



# Master in **International Trade Management**

## PROGRAMME STRUCTURE

The **MDCI** is structured into ten management areas or modules perfectly interconnected together. Some of them focus on managerial skills, while others offer participants a deep knowledge of International Sales & Marketing, as well as the international operations related with and supporting them.

### **Strategic Management & Globalization**

After the introduction session, It aims to present a clear idea of the management role, together with an overview of globalization and the internationalization process.

### **Export Diagnosis & Financial Analysis**

To assess a company export potential through diagnosis, together with the analysis of its financial situation (P&L, Balances, etc.).

### **How to select Foreign Markets**

To learn how to select foreign countries for business, the main factors involved, as well as a presentation of the main world markets characteristics, both OCDE & Emerging markets.

### **Foreign markets entry modes**

To get familiar with the different entry modes in foreign markets and to know real life examples of market access.

### **International Marketing**

To plan the different international marketing variables (product, price, promotion, distribution) according to the company's strategic positioning after a market research.

To get to know the use and the potential of the world wide web.  
To be able to plan and develop an international marketing plan.

### **International Negotiation**

To know the basis of negotiation as well as to be able to negotiate in cross cultural environments.

### **01**

- a. Team building and groups dynamics + Introduction Strategic Management
- b. Strategic Management
- c. International Business Environment & Globalization
- d. SME Internationalization process
- e. Assessment M 1 (written report)

### **02**

- a. Export potential diagnosis
- b. Business Financial Analysis
- c. Investment & Export budget forecast
- d. Assessment (Exam) M 2

### **03**

- a. Country selection & The EU
- b. The Anglosaxon countries
- c. The Emerging markets (BRIC)
- d. Middle East (Saudi Arabia, U.A.E., other Gulf States)
- e. Magreb & Turkey
- f. Latin America
- g. The Asian Markets (except China & India)

### **04**

- a. Sales agents & distributors
- b. Subsidiaries & Branchs
- c. Joint-Ventures & UTES
- d. Franchising & Know How transfer
- e. Market access Business experiences
- f. Assessment M 4

### **05**

- a. International Marketing versus Global Marketing
- b. World Markets Research
- c. Digital Foreign Trade
- d. Positioning & Penetration Strategies
- e. Product & Brand Management
- f. The Price in International Markets
- g. International Marketing Planning
- h. Assessment M 5

### **06**

- a. International Negotiation Skills
- b. Cross cultural Negotiation
- c. Assessment M 6

### **International Trade Management**

To know the details and applications of all administrative, customs, fiscal, legal and operational regulations involved in Foreign Trade.  
To understand the importance of logistics in international trade.

### **International Finance**

To acquire the financial language needed in international business transactions and to get to know financial markets and international methods of payment.

### **Project Management and International Business Plan**

To connect all the issues seen in the programme and to be able to prepare a professional Business Plan that would include all the planning and operations of a real Internationalization project.

### **Focused seminars: Management Skills**

To foster the management and leadership skills of the students.

### **07**

- a. International Transport + Logistics
- b. e- logistics
- c. Incoterms 2010
- d. International Transport Insurance
- e. Customs & Documents
- f. The International Contracts
- g. Assessment M 7

### **08**

- a. International Financial Markets
- b. Export Credit Insurance
- c. Methods of Payment
- d. International Banking
- e. International Finance Business Experiences
- f. Assessment M 8

### **09**

- a. Project Management
- b. International Project Risk Management
- c. EPC Project Development
- d. International Tenders
- e. Final Project tutorials
- f. Final Project
- g. Jury Assessment M 9

### **10**

- a. Management & Leadership
- b. Meeting Management
- c. Business Presentations
- d. Working abroad and expats management
- e. Conferences & Lectures by experts and international managers

## **STUDY TOURS AND DOUBLE DEGREES**

MDCI offers students the opportunity to enroll in Study Tours and Double Degrees:

- Participants are encouraged to participate in Study Tours to ESIC's Brazil Campus, to Shanghai University (SHU) China, or to the International University of Rabat (UIR) Morocco. These study tours give participants a first-hand experience in the business and sociocultural environment of some of Today emerging markets.
- Two months experience in Shanghai: MDCI participants have the opportunity to strengthen their international profile while enhancing their professional development by studying two months at Shanghai University (SHU), ESIC's partner in China, during April and May. During their stay in China participants will continue with the MDCI curriculum and will also be able to participate in some additional courses and programmes from SHU like the Study Tours to Taiwan or Hong Kong. Upon successful completion of this period in Shanghai participants will receive a certificate from Shanghai University.
- Further double degree options: After completing the MDCI in Spain, participants can continue their studies for one year in Shanghai and receive the MBA from Shanghai University (SHU).