement of goods under customs seal.

2.1.4. Transit document: TIR carnet. Requirements. TIR Agreement certificate. TIR Carnet expedition. Advantages of the TIR system.

3.2. Railway transport operations documentation.

3.2.1. International agreement on goods railway transport: CIM

3.2.2. Railway consignment note: CIM letter. Number of issues. Obligations and rights of the contracting parties.

3.2.3. Custom agreement on TIF railway international transport

3.2.4. Transit document: TIF carnet.

3.3. Regulations about vehicle drivers.

3.3.1. Competent organisations. European directive.

3.3.2. Adequate driving licence.

3.3.3. Certificate of professional competence (CAP) for road vehicle driving.

3.3.4. Other specific licences.



3.4. Regulations about vehicles.

3.4.1. Permit or licence (transport (transport card))

3.5. Regulations about the transport activity: professional competence for road driving. Requisites.

3.6. Documentations of terrestrial transport operations of special goods.

3.7. Inspection organisations

3.8. Goods traceability

3.9. Information and documentation systems of documentary management, offline and online.

4. Elements that guarantee goods integrity and transit.

4.1. Special goods.

4.1.1. Dangerous goods. European agreement about dangerous goods road transport (*Carriage of Dangerous Goods by Road* ADR). Classification of materials. Packaging specific conditions, packaging and labelling.

4.1.2. Perishable goods. Agreement on perishable goods international road transport (ATP). Specific necessities of the transport chain.

4.1.3. Incompatibilities of the joint transport of goods.

4.2. Vehicles

4.2.1. Types of vehicles: light, heavy, semitrailer, tank, tractor, among others.

4.2.2. Vehicles with special conditions: isothermal, refrigerating, refrigerated, calorific, special adaptations for cargo protection, among others.

4.3. Physical integrity of goods. Transport units and packages. Variables.

4.3.1. Types of goods.

4.3.2. Route

4.3.3. Climatology.

4.3.4. Possible manipulations in the goods integrated centres.

4.4. Risks in the transport phase.

4.5. Traffic conditions fact sheets. Load temperature registers, dangerous goods security registers, among others.

4.6. Physical protection of goods and packing types.



4.7. Signposting.

4.7.1. Of the packaging: pictograms, marks, barcodes, radio frequency tags (*Radio Frequency Identification- RFID*), among others.

4.7.2. Of vehicles: signalling plates and labels,. Genève European agreement on circulation uniform rules, characteristics of vehicles, driving time and signalling.

4.8. European agreement on road transport (AETR) which establishes the work regulations of drivers and their assistants.

5. Sequencing of the transport phases.

5.1. Information and communication systems. Information exchange systems. Mobile communication: geo positioning Apps, *Personal Digital Assistant* (PDA). Global Position System (GPS). Galileo. Radio frequency identification.

5.2. Register and control of PDA and GPS planned routes.

5.3. Goods checkpoints and traceability.

5.4. Route incidents. Causes: weather conditions, conflicts, breakdowns, among others. Alternative plans for transit retaking.

5.5. Route casualties. Action protocols.

5.6. Quality indicators and corrective measures.

6. Insurance processing of goods during international terrestrial transport.

6.1. Insurance contract. Legal regulations. Effects of the contract for the insurer and for the insuree.

6.1.1. Personal elements: insurer. insuree, policy holder and beneficiary.

6.1.2. Real elements: object or coverage, risk, damage, casualty, premium and insured value

6.1.3. Formal elements: Insurance contract. Insurance policy: individual and floating policy. Insurance certificate. Insurance coverage.

6.2. Usual risks in international transport of goods. Coverage.

6.3. Determining factors of the insurance costs. Insured value. Destination. Types of goods. Packaging and other physical protections.

6.4. Types of insurance policies: travel, open, forfeit, floating, combined.

6.5. Minimum insurance value. Additional premiums.

6.6. Identification of insurable risks and coverage needs.



- 6.7. Selection of the most adequate policy according to buying and selling contract conditions and to incoterms.
- 6.8. Management and policy contract procedure. Documentation.
- 6.9. Action in the event of an accident. Actions and deadlines. Documentation and deadlines. Deadlines for the collection of compensations.
- 6.10. Use of computer tools for insurance management. Insurance cost simulators.
- 7. Selection of the different modes and means of terrestrial transport and of the optimal routes.
 - 7.1. Combination of the different modes of transport. Companies and services typology. Terrestrial multimodal transport. Legal framework.
 - 7.2. Logistics platforms: Logistics centres.
 - 7.3. Points of origin and destination.
 - 7.4. Cargo terminals and border points
 - 7.5. Cargo characteristics
 - 7.6. Cargo operations: full and partial loads. Stowage factor calculation.
 - 7.7. Cargo planning and distribution.
 - 7.8. Selection of routes. Optimization.

UF2: Maritime and air international transport.

Length: 66 hours

Learning outcomes

The learner is able to:

1. Determine the advantages and disadvantages of the different modes and means of maritime and air transport *by evaluating the different alternatives.*
 - 1.1. Analyse the different modes and means of maritime and air transport.
 - 1.2. Identify the technical and commercial aspects that characterize them.
 - 1.3. Recognise the national and institutional organizations and institutions related to the maritime and air transport sector.
 - 1.4. Recognise the functions of the different transport operators involved in the international expedition circuit.



- 1.5. Analyse the relevant aspects of the basic regulations that regulate the maritime and air transport modalities.
 - 1.6. Classify the variables of the different maritime and air transport means and analyse their advantages and disadvantages.
 - 1.7. Recognise the basic elements of the maritime and air routes for the transport of goods.
 - 1.8. Recognise the available logistics infrastructures.
 - 1.09. Determine the routes alternative use according to the merchandise and the origin and destination points.
 - 1.10. Determine the applicable legal regulations according to the means of transport and the operation.
 - 1.11. Describe the organizational aspects of the intermodal transport chain
 - 1.12. Recognise the characteristics of river transport, as a complement of maritime transport, and determine the main navigable zones in Europe and in the rest of the world.
 - 1.193. Recognise the applicable regulation to special goods in maritime and air transport.
2. Produce and fill in maritime and air transport contracts, *by recognising the duties of the parties and calculating the expenses Contents:*
 - 2.1. Identify the transport contracts, taking into account the incoterms and the obligations of each contracting party.
 - 2.2. Select and formalise the model contract of the maritime and air transport service.
 - 2.3. Identify the regulations, the techniques and the tariff system applicable to the maritime, air and multimodal transport means.
 - 2.4. Interpret the standard clauses and the cost components of the maritime, air and multimodal transport service.
 - 2.5. Calculate the cost of the maritime, air and multimodal transport operations by using the adequate computer tools.
 - 2.6. Calculate the value of the merchandise at a given point in the route.
 - 2.7. Value the additional costs and the risks that can be originated depending on the merchandise, the means of transport and the route.
 - 2.8. Relate the incidents produced in operations with their subsequent amendment actions.
3. Manage the documentation of the international maritime and air transport operations *by analysing the requirements of each means of transport according to the dispatched goods.*



- 3.1. Select the necessary consignment and transit notes according to the products, routes and means of maritime and air transport.
- 3.2. Recognise the content that the maritime consignment notes, the Bill of Lading (B/L) and the *Air Waybill* (AWB) must contain.
- 3.3. Formalise the Bills of Lading and the Air Waybills.
- 3.4. Value the functions of the shipping knowledge and the importance of a correct formalization of the Bill of Lading because of the contracting parties' responsibilities.
- 3.5. Recognise the clauses and the additional documents that should accompany the merchandise.
- 3.6. Verify the amounts, dates and deadlines of all the documents related to the transport of the merchandise.
- 3.7. Identify the inspection processes of the export, import, intra-Community expeditions, intra-Community acquisitions and domestic sale or purchase operations.
- 3.8. Establish the procedure to ensure the merchandise tracking and traceability conditions.
- 3.9. Select the archiving and filing supports and the most adequate classification and maintenance system for the international transport operations.
- 3.10. Check the protection, security and access to information levels, as well as the current regulations.
- 3.11. Apply the 3R techniques (reduce, reuse and recycle) in the formalization and filing of the documentation.
4. Determine the elements that guarantee the integrity and the circulation of goods in maritime and air transport *by identifying the usual risky situations*.
 - 4.1. Identify the characteristics of the merchandises for the purpose of transportation.
 - 4.2. Identify the incompatibilities among different products.
 - 4.3. Determine the packaging and unit load required by each mode and means of transport.
 - 4.4. Recognise possible manipulations in the merchandise in order to determine the elements that guarantee its integrity and transit.
 - 4.5. Identify the current specific legislation for special merchandises: dangerous goods, perishable goods, live animals or large volume.
 - 4.6. Recognise the documentation and/or registers that guarantee that the required conditions during the transport chain have been maintained.
 - 4.7. Select the means of physical protection, the adequate packaging and/or external covering of the merchandise, taking into account different variables.
 - 4.8. Identify the necessary signalling and labelling conditions, both in vehicles and unit loads.



5. Sequence the usual phases of maritime and air transport and the possible incidents *by using the appropriate communication, management and supervision systems in each operation.*
 - 5.1 Analyse the importance of the location of the merchandise along its route.
 - 5.2 Identify the means of monitoring and supervision of each operation.
 - 5.3 Determine the means or the optimal information and communication applications for each operation, mode of transport, route and destination.
 - 5.4. Check that instructions given to involved professionals are adjusted to the established procedure for each operation and mode of transport.
 - 5.5. Establish the actions to be taken in the event of casualty or incident.
 - 5.6 Specify the quality indicators of the transport service and the actions to be taken in the event of repetitive endogenous deviations.
6. Process the insurance of goods during maritime and air transport *by adjusting to the current valid regulations and to the conditions established in the international transaction contract.*
 - 6.1 *Identify the basic characteristics and components of an international maritime or air transport of goods insurance contract*
 - 6.2. *Identify the most common risks and coverage needs in an international sale and purchase operation in order to guarantee the arrival of goods at destination in due conditions.*
 - 6.3. *Determine the systems of legal protection of goods and the most used types of international trade insurance policies, according to the mode of transport used.*
 - 6.4. *Use the clauses usually included in insurance policies.*
 - 6.5. *Establish the procedures to take out insurance in international trade operations.*
 - 6.6. Calculate the value to be insured
 - 6.7 Select the most adequate insurance policy for each international trade operation, according to its determining factors.
 - 6.8 Establish the procedure to be followed in the event of casualty or incident occurred in international trade operations covered by an insurance policy.
 - 6.9 Recognise the documents to be submitted to the insurance company in case of casualty.
 - 6.10 Obtain information about the main insurance companies operating in the market and process the risks by means of the computer tools in their websites.
7. Select several modes and means of maritime and air transport as well as the optimal routes *by analysing the different alternatives.*
 - 7.1 Identify the main maritime, river and air routes.



- 7.2. Obtain information about potential suppliers and operators and about the services they provide, according to the characteristics of the operation and the means of transport.
- 7.3. Systematize the information and rates of the different terrestrial service suppliers, by means of computer tools
- 7.4. Value the advantages of combining different means of transport and the characteristics of multimodal transport.
- 7.5. Recognise the route coverage areas and the strategic operation points.
- 7.6. Value the available routes, the optimal exchange points, the characteristics of the product, the destination and the conditions of the contract, in order to select the most adequate route.
- 7.7. Analyse all the cost components, collection deadlines, delivery of goods and risks in order to select the optimal route.
- 7.8. Value the possibilities of consolidation and transshipment of goods, as well as the fragility and/or danger of the merchandise.
- 7.9. Analyse the advantages and disadvantages of outsourcing some or all of the maritime and air transport phases
- 7.10. Establish quality indicators which make it possible to assess the decisions taken and apply improvements in future operations.
- 7.11. Value the importance of fostering means of transport that contribute to environmental conservation policies.

Contents

1. Determine the advantages and disadvantages of the different means of maritime and air transport.
 - 1.1. Maritime transport. Ship types, technical characteristics, load units, fleets, services and responsibilities.
 - 1.2. Air transport: infrastructure networks, platforms, load units, operators and services.
 - 1.3. Organizations and entities related to transport.
 - 1.3.1. Public organizations: Ministry of Development, Department of Territory and Sustainability of the Government of Catalonia, European Union.
 - 1.3.2. Private entities: *United Nations Conference on Trade and Development* (UNCTAD), International Association of Air Transport (IATA), General Directorate of Civil Aviation, *Fédération Internationale des Associations de Transitaires et Assimilés* (FIATA), Association of international freight forwarders and consignors (ATEIA), among others.
 - 1.4. Maritime and air transport operators.



1.4.1. Loader, load originator, recipient, carrier, subcontractor, ship owner, charterer, maritime agent or consignee, stevedore, forwarding agent.

1.4.2. Conditions to be fulfilled. Functions of operators

1.5. Maritime, air and fluvial transport legal framework.

1.6. Transport variables: means, merchandise, origin, destination, load type, cost and applicable regulations.

1.7. Transport units: Mobile box. Containers. Specialised containers. Pallets. TE (Twenty Food Equivalent Unit). FEU (Forty Food Equivalent Unit). Metric System conversion and Anglo-Saxon measure system.

1.8. Logistics infrastructures: National, European, international. Ports and areas of influence. Airports. Logistics platforms.

1.9. Intermodal transport.

1.9.1. Multimodal transport. Combined transport.

1.9.2. Intermodal transport operators.

1.9.3. Intermodal cargo unit (UCI)

1.9.4. Friction costs.

1.9.5. Logistics platforms: Harbour logistics activities zones (ZAL). Air cargo centres. Dry ports. Multimodal logistics platforms.

1.9.6. Short distance maritime transport (Short Sea Shipping - SSS). Field. Transportable goods. Advantages and disadvantages.

1.10. Fluvial transport. Waterways. Advantages and disadvantages.

1.11. Special merchandises:

1.11.1. Dangerous goods. Legal framework. International maritime code of dangerous goods (IMDG code). Technical instructions for the air transport of risk-free goods.

1.11.2. Perishable goods. Regulations about goods and vehicles.

1.11.3. Live animals. Law 8/20013 of the Health Ministry.

1.11.4. Large dimensions goods: Exceptional traffic. Signalling and security measures. Traffic studies.

1.11.5. Other special goods.

2. Production and formalisation of maritime and air transport contracts:



2.1. Maritime and air transport contract: general aspects

2.1.1. General aspects

2.1.2. Contract types according to the transport means

2.1.3. Subjects of the maritime transport contract: forwarding agents, customs officers, shipping agents, shipbrokers, correspondents and delegates.

2.1.4. Subjects of the air transport contract: consignor, freight forwarders, air carriers, consignee.

2.2. Liability systems. Risks transfer. Incoterms. International Chamber of Commerce (ICC).

2.3. Agents involved in International transport: forwarding agents, customs officers, correspondents and delegates.

2.4. Transport techniques and tariffs: components. Type of cargo: full or partial load. Groupage. Consolidation and deconsolidation. Bulk cargo. Containers.

2.5. Types of ships. Air cargo.

2.6. Maritime and air transport units: Swap body, Sea container. Special containers. Air container. Pallets.

2.7. Loading and unloading operations. Vehicles and machinery. Maritime and air terminals.

2.8. Maritime transport costs. Freight. Freight types. Surcharges. Other expenses. Loading and unloading units.

2.9. Air transport costs. National and international tariffs. Surcharges. Loading and unloading units.

2.10. Transport Claim-Arbitration Boards.

3. Formalisation and management of the maritime and air transport operations.

3.1. Maritime transport

3.1.1. Maritime transport conventions and regulations: Commercial code. York-Antwerp rules. Brussels convention. Hague-Visby Rules. Hamburg rules. Rotterdam rules.

3.1.2. Documentation of maritime transport operations. Consignment note or proof of shipment. Bill of Lading (B/L). Bill of Lading types. Functions. Scope of application. Carrier's liability. Bill of Lading clauses: on board, net on board, gross on board, among others. Inspection certificates. Black list certificates.

3.1.3. Maritime services: regular lines and boat rentals.

3.2. Air transport



- 3.2.1. Air Navigation Act. Warsaw Convention. Chicago Convention. Rome Convention. Tokyo Convention. Montreal Convention.
- 3.2.2. Documentation of air transport operations. Consignment note or proof of shipment. Airway Bill (AWB). Functions. Consignor and carrier's liability.
- 3.2.3. Air services. Acceptance of the goods.
- 3.3. Documentation in terrestrial transport operations of special cargoes.
- 3.4. Maritime and air transport inspection bodies.
- 3.5. Traceability of goods.
- 3.6. Offline and online information and documentation management systems.
- 4. Elements that guarantee the integrity and the transit of goods.
 - 4.1. Special goods
 - 4.1.1. Dangerous goods. International Maritime Dangerous Goods Code (IMDG code). Technical instructions for the safe transport of dangerous goods by air. Classification of materials. Specific packing and labelling conditions.
 - 4.1.2. Perishable goods. Special necessities of the transport chain.
 - 4.1.3. Incompatibilities of the combined transport of goods. Regulations of the consolidation and of the compatibility of products.
 - 4.2. Physical integrity of the goods. Transport units and packaging. Variables. Containers: dimensions, materials, resistance. Sea and air containers. Sea and air pallets
 - 4.2.1. Types of goods and transport means.
 - 4.2.2. Handling of goods: loading and unloading, stowage and unstowage, transshipments.
 - 4.3. Risks during transport.
 - 4.4. Packaging labelling: pictograms, markings, bar codes, *Radio Frequency Identification*- RFID, among others.
- 5. Sequencing of the transport phases:
 - 5.1. Information and communication systems. Information exchange systems. Mobile communication: geo-positioning APPS, Personal Digital Assistant(PDA). Global Position System (GPS). Galileo. Radio frequency identification.
 - 5.2. Registration and control of planned routes with PDA and GPS.
 - 5.3. Goods checkpoints and traceability.



5.4. Incidents on the route. Causes: climatic, conflicts, failures, among others. Alternative plans to resume transit.

5.5. Route casualties. Protocols for action.

5.6. Quality indicators. Corrective actions.

6. Goods insurance processing during international maritime and air transport:

6.1. The insurance contract. Legal framework. Effects of the contract for the insured and the insurer.

6.1.1. Personal elements: insurer, insured, policy holder and beneficiary.

6.1.2. Real elements: coverage, risk, damage, sinister, premium and insured value.

6.1.3. Formal elements: Insurance contract. Insurance policy: individual and floating. Insurance certificate. Insurance coverage.

6.2. Usual risks in the international transport of goods. Coverage.

6.3. Determining factors of the insurance costs. Insured value. Destination. Goods types. Packaging and other physical protections.

6.4. Insurance policy types: travel, open, forfait, floating, combined.

6.5. General conditions: UNESPA general conditions. Clauses of the London Insurers Institute (Institute Cargo Clauses): ICC "A", ICC "B", ICC "C".

6.6. Insurable minimum value. Additional premiums.

6.7. Insurance policy types according to the mode of transport.

6.8. Identification of insurable risks and coverage needs.

6.9. Selection of the most adequate policy according to the sale and purchase contract conditions and to the incoterms.

6.10. Policy contracting and management procedure. Documentation.

6.11. Action to be taken in the event of an incident or accident. Actions to be done and deadlines. Documentation to be fulfilled and deadlines. Deadlines for the collection of compensations.

6.12. Use of computer tools for the insurance management. Insurance cost simulators.

7. Selection of the different modes and means of terrestrial transport and of the optimal routes:

7.1. Combination of the different modes of transport. Types of businesses and services. Multimodal transport. Regulation framework.



7.2. Logistics platforms: Logistics Activities Zones. Free Trade Zones. Dry ports. Merchandise warehouses. Container depots.

7.3. Origin and destination physical points.

7.4. Cargo terminals and border points.

7.5. Loading characteristics.

7.6. Loading operations: Full or partial loads. Calculation of the stowage factors.

7.7. Planning and distribution of loads.

7.8. Section of routes. Optimization.

Professional module 06: Storage logistics

UF 1: Legal framework and warehouse regulations in national and international trade.

Length: 33 hours

Learning outcomes and assessment criteria:

The learner is able to:

1. Identify the storage sets of rules in national and international trade and its rules *by recognizing the rules of the contracts of storage, warehouse, and the especial goods transport.*

1.1 Analyse the national and international rules that rule the activities of storage, warehouse and distribution.

1.2 Apply the national and international rules when signing the warehouse contract.

1.3 Recognize and apply the national and International rules on storage and manipulation if general, dangerous and perishable products.

1.4 Analyse the alternatives of good installation and storage in our country before going through customs.

1.5 Analyse the aspects that characterize Free Trade Zone.

1.6 Analyse the aspects that characterize the Customs warehousing, both public and private, and the warehousing and premises which have been authorised, among others.

1.7 Apply the formalities and procedures that need to be done in a storehouse in the two official languages and in English.

1.8 Plan quality management systems in the storehouse homologated internationally.



2. Recognize the storehouse functions in the logistic chain, *by identifying the physical elements it is made up of and the security and hygiene rules.*

- 2.1 Identify the premises and structures that make up a storehouse.
- 2.2 Describe the zones in a storehouse.
- 2.3 Classify the storehouses according to the position of the supply chain.
- 2.4 Identify systems of storage.
- 2.5 Classify packaging and containers as a physical protection to the materials integrity.
- 2.6 Classify different types of boxes, pallets and containers for load items in a storage.
- 2.7 Relate the elements used in the storehouse for the materials manipulation and lodging.
- 2.8 Differentiate the functions of the storehouse as a repository, consolidation, re-expedition (*cross docking*), classification, preparation and collection centre.
- 2.9 Identify the security and hygiene rules that are applied to storehouses bearing in mind the nature of the stored goods and the manipulation and lodging carried out.
- 2.10 Value the specificity of the functions in data storage.

Contents:

1. Storage specific regulations:

- 1.1. National and international storehouse concept. Functions.
- 1.2. Deposit agreement and storage and distribution activity legal framework.
- 1.3. Interpretation of the national and international legal regulations applicable to the storehouse and to the storage of goods.
- 1.4. Specific regulations for the storing and handling of special goods: dangerous and perishable, among others.
- 1.5. Storage schemes in international trade: types and functions.
 - 1.5.1. Exempt areas: free zones and free storehouses.
 - 1.5.2. Customs storehouses, public and private, non-bonded storehouses, temporary storage facilities and authorised locations.
 - 1.5.3. Advantages. Good depots time limits. Settlements and tax exemptions.
- 1.6. Storehouse formalities and procedures and their corresponding documentation and register, both national and international.
- 1.7. Storehouse quality management systems, internationally approved.



1.8. Commercial technical English

2. Storehouse functions in the logistic chain:

2.1. Facilities and structures.

2.1.1. Trucks loading and unloading bays. loading and unloading in the railway station, air cargo and seaport. Materials storage areas.

2.1.2. Shelving storehouses. Types of shelves. Other types of storage.

2.2. Storage areas: Loading and unloading. Reception and control. Storing. Preparation or picking. Dispatching. Other areas: administration, refunds, packaging and pallets, maintenance, special chambers, among others.

2.3. Storehouses according to their position in the supply chain: raw materials, semi finished products, finished products, replacements, auxiliary materials, among others.

2.4. Storing systems: Clearly laid out. Chaotic. Storehouse management computer systems.

2.5. Containers and packaging. Types.

2.6. Unit load devices: boxes, pallets and containers.

2.7. Difference between handling and maintenance.

2.7.1. Handling and maintenance elements: fixed and mobile

2.7.2. Fixed handling elements: conveyor belts, roller-transport, air transport systems, among others.

2.7.3. Mobile handling elements: pallet carriers, stackers, carts, forklifts, mobile loading platforms, among others.

2.8. Storehouse functions: Deposit storehouse. Consolidation centre. Trans-shipment centre. Classification centre. Sorting centre. Preparation centre. Collection centre.

2.9. Functions of the warehouse in the logistics chain: deposit, consolidation, redispaching, sorting, preparation and collection.

2.10. Health and safety regulations. Enforcement of the labour risks prevention regulations in the handling and maintenance operations.

2.11. Data storage.



UF 2: Organization of the areas and of the storage process.

Length: 33 hours

Learning outcomes and assessment criteria:

The learner is able to:

1. Organize the storage process according to the type of activity and the goods volume *by optimizing the space, equipment and the manipulation time.*

1.1 Analyse the conditions and modalities of the storage systems according to different variables.

1.2 Sequence the different management processes in goods flow.

1.3 Apply technical criteria to the distribution and optimization of the storehouse space and achieving an efficient materials flow (*layout*) according to the needed operations and movements.

1.4 Manage the storehouse capacity according to the type of goods, time in use and its rotation.

1.5 Select lodging equipment, means and tools, according to the storehouse characteristics and the stored goods, by applying economic, quality and service criteria.

1.6 Calculate the personal needs and the lodging and use elements needed to carry out operative processes for a specific level of activity.

1.7 Apply goods identification systems according to its characteristics and packaging.

1.8 Identify the characteristics of goods to apply measures of goods protection and rotation methods to avoid expiration dates.

1.9 Use reduction methods in goods localization and manipulation time.

1.10 Select different modular packaging systems in the storehouse.

1.11 Specify procedures of risk prevention in the storehouse according to the equipment, lodging equipment, premises and types of goods.

1.12 Recognize the operating procedure in case of work-related incidents or accidents or emergencies derived from the handling of dangerous goods.

2. Manage the goods reception, orders preparation (*picking*) and shipping, *by abiding to the established rules and procedures and by optimizing the time needed.*

2.1 Identify the phases in an operative process of goods reception.

2.2 Design the procedure of the goods reception and services.

2.3 Determine the optimal means and equipment in goods loading, unloading and management.



2.4 Verify the documents that go with the goods, and faces it to the quantity, quality and integrity of the received goods according to the established procedures.

2.5 Establish identification and localization criteria by codifying it if needed.

2.6 Determine the storage zone according to the function and type of goods, and to storehouse organization and type.

2.7 Select the goods and products storage means.

2.8 Supervise the documents of the orders preparation, of internal and external customers.

2.9 Supervise the orders preparation according to the received orders and documents.

2.10 Control the expedition documents, issued in the two official languages and in English, both to the customer and the carrier.

2.11 Determine the type of packaging and carrier for each product

2.12 Supervise the goods dispatch: Identify goods, packaging, consolidation according to the established criteria and documents.

2.13 Determine the means of transport to deliver the goods according to the given orders.

2.14 Apply quality, security and optimization criteria in the goods reception and delivery operations or provision of a service.

3. Manage the operations subject to reverse logistic, *by determining the dealing of returned goods.*

3.1 Analyse the activities related to the reverse logistic according to the return and the agreement policy or agreements with the customers and suppliers.

3.2 Anticipate the actions that need be done with the returned goods; mending, recycling, elimination or reusing in secondary markets.

3.3 Determine the measures needed to avoid obsolescence and/or pollution of the returned goods.

3.4 Design the containers and reusable packaging with the delivery of new goods by applying the current rules.

3.5 Apply techniques of goods, products and packing identification, which are the aims of the return to customers or suppliers or elimination processes, according to the enterprise standards and the quality and environmental management systems.

3.6 Apply standard protocols in the elimination of perishable and dangerous products according to their characteristics.

3.7 Classify the different load units and equipment to be reused in other operations in the logistic chain and avoiding empty transport.



3.8 Classify the different types of containers and packaging, to be re-used according to the specifications, recommendations and current rules.

4. Supervise the operative processes carried out in the storehouse *by suggesting improvement mechanisms of the service quality and training programmes.*

4.1 Value the efficiency of the operative processes of the storehouse as a key issue for the enterprise competitiveness.

4.2 Analyse the needed elements in the implementation of a quality system in the storehouse which follow the enterprise and or customers guidelines.

4.3 Anticipate the implementation of the quality and security Systems to the ongoing improvement of the storage processes and systems.

4.4 Value the accomplishment of storehouse processes and protocols, starting from the enterprise quality planning or handbook.

4.5 Value the goods implementation and follow-up by means of radiofrequency systems or other technological innovations.

4.6 Recognize the needed elements to make sure that goods are followed and the current rules abided by using storehousing management systems.

4.7 Detect the pre-service and in-service training needs, both for the individual but for the team as well and set objectives to improve the efficiency and quality of the warehouse service.

4.8 Use programs for task and chronograms management to supervise tasks, time and staff and abide prevention rules.

Contents:

1. Organization of the storehouse process:

1.1. Storehouses geographical location. Own or external storehouses network and their strategic functions. National and international logistics services area: CIM (Integral centre of merchandises), ZAL (Logistics activities zone). Industrial business warehouses, of distribution and services.

1.2. Operational processes: reception and unloading. Control or inspection. Location. Storing. Replenishment. Order preparation or picking. Dispatching and loading. Return of goods or returnable packaging.

1.3. Distribution and optimization techniques of the warehouse areas. Storehouse zoning: storage area, handling and loading and unloading.

1.3.1. Flows of materials (reception, location, movements and preparation and distribution of orders, re-dispatching) and other storehouse activities (administration, distribution and services)



1.3.2. Handling and maintenance equipment.

1.3.3. Exit criteria of materials or goods. First In, First Out –FIFO, Last In, First Out –LIFO, among others.

1.3.4. Efficient flow of materials: Costs minimization. Customer service level and complexity in the preparation of orders. Preparation time.

1.4. Storehouse capacity. Types of goods. Volume. Time for handling and preparation of orders. Rotation.

1.5. Analysis of the human resources needs and types of storage and maintenance equipment systems and of the handling of goods: characteristics and utilities, maintenance plans. Advantages and disadvantages.

1.6. Identification and tracking systems of products and goods: radio frequency terminals, coding and bar code readers, Electronic Data Interchange (EDI), European Article Number (EAN), 2D or QR Response Barcode, among others. Portable terminals and voice recognition systems.

1.7. Packing and packaging, modular systems and load units:

1.7.1. Functions: protection, preservation and manageability.

1.7.2. Typology: boxes, crates, pallets and containers.

1.7.3. Factors that determine the choice: transport means, merchandise, product destination, costs and technical regulations.

1.7.4. Signalling and labelling: functions and regulation.

1.7.5. Packaging materials: typology and selection of materials.

1.7.6. Packing and packaging management

1.8. Storehouse safety and health regulations for people and goods. General and specific facilities. Risk and health surveillance prevention plans.

1.9. Signalling, hydrants, extinguishers, gas extraction, individual prevention equipments that must be implemented for risk prevention according to the number of workers, to the types of facilities, equipments and goods and its degree of danger.

1.10. Action protocols and procedures in the event of accident.

2. Reception operations management and preparation of orders and dispatch:

2.1. Reception: Concept. Unloading and organisation of unloading. Reception protocols: quantitative and qualitative checking, visual inspection, integrity, packing and packaging status. Identification for the location and storing. Reception document.



2.2. Loading and unloading. Physical space. Handling and maintenance elements. Time scheduling.

2.3. Dispatching: concept, organisation, activities (preparation of orders and of dispatches), packaging and consolidation (consolidation criteria) and documentation.

2.4. Transport: concept: own means of transport. Outsourcing of the transport service. Operators, means, contracting. Factors of choice. Documentation, routes, delivery and cost.

2.5. Commercial technical English

3. Management of operations subject to reverse logistics: activities related to reverse logistics:

3.1. Returns from customers and to suppliers (traceability).

3.2. Handling of the return of products, repairs, waste materials, removal and recycling and packing and packaging.

3.3. Costs of returns. Information and control systems. Analysis and assessment of causes.

3.4. Reuse of units and loading equipments

3.5. Environmental regulations of waste materials.

3.6. Containers and reusable packaging. Pool of pallets.

3.7. Expiry and degradation of products.

4. Supervision of the processes carried out in the warehouse:

4.1. Quality systems in the warehouse: process of implementation.

4.2. Control methods and evaluation of the management according to the quality management manuals and the risk prevention rules.

4.2.1. Activities and tasks carried out in the warehouse.

4.2.2. Execution time (timelines)

4.2.3. Control indicators (ratios): stocks, inventories, safety, training, third parties satisfaction.

4.2.4. Information analysis.

4.2.5. Correction of deviations measures.

4.3. Products traceability: types, objectives, applications and control, tracking and insuring elements.

4.4. Computer applications and new technologies applied to:



4.4.1. Tracking and identification of goods (stock control, input and output flows, inventory, deviations, position, traceability and incidents)

4.4.2. The automation, information and control of the warehouse operational process and subprocesses.

4.5. Initial and continuous training plans for the warehouse working team:

4.5.1. Needs detection

4.5.2. Objectives and methods

4.5.3. Deployment and evaluation

4.6. Definition of the warehouse working team professional career, according to the regulations and the staff policy.

UF 3: Management and supervision of stocks.

Length: 33 hours

Learning outcomes and assessment criteria:

The learner is able to:

1. Design and manage the storehouse budget *by identifying deviations coming from the cost allocation*

1.1 Determine the items and concepts that have to be taken into account when writing a budget of the storehouse.

1.2 Calculate the warehouse management costs periodically by using computer tools.

1.3 Identify the best economic indicators: cost per hour and cost per service, among others.

1.4 Calculate the storehouse costs according to the urgency, delivery dateline, goods preparation, products groupings (*co-packing*) and putting onto pallets, among others.

1.5 Analyse the deviations on the expected costs, identify their cause and origin and suggest corrective measures according to the procedures established by the enterprise.

1.6 Prepare and calculate the costs/expenses budget of the storehouse management periodically bearing in mind the cost of different activities and the service level by using computer spreadsheets.

1.7 Evaluate options of externalization (*outsourcing*) with logistic operators as an alternative to one's storehouses.

2. Manage the storehouse stocks *by ensuring their supply and expedition.*

2.1 Classify different types of inventories and recognize the aim of each one.



2.2 Apply the concepts of average, minimum and best stock and identify the variables that intervene in their calculation and supplies rotation speed.

2.3 Anticipate the necessary stock items in the storehouse to avoid breakages.

2.4 Value the supplies in the storehouse by using different methods.

2.5 Control the supplies in the storehouse and supervise the procedure and established rules to identify obsolescence and deviations from the inventory and to plan rectifying measures.

2.6 Carry out the necessary tasks to take customers' orders and their delivery.

2.7 Register the goods entry, goods leaving and product modifications (code *European Article Number* –EAN-), suppliers, customers and services, by means of computer tools.

2.8 Use general computer applications to manage stocks and for the identification of de materials, order management, delivery and leaving register in the storehouse.

Contents:

1. Prepare and control the storehouse budget:

1.1. The storehouse budget:

1.1.1. Buying and acquisition costs

1.1.2. Costs classification: by activity: storage, handling and maintenance. By chargeability: fixed and variable. By origin: direct and indirect.

1.1.3. Cost calculation by unit stored, by hour, by service.

1.1.4. Total costs and operational processes costs

1.1.5. Hidden costs and opportunity costs.

1.1.6. Analysis of deviations and optimization of costs by means of corrective measures.

1.2. Logistics operators, types and functions.

1.3. Evaluation and analysis of storage options: own or external storehouses (outsourcing). Logistics operators.

1.4. The electronic spreadsheet as a calculation and data processing tool for the budgetary preparation and control.

2. Management of the storehouse stocks:

2.1. Inventories:

2.1.1. Types: of fluctuation, of anticipation, of batch measure, among others. Purpose, protocol for action and timetable.



2.1.2. ABC classification of products and management methods

2.1.3. Appraisal criteria of the storehouse stocks: PMP, LIFO, FIFO.

2.2. Stocks management:

2.2.1. Types of stocks according to their purposes

2.2.2. Allocation of stocks among the storehouses of a logistic chain.

2.2.3. Inventory management variables and indicators: minimum, mean, maximum, optimum, safety, reorder point.

2.2.4. Stock rotation.

2.2.5. Factors affecting the reorder point or restocking.

2.2.6. Economic control. Incidents control.

2.3. Documentation of goods receiving and delivering activities. Work orders.

2.4. The customer order cycle.

2.5. General software that integrates all the storehouse aspects and uses word processors, spreadsheets, databases and timelines, among others.

2.6. Storehouse and inventory management specific software: docks management, storehouse management, procurement management, stocks management and production of labels, among other.

2.7. Purchasing and storehouse and sales management software, and information and communication between customers and suppliers: Customer Relationship Management (CRM), Supplier Relationship Management (SRM) and Supply Chain Management (SCM), items management, storehouse management, manufacturing and sales management, Electronic Data Interchange-EDI and its standards and Enterprise Resource Planning (ERP), among others.

Professional module 07: International marketing

UF 1: Strategies of company internationalization. 45 hours

Length: 45 hours

Learning outcomes

The learner is able to:

1. Identify the export support mechanisms *by analysing the services available to companies.*

1.1 Seek the state, autonomic, local and European Union public organizations that provide services of information and assessment in the companies' internationalization processes.



- 1.2 Recognise the tools that the different organizations provide, both in the country and abroad.
 - 1.3. Seek collaboration or clusters programmes for internationalization.
 - 1.4. Recognise programmes that help the international trade professionals' incorporation to companies
 - 1.5. Recognise the aids that foster direct investment abroad.
 - 1.6. Describe the internationalization support channels on the part of private investors groups.
 - 1.7. Recognise the trade, financial and fiscal instruments that promote exportation.
2. Carry out the foreign market selection and diagnostic analysis *by monitoring commercial studies and information*.
 - 2.1. Select the foreign markets, implementing the selection methodology and establishing a timeframe for action.
 - 2.2. Conduct a permanent documentary research, compiling information abroad and ensuring its reliability and its relevance for research.
 - 2.3. Analyze and select commercial information and identify the foreign markets regulatory limits.
 - 2.4. Elaborate the specifications about the information sought and/or the means to use in case of outsourcing the studies, either partially or completely, and ensures the monitoring of its implementation in the foreign markets and takes into account the costs generated.
 - 2.5. Formulate the recommendations to establish an operational action plan in accordance with the commercial policy of the company and the conclusions of the diagnostic analysis of the foreign market.
 - 2.6. Analyse the information gathered and present the findings report.
 3. Determine the target market segments and the products positioning *by applying the selection and positioning criteria*.
 - 3.1 Identify the segmentation general principles
 - 3.2. Select the segmentation criteria by complying with the validity conditions.
 - 3.3. Identify the international segmentation particularities by taking into account the European social styles and the ethnic segmentation, among others.
 - 3.4. Select the objective segments by focussing the efforts according to the company resources, the product, the market and the product life cycle
 - 3.5. Identify the positioning general principles.
 - 3.6. Use percentile maps "mapping", by using semantic scaling and *multi dimensional scaling (MDS)*, among others.



- 3.7. Selects the most relevant variables, taking perception into account
- 3.8. Consider markets evolution and their trend, taking into account the segment ideal preferences.
- 3.9. Elaborates the company segmentation and position strategy, by taking into account the optimal brand position.

Contents:

1. Export support mechanisms:

- 1.1. State bodies: Institute of foreign trade (ICEX), Embassies and Consular offices, Commercial offices abroad, High Council of Chambers of Commerce, Industry and Navigation, among others.
- 1.2. Catalan bodies: Department of Enterprise and Employment. Support agency for Catalan business (ACC1Ó). Foreign trade representation offices. Catalan Chamber of Commerce, among others.
- 1.3. Professional bodies: Professional guilds or associations, Business organizations, among others.
- 1.4. European Union interregional cooperation projects and internationalisation support projects.
- 1.5. Internalisation groups. International missions. Export groups. International fairs. Others
- 1.6. Programmes: First export, NEX-PIPE, among others.
- 1.7. Credit lines of the Official Credit Institute (ICO), Spanish Company for Development Funding (COFIDES), among others.
- 1.8. Alternative ways of advice and/or non-bank finance: private investors "*business angels*", among others. Other non-financial contributions.

2. Selection and diagnostic analysis of the foreign market:

- 2.1. Selection methodology: determination of the criteria. Examination of the general and specific criteria.
- 2.2. Implementation of the market selection: choice of criteria. Selection matrixes. Evaluation of specific criteria. Application of the analysis of the demand method.
- 2.3. Approximation to selected markets scheduling.
- 2.4. Economic, human and social indicators
- 2.5. Development indicators and international exchange.
- 2.6. Adaptation of the national economy within the international economy.
- 2.7. Organization principles of international exchanges.
- 2.8. Main tendencies of international exchanges.



2.9. Particular geographical areas.

2.10. Country assessment and risks. Country risk indicators

2.11. Identification, specificities and evolution of the geopolitical zones.

2.12. Natural and human resources.

2.13. Regulatory and fiscal environment. Legal system. Field of regulation: rules, certification, regulatory changes. International legal framework. Customs and fiscal regulations.

3. Objective market segments and positioning of products.

3.1. General principles of segmentation.

3.2. Segmentation criteria. Categories of segmentation criteria. Conditions governing the validity of the segmentation criteria.

3.3. Particularities of international segmentation: European social styles, ethnic segmentation, among others.

3.4. Marketing segmentation strategies.

3.5. General principles of positioning: Definition. Positioning in practice. Positioning maps: semantic and multidimensional scales.

3.6. Selection in positioning: variables selection. Market and segment preferences evolution and its ideal

3.7. Definition of the strategy of company segmentation and positioning

UF 2: Operational marketing

Length: 33 hours

Learning outcomes

The learner is able to:

1. Determine the opportunity of launching a product in a foreign market *by evaluating the commercial characteristics and the lines and range of the products.*

1.1 Identify the dimensions of a product or service, by distinguishing among line, range and family.

1.2. Elaborate a report by means of computing support, determining the activity field and establishing the products, services and detected tags dimension.

1.3. Identify the factors that define the foreign markets products policy.

1.4. Recognise the necessity to adapt the characteristics of the product to international markets by making the technical and commercial adjustments



- 1.5. Identify the development phases of a product life cycle.
- 1.6. Analyse the causal relationships among the marketing mix variables in the different stages of a product life cycle
- 1.7. Analyse the weaknesses and strengths of a product line in a given foreign market.
- 1.8. Select the type of products that can be used in an online marketing strategy.
- 1.9. Prepare reports, by using computer tools and assessing the launch opportunity of a product and its possible positioning in a foreign market.
2. Design price policies and commercial rates in a foreign market *by analysing the variables that make up and influence the product price.*
 - 2.1 Select the price fixing methods, taking into account the incoterms and the different variables that determine the product price in a foreign market.
 - 2.2. Values the importance of the foreign market purchasing power and its impact in the price fixing of the product or service in the foreign currency
 - 2.3. Identify the most relevant costs in market competitive price fixing and the sources that provide information about the competitors' prices
 - 2.4. Determine the market price trend during a specified number of years, by applying techniques of statistical regression and expected rates of variation, taking into account the turbulences and volatility that may affect the markets.
 - 2.5. Analyse the price strategies and distribution channels of competing brands or products in a given market.
 - 2.6. Compare the product or brand prices in a a given market with the ones from competitors, taking into account the incoterms used.
 - 2.7. Elaborate reports about the price analysis for different categories of products that compete in a given commercial establishment or channel, according to the study variables: national, international, category, quality and others, by using computer tools.
 - 2.8. Recognise the price policy of a company and the importance of price as the result of a negotiation.
3. Select the most appropriate way of entering a foreign market *by analysing the factors that define the structure of the distribution channels in international markets.*
 - 3.1. Differentiate the international distribution channels
 - 3.2. Analyse the variables that influence the different types of international distribution channels.
 - 3.3. Calculate the cost for the entry of products in a foreign market, considering the variables involved in a distribution channel.



- 3.4. Select, among different alternative distribution channels, those that optimize time and costs.
 - 3.5. Define a foreign sales network, proper, alien or mixed, in a given distribution channel, taking into account the company internal and external factors
 - 3.6. Classify the products of a trading company, according to the commercial distribution criteria and the distribution and sales costs.
 - 3.7. Elaborate a report about the problems and opportunities of the different products of a trading company in the different distribution channels, by using computer tools.
 - 3.8. Value the advantages and disadvantages of establishing a business in a foreign country.
4. Determine the most adequate actions of commercial communication in order to enter a foreign market *by evaluating the possible alternatives of international communication and promotion.*
- 4.1. Differentiate the means, supports and forms of communication most frequently used in international business practice.
 - 4.2. Analyse the objectives and elements of commercial communication with international clients.
 - 4.3. Apply different psychological techniques in the design of a commercial communication action, taking into account the international cultural differences.
 - 4.4. Analyse the differences between publicity and promotion in the context of opening to international markets.
 - 4.5. Select the means of promotion, content and form of the promotional message, evaluating the online communication alternative.
 - 4.6. Identify the main elements of a commercial and information website, specifying its characteristics.
 - 4.7. Apply methods to allocate financial resources and budgets in an international communication campaign.
 - 4.8. Analyse the objectives and criteria to attend international events and fairs.
 - 4.9. Select communication alternatives different from mass media, evaluating the impact that they may have in the communication policy abroad.
 - 4.10. Analyse the advantages of using an online marketing plan, for the launching and dissemination of new products

Contents:

1. Determination of the opportunity of launching a product in a foreign market:
 - 1.1. Product policy factors
 - 1.2. Causal relationships of the marketing mix variables



- 1.3. Analysis of the weaknesses, threats, strengths and opportunities (SWOT)
 - 1.4. Product positioning
 - 1.5. Report about the opportunities of launching a product.
 - 1.6. Adaptation to the technical and commercial characteristics of the foreign markets.
2. Design of price and commercial rates policies in a foreign market:
- 2.1. Price fixing methods
 - 2.2. Variables that determine the price of a product for exportation: costs, incoterms, currencies, exchange rates, demand and competence.
 - 2.3. Calculation of the product price for exportation on the basis of cost evaluation, by using incoterms.
 - 2.4. Price policies in foreign markets.
 - 2.5. Price strategies.
 - 2.6. Price tendency
 - 2.7. Price fixing at international level
 - 2.8. Price policy: price consistency at international level, business limitations in terms of pricing, intervals of negotiation for sellers.
 - 2.9. Antidumping regulation.
3. Selection of the most appropriate way of entering a foreign market:
- 3.1. Alternatives to operate in international markets.
 - 3.2. Direct operating modes.
 - 3.3. Indirect operating modes.
 - 3.4. Mixed operating modes
 - 3.5. Distribution cost in foreign markets.
 - 3.6. Selection of the distribution channel
 - 3.7. Foreign sales network, own, other or mixed. Direct sale for export. The commission agent. The branch. The subsidiary. The joint subsidiary. The franchise. The piggy-back. Export groups. Intermediary sales.
 - 3.8. Overseas expansion. Foreign direct investments or commercial agreements, Joint Venture, among others.



- 3.9. Classification of products associated to their form of distribution.
- 3.10. Report about the alternatives of the distribution of products in a company.
- 4. Determination of the most adequate actions of commercial communication in order to enter a foreign market
 - 4.1. Communication tools.
 - 4.2. Means, supports and forms of commercial communication in international commercial practice.
 - 4.3. Objectives and elements of commercial communication with international customers.
 - 4.4. Psychological techniques in the design of a commercial communication action.
 - 4.5. On line communication
 - 4.6. Methods of allocation of financial resources and budgets of an international communication campaign.
 - 4.7. Other communication channels different to the media: Export documentation. Participation in fairs and exhibitions. Direct marketing. Sales promotion. Point of sale advertising. Public relations. Sponsorship.
 - 4.8. Objectives and criteria to attend international fairs and events.
 - 4.9. Online marketing plan for launching and disseminating new products.

UF 3: International marketing plan.

Length: 21 hours

Learning outcomes

The learner is able to:

1. Develop an international marketing plan *by establishing objectives, strategies and actions to carry it out.*
 - 1.1. Select the basic information
 - 1.2. Program the phases of the marketing plan commercial planning
 - 1.3. Analyse the enterprise environment and the potential market
 - 1.4. Prepare the international marketing plan according to the company's image and the benchmarks established in the company's strategic marketing.
 - 1.5. Establish the objectives of the international marketing plan from the information available in the market information system and from the environment analysis.



- 1.6. Define the international marketing plan strategies in order to develop the set objectives.
- 1.7. Optimize the international marketing plan, taking into account the budget ceilings.
- 1.8. Establish the action plan in order to comply with the set strategies.
- 1.9. Control the actions of the international marketing plan, by using the predefined indicators.
- 1.10. Incorporate the results obtained in order to rethink the objectives, strategies and actions of the subsequent international marketing plans.
- 1.11. Suggest alternatives in the event of changes in the initial planning, and rethink the objectives, strategies and actions of the international marketing plan.
- 1.12. Use computer tools for information processing.
- 1.13. Write an international marketing plan by using computer tools and by using the two official languages, English and the second foreign language.

Contents:

1. International marketing plan.

- 1.1. Phase of the marketing planning: situation analysis, objectives of the marketing plan, strategies, action plans.
- 1.2. Situation analysis: external situation of the company, internal situation of the company, commercial research, diagnosis. Analysis of weaknesses, threats, strengths and opportunities (SWOT), among others.
- 1.3. Objectives of the marketing plan: quantitative and qualitative.
- 1.4. Marketing strategies: corporate strategies, portfolio strategies (growth-share matrix, *Boston Consulting Group* –BCG, among others), segmentation and positioning strategies.
- 1.5. Optimization of the international marketing plan: with regard to budgetary limits. Choice of an appropriate sharing of resources. Cultural and regulatory specificities.
- 1.5. Action plans: product plan, pricing plan, distribution plan, communication plan, priority plan. Reaction to the company exogenous variables.
- 1.6. Elaboration of an international marketing plan consistent with the positioning, with the company's image and its products and with the product lifecycle for each prospected market.
- 1.7. Action controls: Fulfilment of indicators. Improvement proposals.
- 1.8. Rethinking of new scenarios



Professional module 08: Market information system

UF 1: Prospecting of international markets.

Length: 33 hours

Learning outcomes

The learner is able to:

1. Carry out international market prospecting *by analysing the specific characteristics of each market.*
 - 1.1. Identify the objectives according to the specific characteristics of the foreign markets.
 - 1.2. Select the objectives according to the specific characteristics of the foreign markets.
 - 1.3. Evaluate the current customers' potentials.
 - 1.4. Structure a budget of prospection and of expected sales and expenses
 - 1.5. Define the techniques and criteria to carry out the prospection.
 - 1.6. Identify the companies to be prospected by applying the established techniques and criteria.
 - 1.7. Elaborate and update the prospected companies' file and their qualification.
 - 1.8. Establish the first contact with the prospected companies.
2. Organize the processes of international market research *by defining the objectives, the information sources, the methods and techniques in order to obtain the data and the necessary budget.*
 - 2.1. Recognise the consumer needs classified according to satisfaction hierarchy or priority order.
 - 2.2. Identify the phases in the consumer purchase process, analysing the internal and external variables that influence it.
 - 2.3. Determine the problem or opportunity of the enterprise to be investigated and formalise the objectives of the investigation that will be done.
 - 2.4. Determine the design or investigation type which will be carried out.
 - 2.5. Elaborate the working plan.
 - 2.6. Identify the information sources.
 - 2.7. Characterise the most frequent access methods to internal and external secondary information sources, online search engines or others.
 - 2.8. Differentiate the qualitative and quantitative techniques for primary information collection.



- 2.9. Describe the advantages of paper-based data collection means (computer assisted personal interview, PAPI - *Paper and Pencil Interview*-) or computer means support (CATI -*Computer Assisted Telephone Interview*-; CAPI -*Computer Assisted Personal Interview*-; online administrative survey system: interviewees answer the survey by internet CAWI -*Computer-Assisted Web Interviewing or Computer-Aided Web Interview*-; TAWI -*Tablet Assisted Web Interviewing or Computer-Aided Web Interview*-), just as much in personal, or phone, or web interviews.
- 2.10. Elaborate and try different types of questionnaires for the conduction of different survey modalities (personal, telephone, mail or web).
- 2.11. Select the sampling method and calculate the sampling optimum measure.
- 2.12. Elaborate the field work plan for the collection of primary information.
- 2.13. Programme the field working plan.
- 2.14. Detect possible mistakes in the questionnaire.
- 2.15. Analyse the implications of outsourcing the investigation processes, as well as the information that should be given or obtained in the foreign market.
- 2.16. Use information sources and apply data collection systems using the English language.
3. Organize a marketing information system in order to take commercial decisions *by defining the information sources, procedures and data organization techniques*.
- 3.1. Determine the company information needs for marketing decision taking
- 3.2. Identify the data which are processed and organized by a marketing information system
- 3.3. Analyse the suitability characteristics that a marketing information system should have, its size, purpose and objectives, according to the company information needs or organization.
- 3.4. Classify the information according to its nature, data origin and availability.
- 3.5. Determine the subsystems that integrate a market information system, by analysing the functions, type of data and the objectives of each of them.
- 3.6. Classify the data according to their information source.
- 3.7. Apply adequate techniques for data processing and organisation, with the purpose of turning them into useful information for decision making or company organisation.
- 3.8. Use information tools for the filing and incorporation of the database information and for its permanent updating so that it can be used in an agile and fast way.
- 3.9. Make based recommendations for commercial decision taking.



Contents:

1. International market research:

- 1.1. Justification for the research to be carried out: objectives and segmentation of the research. Scoring.
- 1.2. Preparation for research: identification of objectives and limitations. Organization of information research. Available supports.
- 1.3. Structure of a research budget. Provisional sales budget and expenditures budget. Budget as a tool to measure efficiency before research.
- 1.4. Elaboration of the researchees file
- 1.5. Research management: verification of the information.
- 1.6. Communication with the researchee: research with or without travel.

2. Organisation of the research processes

- 2.1. Study of the consumer needs and behaviour
- 2.2. The consumer purchasing process. Phases and variables involved.
- 2.3. Commercial research. Concept and purpose.
- 2.4. Applications of the commercial research.
- 2.5. Methodological process of the commercial research. Phases of the process.
- 2.6. Identification and definition of the research problem or opportunity.
- 2.7. Determination of the research objectives.
- 2.8. Types of research: exploratory, descriptive and experimental studies.
- 2.9. Design and elaboration of the commercial research plan.
- 2.10. Budget and costs of the commercial research.
- 2.11. Information sources: internal, external, primary and secondary.
- 2.12. Methods and techniques to obtain secondary information.
- 2.13. Methods and techniques to obtain primary information.
- 2.14. Qualitative research techniques: in-depth interview, group dynamics, observation and others.



- 2.15. Quantitative research techniques: surveys, panels (consumers, retailers and hearing), observation and experimentation.
 - 2.16. The questionnaire. Design methodology.
 - 2.17. Elements and structure of the questionnaire.
 - 2.18. Basic concepts of sampling: population, universe, sampling frame, sampling unit and sample.
 - 2.19. Random or probability samplings.
 - 2.20. Non-probability sampling.
 - 2.21. Sampling and non-sampling errors.
 - 2.22. Factors that influence the sample size. Sampling error and confidence level.
 - 2.23. Calculation of the sample size.
 - 2.24. Calculation of the sampling error.
 - 2.25. Elaboration of the fieldwork plan. Phases of the process.
 - 2.26. Determination of the time and the necessary material and human resources for the field work, according to the means and type of survey (CATI -*Computer Assisted Telephone Interview*-; PAPI -*Paper and Pencil Interview*-; CAPI -*Computer Assisted Personal Interview*-; CAWI -*Computer-Assisted Web Interviewing or Computer-Aided Web Interview*-; TAWI -*Tablet Assisted Web Interviewing* or *Computer-Aided Web Interview*-).
 - 2.27. Fieldwork programming.
 - 2.28. Organization of the fieldwork.
 - 2.29. Elaboration of the roadmap of each interviewer.
 - 2.30. Interpretation of the questionnaire in order to detect possible errors in relation to the structure and the connexion between questions and establishment of appropriate deviation corrective measures.
 - 2.31. Ethical aspects of commercial research. The CCI/ESOMAR code.
 - 2.32. Commercial English.
3. Organization of a marketing information system in order to take commercial decisions
- 3.1. Subsystems that integrate the marketing information system.
 - 3.2. Characteristics of the marketing information system:
 - 3.2.1. Objectives and its components.



3.2.2. Forms, data and sources.

3.2.3. Quality of information.

3.2.4. The value of information.

3.3. Feeding of the marketing information system:

3.3.1. The information research process

3.3.2. The communicator

3.3.3. The role of computer technology in the management of the marketing information system.

3.4. Exploitation of the marketing information system.

3.4.1. Questioning of the marketing information system. Searching useful information. The SQL (*structured query language*).

3.4.2. Updating and enriching the marketing information system.

3.4.3. Exploitation of the marketing information system. Relevant variables. Formulation of hypothesis and recommendations.

UF 2: Use of market prospecting.

Length: 33 hours

Learning outcomes

The learner is able to:

1. Exploit the data obtained in market prospecting and from the network of collaborators *by using indicators and information technology (IT) tools*.

1.1. Establish measurement indicators of prospection fulfilment.

1.2. Monitor prospection.

1.3. Analyse and evaluate the prospection done.

1.4. Identify collaborators that may contribute with commercial information.

1.5. Handle the commercial information obtained from collaborators.

1.6. Develop a contact database, by taking plurality into account.

1.7. Manage and update the contact database.

1.8. Invigorate the customers' portfolio.



2. Analyse and evaluate data obtained in the research with one's own or external means *by elaborating reports for decision making purposes*.
 - 2.1. Tabulate and depict the data obtained in the commercial investigation, according to the specifications received.
 - 2.2. Calculate the basic statistical measures of central tendency, of data dispersion and the ones that represent the form of distribution.
 - 2.3. Apply statistical inference techniques to extrapolate the sample results to the entire population, with a certain degree of trust and a certain level of sample error.
 - 2.4. Apply basic statistical measures to obtain market information, such as market trends, market share or others.
 - 2.5. Compare the statistical results obtained in a given study with the previous hypothesis.
 - 2.6. Use spreadsheets and other computer tools for the processing and analysis of data and for the calculation of statistical measures.
 - 2.7. Produce commercial reports with the results and conclusions obtained in the study.
 - 2.8. Submit the study data and the results properly organised in statistical tabular forms and accompanied by the most adequate graphic representation.
 - 2.9. Incorporate the study data and results in a database, by using the most appropriate format for further updating, for ease of reference and for quick and precise information retrieval.
 - 2.10. Submit commercial reports using the English language.

Contents:

1. Exploitation of the data obtained in market prospecting and in the network of collaborators.
 - 1.1. Research follow up:
 - 1.1.1. Global sales analysis.
 - 1.1.2. Statistical analysis.
 - 1.1.3. Compliance indicators.
 - 1.2. Evaluation of the prospection campaign:
 - 1.2.1. Global efficiency measures. File membership ratio. Contact cost ratio. Customer acquisition ratio.
 - 1.2.2. Productivity measures of the research means: Rate of return (mailing). Contacts productivity (telephone) and efficiency of an e mail.
 - 1.3. Maintenance of contacts. Extension of the professional contacts network.



- 1.4. Types of collaborators.
- 1.5. Collaborators selection criteria.
- 1.6. Evaluation of collaborators.
- 1.7. Basic information about collaborators.
- 1.8. Evaluation of the qualities and competencies of the collaborators.
- 1.9. Ethical collaborators.

2. Analysis and evaluation of the data obtained in the research:

- 2.1. Data organization and tabulation. Graphical representation of data.
- 2.2. Univariate and multivariate analysis
- 2.3. Measures of position or central tendency (mean, median and mode)
- 2.4. Dispersion measures (variance, standard deviation and range)
- 2.5. Measures of the shape of the distribution (skewness and kurtosis)
- 2.6. Probabilistic analysis techniques. Point or intervals estimate
- 2.7. Contrast of hypothesis.
- 2.8. Statistical inference techniques.
- 2.9. Linear regression and simple correlation. Curve fitting. Index numbers.
- 2.10. Time series. Trends estimation.
- 2.11. Computer applications for information processing and analysis: spreadsheets and databases.
- 2.12. Commercial English.
- 2.13. Elaboration of commercial reports with the results of the analysis and conclusions of the research and statistical study of the data.

Professional module 09: International negotiation

UF 1: International contracting.

Length: 33 hours

Learning outcomes and assessment criteria:

The learner is able to:



1. Interpret the rules and usual uses that abide international contracts *by analysing their repercussion in international trade operations.*

1.1 Identify the legal sources that rule International contracts.

1.2 Recognize the legal value of International treaties, of International organisms and of uniform customs and practices in international contracts.

1.3 Value the importance of English in international contracts and the original version of International legislation and uniform uses.

1.4 Identify the legal terms and the commercial legislation that rules international purchase contracts.

1.5 Analyse the conditions and obligations derived from the use of incoterms in operations of international trade.

1.6 Identify the parts and elements of an international purchase contract and differentiate the optional clauses from the compulsory clauses.

1.7 Recognize ways of solving conflicts derived from international contract conditions, established in International laws.

1.8 Value the advantages of using International arbitration or mediation clauses, among others, when solving International trade conflicts.

1.9 Analyse the general characteristics that rule the International tenders.

2. Design international contracts where *by incorporating the agreements in the negotiation processes and applying the international rules, uses and customs.*

2.1 Identify the documents models used in international trade negotiations.

2.2 Write the clauses of a pre-contract in an international trade operation and apply the legislation in International contracts.

2.3 Identify the rights and obligations derived from the inclusion of the incoterm agreed with in the international purchase contract.

2.4 Identify the different types of International trade contracts that are used.

2.5 Characterize the document models that represent the International trade contracts.

2.6 Write the contract suitable for International trade operation.

2.7 Identify the parts that make up the terms and conditions and the commercial supply in International tenders.

2.8 Use computer tools to write the clauses of an International trade contract.

2.9 Interpret international import and export contracts in English.



3. Plan the development and control process of the International contract agreements *by obtaining information from the agents involved.*

3.1 Organise the control process of the purchase/ distributors/ commercial agents by using communication and information systems.

3.2 Identify market problems, opportunities and tendencies.

3.3 Characterize reports from customers, suppliers, consultants, commercial agents and/or distributors by means of computer tools.

3.4 Write developmental ratios and profits from the sales, by means of computer tools.

3.5 Design action plans that lead to own or distributors' sales motivation, improvement and methodology.

3.6 Establish a distributors' loyalty programme.

3.7 Define relevant control methods of development and performance of the International trade processes.

3.8 Define the control process that must be conducted to order from International customers and suppliers, by using computer systems and programmes.

3.9 Identify the most common incidents in International purchase processes.

Contents:

1. Interpretation of the rules and usual uses that regulate international contracting:

1.1. The international contract:

1.1.1. Applicable law

1.1.2. Choice of the applicable law.

1.1.3. Applicable law in the absence of choice.

1.1.4. UNIDROIT principles of international contracts

1.1.5. Rules of the International Chamber of Commerce. Official languages and English versions.

1.1.6. Incoterms: conditions and obligations. Official languages and English versions.

1.2. International arbitration and mediation.

1.3. International bids and tenders

2. Elaboration of international contracts:



2.1. The international sale and purchase contract

2.1.1. The 1980 Vienna Convention

2.1.2. International Lex Mercatoria

2.1.3. Aspects to be agreed in the negotiation: quantity, price, product description and reference, delivery/ reception terms and conditions, payment / collection terms, among others.

2.2. Stages of the international sales contract:

2.2.1. The commercial offer

2.2.2. General conditions of an export sale.

2.2.3. The acceptance.

2.2.4. Contract clauses:

2.2.4.1. Economic clauses: price, products, transport modality and delivery conditions.

2.2.4.2. Legal clauses: subject of the contract, contracting parties, transfer of ownership, commitment clauses, exemption clauses, safeguarding clauses, contract start date, law, competent jurisdiction, language of the contract.

2.3. Commercial intermediation contracts:

2.3.1. The contract of representation

2.3.2. The brokerage contract

2.3.3. The agency contract. Clauses: Parties, subject, start date, termination of the contract, remuneration of the agent, sanction for non compliance and dispute proceedings, obligations of the principal, obligations of the agent, Ducreire clause, among others.

2.4. Commercial distribution contracts:

2.4.1. The distribution or concession contracts.

2.4.2. The franchise agreement

2.5. Technology transfer contracts.

2.5.1. Patent license agreements

2.5.2. Know-how license agreements

2.6. Joint Venture agreement

2.7. International IT contracts



- 2.8. Supply contracts
- 2.9. Contracts for the provision of services and results
- 2.10. Contracting through open competition or international tenders.
- 2.11. Channels for conflict prevention: The international arbitration.
- 2.12. Commercial English
- 3. Development planning and control of international contractual arrangements:
 - 3.1. Organization of the international sale and purchase operations.
 - 3.1.1. Management of the commercial team.
 - 3.1.1.1. The composition of the export sales team.
 - 3.1.1.2. The remuneration of salesmen abroad.
 - 3.1.1.3. Control of the sales team
 - 3.1.1.4. System of rewards and sanctions of the sales team.
 - 3.1.2. Actions aimed at distributors.
 - 3.1.2.1. Diversity of distributors: importer, independent retailer and purchasing group point of sale, among others.
 - 3.1.2.2. Distributors' loyalty programmes
 - 3.1.3. Development of relationships with local representatives:
 - 3.1.3.1. Commission agents. Dealers. Franchises.
 - 3.1.4. Techniques of motivation, improvement and scheduling of the sales network.
 - 3.2. Monitoring of purchases
 - 3.2.1. Control ratios of operations and monitoring over time.
 - 3.2.2. Graphical analysis of the monitoring of purchases: Spider graph.
 - 3.3. Quality control of international operations.



UF 2: Strategies of international negotiation.

Length: 66 hours

Learning outcomes and assessment criteria:

The learner is able to:

1. Select the possible suppliers, *by using the available sources of information and analysing their commercial conditions.*

1.1 Use the techniques suitable for search and selection of International suppliers.

1.2 Identify the main internal and external risks in International trade operations and take care of trade profitability and security.

1.3 Identify the trade terms and conditions that International suppliers must abide.

1.4 Select suppliers, according to the objectives set by the organization.

1.5 Write files of International suppliers, on the computer.

1.6 Write reports on the choice of International suppliers on the computer.

1.7 Update the suppliers database and forms regularly according to security and confidentiality.

2. Establish communication processes with International customers and suppliers according to business protocols and the country customs *by using suitable means and systems.*

2.1 Recognize the most usual techniques in International communication relationships.

2.2 Identify the main rules of verbal and non verbal communication in different cultures

2.3 Plan the phases in a personal interview with commercial purposes in an International context.

2.4 Write documents based on a customer's, agent's or supplier's information proposal with a style that is appropriate to their country.

2.5 Use suitable techniques for each situation and for each interlocutor, to have phone conversations, videoconferences, meetings and/or written communications with a customer, agent or supplier.

2.6 Write documents with key issues to deal with at a Meeting with the customer, agent or supplier.

2.7 Use computer programmes or new technologies to write and convey commercial documents derived from communications between the two parts.

2.8 Identify the cultural differences and approaches other cultural identities.

2.9 Identify the international protocol rules as a tool to approach other cultures



2.10 Use protocol rules to develop international negotiations.

2.11 Use information and communication new technologies when communicating with International operators.

2.12 Use English in written and oral communications.

3. Design negotiation processes with customers and /or suppliers *by suggesting the most advantageous terms for the organization.*

3.1 Identify the essential factors that make up supply and demand of products and / or provision of services in international operations.

3.2 Plan different stages in the negotiation process in international operations.

3.3 Use the main International negotiation techniques in international operations.

3.4 Use the common trade terminology in International operations.

3.5 Know the relevant characteristics in negotiations with different cultures.

3.6 Make a plan to start negotiations where idiosyncrasy, rules, protocols and customs from the customer's or the supplier's country are taken into account.

3.7 Define the main parameters and the maximum and minimum limits that make up an offer from international customers.

3.8 Report the agreements in the negotiation and use computer programmes and tools.

Contents:

1. Selection of potential suppliers:

1.1. Purchases function

1.1.1. Specific characteristics of the purchases purpose

1.1.2. Types of purchases: Segmentation of purchases. Purchases portfolio: Risk and benefit assessment. Purchasing strategies.

1.1.3. Purchasing process

1.1.4. Organization of purchases.

1.2. International purchasing:

1.2.1. Purchases internationalization: Supplying abroad. Global sourcing. Risks in international purchases. Sales channels and networks. Traditional approach. E-procurement. Electronic markets. Logistic, customs and financial limitations.



1.2.2. The search for potential suppliers: Schedule of technical and functional conditions. Identification of potential suppliers: Information sources. Preselection of the supplier. Contact with the supplier: Request for quote.

1.2.3. Selection criteria. Graphical analysis of the selected suppliers: Spider graph.

2. Establishment of a communication process in international relations:

2.1. Information sources about international trade

2.2. Means and systems of international communication.

2.3. Interpersonal communication:

2.3.1. The actors of the relationship

2.3.2. The problems of communication

2.3.3. Relational strategies

2.3.4. Interculturality in communication

2.4. Verbal and non verbal communication in an interculturality context

2.5. Knowledge of others and of oneself

2.6. Relational skills

2.6.1. Assertiveness

2.6.2. Active listening

2.6.3. Argumentation

2.6.4. Rules of coexistence

2.6.5. Physical appearance as a communication element.

2.6.6. The capacity to cause stress.

2.6.7. Intercultural relational skills.

2.7. The interview

2.7.1. Conducting a telephone interview or video conference

2.7.2. Conditions for success.

2.7.3. Telephone interview or video conference guide



2.8. International protocol

2.8.1. Cultural dimension and approach: Culture and intercultural competence. Recognition and respect for cultural differences. Greetings and introductions. Names and titles. Card exchanges. Eating habits. Tips. Colours. Manners. Gestures. Presents.

2.8.2. Intercultural models: Ethnocentrism and intercultural social perception. The main intercultural models.

2.8.3. Development of intercultural competences: subtleties of language. Individual and social behaviours. The multicultural team.

2.9. Use of information technologies and communication with international operators.

2.10. Commercial English

3. Design of the negotiation process with clients and/or international suppliers.

3.1. Preparing for international negotiation

3.2 Margin of negotiation.

3.3. Development of international negotiation.

3.4. Stages of the negotiation process

3.5. International purchasing:

3.5.1. Evaluation of the suppliers' offers: comparing offers. Evaluating suppliers

3.5.2. Preparing for negotiation: Face to face negotiation. Reverse auctions.

3.6. Consolidation of international negotiation.

3.7. International negotiation techniques.

3.8. Different national styles of commercial negotiation: Anglo-Saxon, French, German, Japanese, Chinese, North-American, Hispanic-American and Arabic, among others.

3.9. Success factors in an international negotiation.

3.10. Using computer applications for the negotiation process.

3.11. Using graphic presentation programmes for the negotiation process.



Professional module 10: International e-business

UF 1: Tools for international e-commerce.

Length: 45 hours

Learning outcomes

The learner will be able to:

1. Carry out the required basic tasks to use the Internet *by using it as an international channel of company promotion.*
 - 1.1. Identify the essential concepts of the functioning and use of the network at international level.
 - 1.2. Evaluate the different systems of network connection.
 - 1.3. Configure access to the network computer system.
 - 1.4. Check the distinctive characteristics of intranets and extranets.
 - 1.5. Use the main national and international browsers to surf the net.
 - 1.6. Perform simple selective information searching, by using specific applications.
 - 1.7. Use national and international thematic browsers and other advanced search applications.
2. Manage different Internet services and protocols *by using email and data transfer programs, among others.*
 - 2.1. Identify the elements that make up the electronic mail.
 - 2.2. Use the electronic mail directly from the Web.
 - 2.3. Use e mail client programmes to manage the transmission and reception of messages.
 - 2.4. Identify the file transfer network protocol (FTP) from a client machine to a server.
 - 2.5. Share files through a peer-to-peer computer network (P2P)
 - 2.6. Download free software regardless of time of use restrictions
 - 2.7. Download videos and music, among others.
3. Determine the strategy to interact with other Internet users *by using specific programs, international forums and social networks in business.*
 - 3.1. Use web programmes to maintain text cyber chats
 - 3.2. Use instant messaging programmes.



- 3.3. Establish contacts with other network users, using only sounds or sound and image, through international debate and opinion forums.
 - 3.4. Establish international contacts about specific issues through professional content thematic blogs
 - 3.5. Carry out communications, advertising and sales with international users through social networks.
 - 3.6. Generate audiovisual and photographic activity contents and commercial products and processes.
 - 3.7. Use the English language in international communications.
4. Define the e-commerce policy of the company *by establishing the required actions to carry out online international sales in English.*
- 4.1. Establish the necessary parameters to create or adapt an international online business.
 - 4.2. Determine international client acquisition actions focussed on the international e-Commerce.
 - 4.3. Recognise the network existing business models.
 - 4.4. Design an international virtual shop.
 - 4.5. Plan the management of orders received and of the entire logistic process.
 - 4.6. Identify legal and data protection aspects in international electronic commerce.
 - 4.7. Establish the international means of payment that will be used.
 - 4.8. Select the security systems that guarantee the operations privacy and invulnerability.
 - 4.9. Identify the existing types of electronic business.
5. Carry out the electronic invoicing and other administrative tasks specific of international trade *by using online specific software and English, when necessary.*
- 5.1. Identify the invoicing electronic formats (EDIFACT, XML, pdf, html, doc, xls, gif, jpeg or txt, among others).
 - 5.2. Establish the telematic transmission between computers.
 - 5.3. Guarantee the integrity and authenticity of telematic transmissions through a recognised electronic signature.
 - 5.4. Use specific applications to issue electronic invoices.
 - 5.5. Carry out online administrative tasks with national and international public and private bodies.
 - 5.6. Identify the programmes which are harmful for the security and integrity of the data stored in computer equipments.



5.7. Implement the necessary security barriers to safeguard the stored information.

Contents:

1. Execution of the necessary basic tasks to use the Internet
 - 1.1. The Internet: its origin and evolution.
 - 1.2. Functioning: servers and clients, TCP/IP protocols, the World Wide Web and the network domains.
 - 1.3. Service providers. Internet connexion means. Mobile connections.
 - 1.4. Access setting.
 - 1.5. Intranets and extranets.
 - 1.6. What a browser is and its functioning: most used browsers.
 - 1.7. Searching national and international information in internet.
 - 1.8. Browsers: search engines and indexes; thematic browsers, multi search and meta search engines.
 - 1.9. Basic search concepts, special search syntax, advanced search option, additional services and specific tools.
2. Management of different Internet services and protocols:
 - 2.1. Electronic mail: What it is and how it works.
 - 2.2. The webmail: account creation. The basic functions of reading, answering and sending.
 - 2.3. Automatic e-mail responses.
 - 2.4. Unwanted mails.
 - 2.5. POP3: What it is and its use.
 - 2.6. POP3 mail sending, reception and maintenance
 - 2.7. File transfer: What it is and its use.
 - 2.8. FTT servers: Applications.
 - 2.9. P2P networks (peer to peer): Applications
 - 2.10. Downloads: music, video and software.
 - 2.11. Freeware and shareware



3. Interaction strategy with other Internet users
 - 3.1. Voice and video telephone connections
 - 3.2. Hat groups: IRC and web chat programmes.
 - 3.3. Instant messenger service.
 - 3.4. Videoconference
 - 3.5. International forums. Reading and writing in a forum
 - 3.6. International discussion groups.
 - 3.7. International social networks
 - 3.8. Weblogs, blogs and logbooks.
 - 3.9. International social networks for companies (social media)
 - 3.10. The community manager role
 - 3.11. Adding elements in an international social network site
 - 3.12. Using photographic and audiovisual elements in an international social network site
 - 3.13. External blogs and RSS
 - 3.14. How to search an interesting group of an international virtual community or social network.
 - 3.15. How to build a network of international influential contact
 - 3.16. Buying and selling in international social networks.
 - 3.17. Commercial English
4. Definition of the international e-commerce policy of the company
 - 4.1. Concept and design of an international virtual store.
 - 4.2. Digital business models: horizontal portals, B2B, B2C, among others.
 - 4.3. Domain selection and registration.
 - 4.4. Web showcase. E-catalogue.
 - 4.5. Logistic control of goods sold online.
 - 4.6. The complaint as an instrument of customer's loyalty.
 - 4.7. The financial importance of a complaint.



- 4.8. Electronic international payment means.
- 4.9. Cooling-off periods and cancellations.
- 4.10. Cryptography, symmetric key, asymmetric key and unique encryption key.
- 4.11. Signature
- 4.12. Digital certificates
- 4.13. Encryption
- 4.14. E-business: e-shop, e-mail, e-procurement, e-marketplace and e-auction, among others.
- 4.15. Virtual business parks
- 4.16. Commercial English
- 5. Carrying out the online: electronic invoicing and other administrative tasks specific of international trade.
 - 5.1. Electronic invoice: General aspects, conditions of use and legal regulations
 - 5.2. Security: recognised electronic signature.
 - 5.3. Electronic invoicing programmes
 - 5.4. Relation with other companies and public bodies: e-banking, Social Security proceedings, Ministries entrusted in international trade and Treasury websites of Customs services, among others.
 - 5.5. Institutions related to international trade and to obtain the necessary documentation for the international sale of goods: state, autonomic and European Union administration bodies, Chambers of commerce, verification entities, among others.
 - 5.6. Security in internet: Spam, computer viruses, spyware, phishing.
 - 5.7. Antivirus programmes firewalls and anti-spyware.
 - 5.8. Safe internet surfing: cookies
 - 5.9. Commercial English.

UF 2: The international e-business marketing plan.

Length: 21 hours

Learning outcomes

The learner will be able to:



1. Design the digital marketing strategic plan of the company in the Internet *by making a diagnosis and analysing the market.*

1.1. Analyse the consumer situation in international digital markets, the sector and the business international competitors.

1.2. Define the company commercial network objectives: company motivation, markets and target audiences.

1.3. Analyse and study the current digital presence: objectives, structure, content, programming and browsers positioning.

1.4. Define the redesign of the digital presence, made on the basis of the previous analysis, the definition and reorganization of the digital presence focussed at markets and selected international target audiences.

1.5. Evaluate the challenges of international electronic marketing: trust in payment means, logistic problems and security.

2. Design the digital marketing strategic plan of the company in the Internet in English *by drawing potential customers and, eventually, turn them into business.*

2.1. Determine the positioning processes and international online marketing, applying recruitment and relational marketing techniques.

2.2. Use browsers positioning systems, advertising and promoting in browsers, mobile devices and other online promotion tools, in order to attract and increase the number of visits.

2.3. Define usability and persuasion tools to turn visits into contacts and finally, into potential customers.

2.4. Apply techniques to turn customers into sales and carry out further control and tracking.

2.4. Manage and secure international customers' loyalty, by using communication tools, such as newsletters and building digital communities, among others.

2.5. Analyse the result of international digital marketing actions, by means of statistics.

Contents:

1. Design of the digital marketing strategic plan of the company in the Internet, by means of a market analysis:

1.1. Main characteristics of the international online customer. Diagnosis.

1.2. Online and offline promotion of the export web

1.3. Definition of the international digital strategy of the company:

1.3.1. Establishing the company project target in internet.



- 1.3.2. Identification of the users' profile
- 1.3.3. Establishing the target audience to be reached
- 1.3.4. Definition of how we want our company to be reached on the Internet.
- 1.3.5. Identification of who, where and what our competence is like.
- 1.3.6. Identification of what we want to communicate.
- 1.4. Identification of the needs:
 - 1.4.1. Web application
 - 1.4.2. Online store
 - 1.4.3. Microsite
 - 1.4.4. Blog
 - 1.4.5. Social network application
 - 1.4.6. Mobile applications, among others.
- 1.5. Functional and contents study: Definition of the content structure and its functionalities.
- 1.6. Development: analysis and choice of technology.
- 1.7. Design: Choice of graphic elements.
- 1.8. Security and trust in the payment means through internet
- 1.9. Logistic problems in international e-marketing.
2. Definition of an international digital marketing action plan in internet, capturing the visits of potential customers and turning them into business:
 - 2.1. Design of an international digital marketing action plan in internet.
 - 2.2. Positioning tools in international browsers: e-mail marketing, Search Engine Marketing (SEM), Search Engine Optimization (SEO) and campaigns in related sites.
 - 2.3. Canvassing policies: Brand building process.
 - 2.4. International membership marketing. Welcome programme. Mailing. Customers magazine, RSS flow, newsletter. Telephone. Loyalty cards. Multi-brand loyalty programmes. Customers club. Participation in events. Loyalty programmes on the Internet. Multi-partnership loyalty programmes. Added value related services.
 - 2.5. Relational marketing and customer relationship management (CRM)



- 2.6. Online reputation
- 2.7. Cross marketing
- 2.8. Viral marketing
- 2.9. One-to-one marketing: Customization. Clients. Consumer customer service. After-sales service. CRM programmes.
- 2.10. E-mail marketing
- 2.11. Mobile marketing applications and TDT, among others: Quick Response Codes (QR codes), geolocation applications, commercial use of augmented reality, among others.
- 2.12. Internet TV, videoblogs and web TV, among others.
- 2.13. Statistical analysis and outcome measurement
- 2.14. Customer satisfaction measurement techniques: Face to face interview. Occasional surveys. Satisfaction barometers. Blogs, forums and chats.
- 2.15. Commercial English.

Professional module 11: English

UF 1: Technical English.

Length: 132 hours

Learning outcomes

The learner is able to:

1. Recognize professional and everyday information related to international trade included in all types of oral discourses conveyed through any means of communication in standard language, *by understanding the message thorough.*
 - 1.1. Identify the main idea in a message.
 - 1.2. Recognize the aim of oral texts pronounced in standard language and identifies the speaker's mood and tone.
 - 1.3. Get the information of recordings in standard language related to the professional and ordinary life in the context of the international trade.
 - 1.4. Identify the speaker's points of view and attitudes.
 - 1.5. Identify the main ideas in statements and messages about specific and abstract topics related to international trade, in a standard language and at a normal pace.



- 1.6. Understand everything that is said to him in standard language, even if there is some background noise.
- 1.7. Get the main ideas from speeches, talks and reports, and other professional presentation related to international trade.
- 1.8. Be aware of the importance of understanding a message globally, without understanding all and every of its elements.
2. Interpret professional information from complex written texts related to international trade, *by analysing their contents comprehensively*.
 - 2.1. Read very autonomously and adapt his reading strategy and speed to different texts and aims.
 - 2.2. Interpret extensive and quite complex texts, with detail, related to international trade.
 - 2.3. Relate text to the professional sector that it refers to.
 - 2.4. Identify the content and the importance of pieces of news, articles and reports on professional topics related to international trade quickly and decide if a deeper analysis is necessary
 - 2.5. Translate complex texts related to international trade and use resources if necessary.
 - 2.6. Interpret technical messages received through different means: mail, fax, email among others.
 - 2.7. Interpret long and complex instructions related to technical topics.
 - 2.8. Select reference materials and technical dictionaries and use resources of technical translation and computer assisted or automatized translation tools.
3. Give clear and well-structured oral messages that are usual in international trade contexts *by analysing the content of the situation and adapt to the listener's linguistic register*.
 - 3.1 Identify the registers used to convey the message
 - 3.2 Communicate ideas fluently, accurately and efficiency on a wide range of professional or ordinary topics and signals the relation between ideas clearly
 - 3.3 Convey messages spontaneously with an appropriate level of formality suitable to the circumstances.
 - 3.4 Use protocol rules in formal and semiformal presentations.
 - 3.5 Use technical terms correctly related to international terms which are usually used when developing his career.
 - 3.6 Convey and arguments his points of view with sound explanations and arguments.
 - 3.7 Describe and sequence a work process with his competence.



3.8 Argument with details the election of a specific working option or procedure.

3.9 Ask for the reformulation of the discourse or part of it when it is necessary.

3.10 Apply interaction formula suitable to standard professional situations

4. Write documents and reports related to his professional life or his ordinary life *by using registers suitable to each situation.*

4.1 Write clear and detailed texts on a variety of topics related to his professional life and synthesize and assess information and arguments coming from different sources.

4.2 Organize the information with correction, accuracy, coherence and cohesion, and ask or give general or detailed information.

4.3 Write reports related to his professional life, and point out significant aspects and relevant details that provide support.

4.4 Fill in documents from his professional life .

4.5 Apply established formula and specific vocabulary to fill in usual documents in international trade.

4.6 Summarize articles, pieces of news or information of his professional life and use a wide vocabulary to avoid repetition.

4.7 Get essential information from legal documents and other written documents that are common in international trade.

4.8 Use politeness formula appropriate to the document.

5. Have professional attitudes and behaviours in communicative situations *by following international conventions.*

5.1 Define the most significant features of the habits and uses of the professional life in relation to the language

5.2 Describe social protocols and rules that are common in the country where the foreign language is spoken.

5.3 Identify values and beliefs that belong to the community where the foreign language is used.

5.4 Identify socio-professional aspects in all types of texts and / or conversations.

5.5 Apply social relationship protocols and rules typical from the country where the foreign language is spoken.

5.6 Recognise the linguistic features from different regions where the foreign language is spoken.

Contents:

1. Understanding of oral messages:



- 1.1 Recognition of professional messages. Direct, phone, radio, recorded messages.
 - 1.2 Specific terms related to international trade.
 - 1.3 Main and secondary ideas.
 - 1.4 Different accents in oral language.
2. Interpretation of written messages:
- 2.1 Comprehension of messages, texts, laws and/or rules, technical manuals, instructions, and professional and ordinary articles.
 - 2.2 Conventional supports: mail, fax, registered fax, among others; and computer supports: email, mobile phone, personal digital assistant, among others.
 - 2.3 Specific terms related to international trade.
3. Production of oral messages:
- 3.1 Registers used when giving oral messages. Specific terms related to international trade.
 - 3.2 Holding an oral discourse: use of turn taking, turn holding and giving up turns. Support, showing, comprehension, checking comprehension, and others.
 - 3.3 Phonic expression, intonation and pace.
 - 3.4 Intonation as a resource for the oral text cohesion: use of intonation patterns.
 - 3.5 Protocol discourse markers in professional and social contexts, politeness rules and register differences.
4. Production of written texts:
- 4.1 Filling in professional documents in professional and ordinary life contexts.
 - 4.2 Writing professional texts in professional and ordinary life contexts.
 - 4.3 Suitability of the text to the communicative context.
 - 4.4 Registers.
 - 4.5 Lexical choice, syntactic structures choice and selection of relevant content.
 - 4.6. Coherence in text development.
5. Knowledge of socio-cultural and professional environment:
- 5.1 Identification and interpretation of the most significant cultural elements from English speaking countries.



5.2 Value of the sociocultural and protocol rules in international administrative and commercial relationships.

5.3 Use of formal and functional resources in situations that require a socio-professional behaviour so that the enterprise gives a good image.

5.4 Recognition of the foreign language as a means to gain knowledge that will be interesting all your professional and personal life.

5.5 Use appropriate registers according to the communicative context interlocutor and their intention.

Professional module 12: Second Foreign Language

UF 1: Second Foreign Language.

Length: 132 hours

Learning outcomes

The learner is able to:

1. Recognise professional and everyday information related to international trade conveyed in clear and basic oral discourses in standard language by identifying the global content of the message.

1.1 Set the message in its professional context.

1.2 Identify the main idea in a message.

1.3 Understand the specific information of a message.

1.4 Identify the listener's attitude and intention.

1.5 Get the main ideas of a message given by a means of communication.

1.6 Identify the thread of a live or recorded communicative situation

1.7 Determine the roles that appear in live or recorded communicative situation

2. Interpret professional information from basic written texts related to international trade *by analysing their contents comprehensively*.

<2.1 Read and understand texts related to international trade.

2.2 Identify the terms used accurately.

2.3 Get relevant information from a text related to international trade.

2.4 Translate basic texts from and to English by using different resources if needed.

2.5 Interpret technical messages received through different means: mail, fax, email among others.



- 2.6. Interpret long and complex instructions related to technical topics.
 - 2.7. Relate texts to international trade contexts.
 - 2.8. Select reference materials and technical dictionaries and use resources of technical translation and computer assisted or automatized translation tools.
3. Give basic clear and well-structured messages that are usual in international trade contexts, *by using appropriate registers in each situation.*
- 3.1 Communicate messages and use basic chunks, connectors and interaction strategies.
 - 3.2 Use professional terms accurately.
 - 3.3 Describe the professional environment of international trade quite fluently.
 - 3.4 Sequence the most common functions and activities related to international trade.
 - 3.5 Give clear, brief and planned presentations on a topic related to international trade.
 - 3.6 Use protocol rules in presentations adapted to his level.
 - 3.7 Answer short questions related to his professional life.
 - 3.8 Exchange specific information quite fluently.
4. Write documents and basic reports in standard language related his professional life or his ordinary life *by using registers suitable to each situation.*
- 4.1 Fill in basic information in the most common professional documents.
 - 4.2 Write application letters from given job posts.
 - 4.3 Write a curriculum vitae.
 - 4.4 Write reports with specific communicative purposes related to his professional life.
 - 4.5 Write business letters from detailed instructions or given models.
 - 4.6 Fill in the usual documents in international trade from given information.
 - 4.7 Summarise the main ideas of given information and use his own linguistic resources.
 - 4.8 Organize the information in a coherent and cohesive way
 - 4.9 Use politeness forms according to the document he is writing.
5. Have professional attitudes and behaviours in communicative situations *by following international conventions.*



5.1 Define the most significant features of the habits and uses of the professional life in relation to the language

5.2 Describe social protocols and rules that are common in the country where the foreign language is spoken.

5.3 Identify values and beliefs that belong to the community where the foreign language is used.

5.4 Identify socio-professional aspects in all types of texts and / or conversations.

5.5 Apply social relationship protocols and rules typical from the country where the foreign language is spoken.

Contents:

1. Understanding of oral messages:

1.1 Recognition of professional messages. Direct, phone, radio, recorded messages.

1.2 Specific terms related to international trade.

1.3 Main and secondary ideas.

1.4 Different accents in oral language.

2. Interpretation of written messages:

2.1 Comprehension of messages, texts, professional and ordinary articles related to international trade.

2.2 Conventional supports: mail, fax, registered fax, among others; and computer supports: email, mobile phone, personal digital assistant, among others.

2.3 Specific terms related to international trade.

3. Production of oral messages:

3.1 Registers used when giving oral messages. Specific terms related to international trade.

3.2 Holding an oral discourse: use of turn taking, turn holding and giving up turns. Support, showing comprehension, checking comprehension, and others.

3.3 Phonic expression, intonation and pace.

3.4 Intonation as a resource for the oral text cohesion: use of intonation patterns.

3.5 Protocol discourse markers in professional and social contexts, politeness rules and register differences.

4. Production of written texts:



- 4.1 Filling in professional documents in professional and ordinary life contexts.
- 4.2 Writing professional texts in professional and ordinary life contexts.
- 4.3 Suitability of the text to the communicative context.
- 4.4 Registers.
- 4.5 Lexical choice, syntactic structures choice and selection of relevant content.
- 4.6 Use of punctuation.
- 4.7. Coherence in text development.

5. Knowledge of socio-cultural and professional environment:

- 5.1 Identification and interpretation of the most significant cultural elements from English speaking countries.
- 5.2 Value of the sociocultural and protocol rules in international administrative and commercial relationships.
- 5.3 Use of formal and functional resources in situations that require a socio-professional behaviour so that the enterprise gives a good image.
- 5.4 Recognition of the foreign language as a means to gain knowledge that will be interesting all your professional and personal life.
- 5.5 Use appropriate registers according to the communicative context, interlocutor and their intention.

Professional module 14: International trade project

UF 1: International trade project.

Length: 66 hours

Learning outcomes

The learner will be able to:

1. Analyse the export requirements of a product or service *by relating them to the feasible export or export-import projects.*
 - 1.1. Classify the companies according to the type of product or service offered and its real or potential exporting capacity.
 - 1.2. Choose a particular product or service to carry out the export project (export and import) and collect information about companies that manufacture, commercialize and/or export or import.
 - 1.3. Describe the characteristics of the product or service in relation to its export or import conditions



- 1.4. Classify the product or service according to its exportation
- 1.5. Assess the business opportunities in relation to a product or service
- 1.6. Select different markets in third countries and analyse the entry opportunities of the product or service
- 1.7. Design and carry out market research processes in different countries.
- 1.8. Identify the current regulations, both in the country of origin and in the destination country, in relation to an imported/exported product or service.
- 1.9. Identify exportation support devices and potential grants or subsidies to export a product or service.
2. Design an export project (or export-import) of a product or service *by developing the different phases that make up the project.*
 - 2.1. Establish an efficient information system for decision making regarding the export project.
 - 2.2. Analyze and assess the data obtained.
 - 2.3. Choose, among the selected countries, the export (and import, if applicable) destination country and give reasons for the choice made.
 - 2.4. Define the segmentation and the position of the product or service and justify the applied criteria.
 - 2.5. Determine the price, rate and currency policy of a product or service in the destination market.
 - 2.6. Establish the product distribution channel.
 - 2.7. Determine the communication actions and the market of a product or service.
 - 2.8. Analyse the economic feasibility of the project.
3. Plan and manage the execution of the export (or export-import) project *by determining the intervention plan and the corresponding documentation.*
 - 3.1. Program the marketing actions related to export.
 - 3.2. Determine the negotiation margins for the closure of the sale and purchase contract.
 - 3.3. Establish the price agreements and the sale and purchase conditions and risk transmission.
 - 3.4. Select the export means of transport, if applicable, and manage the transport service.
 - 3.5. Determine the elements that guarantee the integrity of a product or service.
 - 3.6. Program the purchase, production and management procedures to guarantee the product or service dispatch



- 3.7. Formalise and manage the contracts and the necessary commercial and financial documentation for the export operation and its relevant services.
- 3.8. Process the payment and the operation financing, if applicable
4. Define the procedures for the monitoring and control of the export execution (or export-import) project *by justifying the selection of variables and the instruments used.*
- 4.1. Determine the stages of the project and the key dates with the requirements to be fulfilled
 - 4.2. Foresee the possible incidents and establish alternatives.
 - 4.3. Verify the compliance of the product or service delivery deadlines, as well as of the delivery of the documentation.
 - 4.4. Establish and implement control measures of the accomplishment of the necessary proceedings for exportation
 - 4.5. Establish and implement the necessary verifications to guarantee the accuracy of the financial and commercial documentation.
 - 4.6. Establish quality indicators that allow the evaluation of the customer's satisfaction.
 - 4.7. Establish a system to guarantee the accomplishment of the specifications of the export project, if applicable.

Contents:

The contents of the project are determined by the training centre.