

# Transport and international logistics

**MASTER'S DEGREE MBA IN INTERNATIONAL MANAGEMENT**

***UNIVERSIDAD INTERNACIONAL MENÉNDEZ PELAYO***

This document can be used as reference documentation of this subject for the application for recognition of credits in other study programmes. For its full effect, it should be stamped by UIMP Student's Office.



## GENERAL DATA

### Brief description

To provide participants with general training, especially practical training, in the fields of logistics, customs and international freight transport.

### Name

Transport and international logistics

### Code

102803

### Academic year

2024-25

### Degree

[MASTER'S DEGREE MBA IN INTERNATIONAL MANAGEMENT](#)

### ECTS Credits

3

### Type

MANDATORY

### Duration

Cuatrimestral

### Language

Spanish/English

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## Contents

### **1. GENERAL INTRODUCTION TO THE SUPPLY CHAIN. LOGISTICS AND INTERNATIONAL TRANSPORT**

- 1.1. Introduction to the Supply Chain, and to the evolution and concept of Logistics (Supply Chain)
- 1.2. Logistics Assets
- 1.4. Main actor in the Supply Chain: The Logistics Operator.
- 1.5. Reverse Logistics

### **2. CONDITIONS FOR DELIVERY OF THE GOODS. INCOTERMS 2020 (Not in the manual)**

- 2.1 International Trade and Logistics. INCOTERMS 2020
- 2.2 Key distinguishing features of the various INCOTERMS
- 2.3 Maritime Incoterms
- 2.4 Multi-purpose Incoterms

### **3. PHYSICAL PROTECTION OF GOODS. CONTAINERS, PACKAGING, HANDLING AND STOWAGE**

- 3.1 Physical protection of goods
- 3.2 Containers and Packaging
- 3.4 Handling
- 3.5 Stowage, Stowage Ratio and Storage

### **4. LEGAL PROTECTION OF GOODS. CONTRACT AND INSURANCE**

- 4.1 Static phase of transport: legal-economic protection of goods
- 4.2. Insurance concept
- 4.3. Transport Insurance
- 4.4. Damage
- 4.5. Carrier's liability

### **5. MEANS OF TRANSPORT**

- 5.1 Transport as a link in the logistics chain
- 5.2 Classification of transport
- 5.3 Transport actors
- 5.4 Multimodal/Intermodal Transport

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- 6.1 Characteristics of maritime transport
- 6.2 Technical aspects and actors involved.
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- 7.2 Technical aspects and actors involved
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- 8.1 Characteristics of inland road transport
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- 8.4 Commercial use

**9. DOCUMENTATION**

- 9.1 Transport contracts
- 9.2 Legal framework
- 9.3. Transport contracts for the various modes of transport.

**10. CUSTOMS**

- 10.1. The new Union Customs Code (UCC)
- 10.2. Customs procedures
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  - 10.2.3 Temporary storage facilities
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- 10.3 Authorised economic operator (AEO)
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- 10.5. The Customs Debt

**11. BARRIERS TO INTERNATIONAL TRADE**

- 11.1 What are Barriers to Trade?
  - 11.1.1 Tariff Barriers
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**12. E-COMMERCE IN ITS INTERRELATIONSHIP WITH LOGISTICS**

- 12.1. Definition
- 12.2. Developments in e-commerce
- 12.3. Parties involved in e-commerce
- 12.4. Characteristics of e-commerce
- 12.5. E-commerce classification criteria
- 12.6. Peculiar logistics models
  - 12.6.1. Dropshipping
  - 12.6.2. Crossdocking
  - 12.6.3. Flash sales
  - 12.6.4. The Last Mile

# COMPETENCES

## Conocimientos

CO1 - To learn about business management analytics in dynamic and complex environments, such as the international environment.

CO2 - To acquire a body of theoretical and practical knowledge and learning skills, which will enable those who remain interested to pursue further, more specialised studies in the field of advanced research or doctoral studies.

CO3 - To master the basic tools of information and communication technologies for exercising of their profession and for learning.

CO4 - To understand the concepts, theories and instruments for analysing and developing business internationalisation plans.

CO5 - To understand the nature of problems in the organisation and therefore the application of suitable tools by developing analytical skills.

CO6 - To acquire the skills for professional document drafting and reporting in the field of international business.

CO13 - To learn to incorporate the concept of sustainability in business and institutional projects, identifying its specific areas of practical application.

CO14 - To learn to incorporate other SDG concepts, which are also relevant for international companies, in their projects, identifying their specific areas of practical application.

## Habilidades

S1 - To apply the theoretical and practical knowledge acquired, with a high degree of independence, in both national and international companies, be they small or medium-sized or companies of a more multinational dimension, and even in non-business organisations whose management requires an international vision.

S2 - To apply the analytical skills acquired in defining and approaching new problems and in searching for solutions both in a national and international business context.

S3 - To be able to collect, record and interpret macroeconomic data, country information, industry and business information, financial and accounting data, statistical data, and relevant research results to systematise business decision-making processes in international environments.

S4 - To apply the appropriate procedure to achieving an international business objective.

S6 - To manage digital platforms, technological, audiovisual and computer media to search for

information and for effective communication of business projects.

S9 - To manage a business internationalisation project and assume managerial responsibilities.

## **Competencias**

C1 - To work in multidisciplinary and multicultural teams, in highly demanding situations in terms of time (deadlines for designing and executing projects and cases) and results.

C3 - To express themselves correctly, both orally and in writing, in Spanish and English, maintaining an appropriate image in their professional activity.

C4 - To lead the process of designing the international strategy.

C5 - To work in a team, prioritising the precision of the results and the soundness and originality of the proposals.

# LEARNING PLAN

## Training activities

Type of activity	Hours	% On site
TA1.- Master classes	20	100
TA2.- Practical classes	15	100
TA3.- Individual and group work	20	5
TA5.- Individual student work	20	0

## Teaching methods

courses and information that will not be taught during the sessions (such as some ICEX-CECO MOOCs) and on a general case study, which will be handed out from the very beginning, in which all the subjects for the course will be covered, both in terms of logistics and international transport, as well as other topics that appear in the course manual.

In particular, students will have to answer a series of questions relating to the following subjects:

1. INCOTERMS 2020
2. Physical protection, preparation and stowage of goods
3. Choice of means of transport
4. Goods insurance
5. Transport contracts
6. Applicable customs procedures and customs debt
7. Tariff and non-tariff barriers
8. E-commerce logistics

Students will work in groups. Each group will analyse and answer a number of questions that will be posed on the subject matter not covered in the sessions. In addition, they will have to solve different questions about the case and explain only one of the above-mentioned points. This part covering the common case will be determined randomly in the course's first session.

To this end, all groups will work on the untaught subject or on the questions that have been assigned to them from the case, during the sessions for the subject and must present, on the day previously established in the calendar, the following:

• The solution for the specific part of the case study (maximum 15 minutes). All members of the group should actively participate in the session.

They must also:

• Respond to questions, in writing and in the specific resource to be created for this purpose, that are asked about the subject matter not taught in the sessions.

## Learning outcomes

• To understand the essential nature of international logistics, both traditional and e-commerce specific, and its relationship to cost, quality and timing.

• To know the INCOTERMS 2020 and understand their importance for foreign trade, their relationship with logistics and the implications they have for the parties to an international sales/supply contract.

• To analyse and understand the importance of logistics decisions in achieving sustainable advantages in international sourcing, transport and distribution processes through case studies and successful models.

• To have a solid and well-defined body of conceptual, technical and procedural knowledge of the export process and be able to develop the phases of a logistics plan.

• To know the different variables involved in a logistics plan: containers, packaging, handling, stowage, storage, legal protection of goods, international means of transport, transport documentation, customs and barriers. To be able to relate these variables to the company's international strategy and to the limitations presented by the differences in the various geographical, cultural, socio-economic and political-legal environments.

• To ensure that students acquire a sufficient level of knowledge to enable them to understand and provide solutions to the problems that may arise for any company in the field of logistics and international transport.



# EVALUATION

## Evaluation system

International Transport and Logistics: 75% of the total course grade (the other 25% of the course grade will come from the Phase III workshop which is also presented in this syllabus).

The assessment of the course in Phase II, in its ordinary exam session, will be determined according to two main concepts: the formative evaluation and the final exam.

a) Formative evaluation will account for 25% of the grade. The items assessed are:

• Resolution of the work on the untaught subject (all groups will do the same work) (50%)

• Resolution of the adjudicated part of the practical case study proposed by the lecturers. Presentation of how to solve the general case (50%). The quality of the material presented will be assessed (in particular the solution of the case and the answers given to questions posed by fellow students as well as by the lecturers).

b) The final exam will account for the rest of the grade (50% of the mark).

Written exam to assess the theoretical knowledge acquired by the students, which may be a multiple-choice test, a paper/essay or a mixed exam (test and paper/essay).

The assimilation of the theoretical knowledge on which the programme is based and which will have been the subject of reflection and work throughout the course will be assessed. It will also focus on the student's ability to apply this theoretical knowledge to finding a resolution for controversial practical situations.

In the exam, questions may be asked both about the material in the course handbook and about the material developed during the case study and the explanations given by the lecturer.

Any students who do not pass the final exam with a minimum mark of 4/10 will not have the option for the rest of their exercises (group work, etc.) to be corrected and graded. Important: Activities relating to the workshop will not be assessed if a minimum grade of 4/10 is not obtained in the final exam for the subject in Phase II.

Student participation: In this subject, the option of the lecturer adding 10% to a student's grade does not apply, although the lecturer may lower a student's grade by up to 10% if they ascertain that there has been a lack of attention in class or an attitude of disrespect towards classmates and teachers.

In the 2nd and subsequent exam sessions, the grade will depend on the test(s) (multi-choice test, essay, assignments, oral exams, etc.) which will be determined by the teachers and communicated to the students sufficiently in advance.

## FACULTY

### Coordinator/s

**Velasco Gatón, Natalia**

*Licenciada en Derecho, Ciencias Políticas, Filosofía Pura y Humanidades.*

*Universidad Pontificia de Salamanca.*

*CEX-CECO (MIM UIMP), UFV (cursos para empresas)*

*CEO NVG Asesoría Internacional SL.*

**Enríquez Hochreiter, Margarita**

*Licenciada en Dirección de Marketing y Gestión Comercial*

*Profesora colaboradora ICEX*

### Lecturers

**Molleda Muñoz, Javier**

*Licenciado en Economía.*

*Sales Account Manager.*

*MAERSK.*

## BIBLIOGRAPHY AND LINKS

### Bibliography

- &#8226; Arteaga Ortiz, Jesús (Coord.) (2017): Manual de Internacionalización. Madrid. ICEX Spain Trade and Investment
- &#8226; Cabrera Cánovas, Alfonso (2011): Transporte internacional de mercancías. &#8220;Manuales&#8221;. Madrid: ICEX.
- &#8226; Cabrera Cánovas, Alfonso (2012): Transporte internacional de mercancías. Aspectos prácticos. &#8220;Cuadernos básicos&#8221;. Madrid: ICEX.
- &#8226; Cabrera Cánovas, Alfonso (2013): Transporte internacional marítimo en contenedor. &#8220;Cuadernos básicos&#8221;. Madrid: ICEX.
- &#8226; Cabrera Cánovas, Alfonso (2014): Logística internacional. Una herramienta para la competitividad. &#8220;Cuadernos básicos&#8221;. Madrid: ICEX Spain Trade and Investment.
- &#8226; Cabrera Cánovas, Alfonso (2016): Transporte aéreo internacional de mercancías. &#8220;Cuadernos básicos&#8221;. Madrid. ICEX Spain Trade and Investment.
- &#8226; Cano Martínez, Mercedes (2017): La deuda aduanera en el código aduanero de la Unión. Tarragona. Arola.
- &#8226; Costa Cholvi, Maria Francisca (2016). El Comercio Internacional de Servicios. Madrid (Spain). ICEX Spain Trade and Investment.
- &#8226; Course Manual (to be distributed THROUGH THE PLATFORM before the beginning of the course sessions)
- &#8226; INTERNATIONAL CHAMBER OF COMMERCE. INCOTERMS 2020 (International Commercial Terms)
- &#8226; León Alex and Romero Rosa (2003). Logística del transporte marítimo. Barcelona (Spain). Editorial: Marge Books.
- &#8226; Llamazares Garcia-Lomas, Olegario (2018). Diccionario de comercio internacional e-book. Madrid (Spain). Global Marketing.
- &#8226; PPT presentation (to be used in some classes, but will not be distributed)
- &#8226; Presentations and solutions of the case studies carried out by the different Working Groups (distributed through the platform).
- &#8226; Solé Estalella, Jordi (Coord.) (2017): El código aduanero de la Unión y su normativa de desarrollo. Navarre. Aranzadi.

### BIBLIOGRAPHY OF WEBSITES

#### Logistics:

- &#8226; ADL (Association for the Development of Logistics): [www.adl-logistica.org](http://www.adl-logistica.org)
- &#8226; AENOR: Spanish Association for Standardisation: [www.aenor.com](http://www.aenor.com)
- &#8226; CEL: Spanish Logistics Centre: [www.cel-logistica.org](http://www.cel-logistica.org)
- &#8226; ISO: International Standardization Organization: [www.iso.org](http://www.iso.org)
- &#8226; PLAZA LOGISTICA: Zaragoza Logistics Platform: [www.plazalogistica.com](http://www.plazalogistica.com)

#### Containers and packaging:

- &#8226; AECOC: Spanish Commercial Coding Association: [www.aecoc.es](http://www.aecoc.es)
- &#8226; AFCO: Corrugated Cardboard Manufacturers Association: [www.afco.es](http://www.afco.es)
- &#8226; ANAIP: National Association of Plastic Industries: [www.anaip.es](http://www.anaip.es)
- &#8226; BIC: Bureau International des Conteneurs: [www.bic-code.org](http://www.bic-code.org)
- &#8226; FEFCO: Corrugated Cardboard Manufacturers Association: [www.fefco.org](http://www.fefco.org)

**Insurance:**

&#8226; LLOYDS: [www.lloyds.com](http://www.lloyds.com)

&#8226; UNESPA: Spanish Union of Insurers: [www.unespa.es](http://www.unespa.es)

**Maritime transport:**

&#8226; ANAVE: Spanish Shipowners' Association: [www.anave.es](http://www.anave.es)

&#8226; IMO (International Maritime Organisation): [www.imo.org/es](http://www.imo.org/es)

&#8226; Marine traffic: [www.marinetraffic.com/es](http://www.marinetraffic.com/es)

&#8226; SHORT SEA (Short Sea Shipping) [www.shortsea.es](http://www.shortsea.es)

&#8226; SPANISH PORTS: [www.puertos.es](http://www.puertos.es)

**Road transport:**

&#8226; ASTIC: International Road Transport Association [www.astic.net/homepage](http://www.astic.net/homepage)

&#8226; CETM: Confederation of Freight Transport [www.cetm.es](http://www.cetm.es)

&#8226; IRU: International Road Transport Union [www.iru.org/es](http://www.iru.org/es)

&#8226; TELEROUTE IBERICA: International Freight Exchange ¡Error! Referencia de hipervínculo no válida.

**Rail transport:**

&#8226; RENFE MERCANCIAS: National Network of Spanish Railways

&#8226; TRANSFESA: Special Rail Transports [www.transfesa.com](http://www.transfesa.com)

&#8226; UIRR: Union internationale Rail-Route [www.uirr.com](http://www.uirr.com)

[www.renfe.com/es/es/grupo-renfe/sociedades/renfe-mercancias/](http://www.renfe.com/es/es/grupo-renfe/sociedades/renfe-mercancias/)

**Air transport:**

&#8226; AENA: <https://www.aena.es/es/aerolineas/operar-en-aena/aspectos-operativos-y-comerciales/cargaaerea.html>

&#8226; CLASA: Airport Logistics Centres [www.aena.es/es/comercial/presentacion.html](http://www.aena.es/es/comercial/presentacion.html)

&#8226; IATA: [www.iata.org](http://www.iata.org)

&#8226; ICAO: International Civil Aviation Organisation [https://www.icao.int/about-icao/Pages/ES/default\\_ES.aspx](https://www.icao.int/about-icao/Pages/ES/default_ES.aspx)

**Customs:**

&#8226; AEAT: [www.agenciatributaria.es](http://www.agenciatributaria.es)<http://www.agenciatributaria.es/>

&#8226; EUROPEAN COMMISSION: [https://europa.eu/european-union/topics/customs\\_es](https://europa.eu/european-union/topics/customs_es)

&#8226; TARIC: [www.taric.es](http://www.taric.es)

&#8226; TARIFFS AND STATISTICS FROM OTHER COUNTRIES

<http://madb.europa.eu/madb/indexPubli.html>

&#8226; WORLD CUSTOMS ORGANISATION: [www.wcoomd.org](http://www.wcoomd.org)

**General:**

&#8226; Andalusian Agency for Foreign Promotion: [www.andaluciatrade.es](http://www.andaluciatrade.es)

&#8226; Exporter's diary: [www.diariodelexportador.com](http://www.diariodelexportador.com)

&#8226; FIATA: Spanish Federation of Forwarding Agents, International Freight Forwarders and Similar: [www.fiata.com](http://www.fiata.com)

&#8226; Global Negotiator: [www.globalnegotiator.com/es/](http://www.globalnegotiator.com/es/)

&#8226; ICEX: España, Exportación e Inversiones [www.icex.es](http://www.icex.es) (See especially the heading Passport to the Exterior)

&#8226; International Markets: European site [https://europa.eu/european-union/topics/trade\\_es](https://europa.eu/european-union/topics/trade_es)

&#8226; MINISTRY OF TRANSPORT (formerly Fomento):  
[https://sede.mitma.gob.es/sede\\_electronica/lang\\_castellano/](https://sede.mitma.gob.es/sede_electronica/lang_castellano/)  
&#8226; Spanish Chambers of Commerce: [www.camara.es](http://www.camara.es)  
&#8226; Transport rates: [www.icontainers.com/es](http://www.icontainers.com/es)  
&#8226; Transport rates: [www.searates.com](http://www.searates.com)