

**UNIVERSIDAD VERACRUZANA**  
**Administración del Comercio Exterior.**

<b>DATOS GENERALES</b>
Nombre del Curso
<b>International Finance</b>

<b>PRESENTACIÓN GENERAL</b>
<b>Justificación</b>
Markets and financial institutions involve large flows of capital through the economy, which affects the profits of companies, the production of goods and services and the economic well-being of a country, so the study of money, banking and financial markets will understand the recent financial crises and their impact on the productive economy. In particular, the postgraduate in the area of foreign trade must understand the basic mechanisms and concepts of international finance and how they affect international trade operations in all senses in the context of a totally globalized economy.

<b>OBJETIVOS GENERALES DEL CURSO</b>
The general objective of the course is to introduce and train postgraduates in the area of foreign trade in the basic themes and concepts of international finance in the context of today's global economy. Likewise, it is intended that the student can detect the main problems in the financial field to design quantitative analysis instruments and build a diagnosis of the best alternatives for international business.

**UNIDADES, OBJETIVOS PARTICULARES Y TEMAS**

<b>UNIDAD 1</b>
1. Introduction to International Finance.
<b>Objetivos particulares</b>
To introduce the student to the basic concepts and background of International Finance.
<b>Temas</b>
1.1. Concept and taxonomy of Finance. 1.2. International Finance: Concept, objective and importance. 1.3. International Financial System. 1.3.1. Background and evolution. 1.3.2. Current structure and international financial organizations. 1.3.3. Exchange rate regimes before and after Bretton Woods. 1.3.4. International monetary system. 1.4. International money flow mechanisms. 1.4.1. International trade.

- 1.4.2. Financial markets.
- 1.4.3. Foreign direct investment (FDI).
- 1.4.4. Remittances.
- 1.4.5. Transfers of funds between multinationals and transnationals.
- 1.5. International finance and monetary policy.
  - 1.5.1. Balance of payments and exchange rate.
  - 1.5.2. The central bank and the conduct of monetary policy.
  - 1.5.3. Exchange rate regimes in Mexico.
  - 1.5.4. Exchange rate and foreign trade.

## UNIDAD 2

2. Introduction to financial markets.

### Objetivos particulares

- To introduce the student to the concepts and basic operability of international financial markets.
- To obtain the necessary tools to understand the trends in the financial field and in variables such as: stock exchange indexes, interest rates, exchange rates, commodity prices, inflation and other economic-financial indicators.

### Temas

- 2.1. Taxonomy of financial markets.
  - 2.1.1. By type of instrument.
  - 2.1.2. By degree of organization.
  - 2.1.3. By type of instance.
  - 2.1.4. Other classifications.
- 2.2. Basic economic-financial indicators.
  - 2.2.1. Stock market indices.
  - 2.2.2. Interest rates.
  - 2.2.3. Exchange rates.
  - 2.2.4. Commodities prices.
  - 2.2.5. Macroeconomic indicators.
- 2.3. Introduction to spot financial markets.
  - 2.3.1. Equity markets.
  - 2.3.2. Debt markets.
  - 2.3.3. Foreign exchange markets.
  - 2.3.4. Commodities markets.

## UNIDAD 3

3. Introduction to the spot foreign exchange market (FOREX).

### Objetivos particulares

To introduce the student to the concepts and basic operability of foreign exchange

markets (FOREX).

**Temas**

- 3.1. Concept, functions, segments and participants of the foreign exchange market.
- 3.2. Delivery dates and modalities of operation and settlement.
- 3.3. Types of quotes.
- 3.4. Factors influencing currency prices.
- 3.5. Inter-relation with other assets and financial indicators.
- 3.6. Hedging of foreign exchange risk through spot financial instruments.

**UNIDAD 4**

4. Financial crises and speculative bubbles.

**Objetivos particulares**

To analyze historical and contemporary financial crises and speculative bubbles and their effect on the financial and real economy, as well as their impact on international business operations and society.

**Temas**

- 4.1. Historical financial crises.
- 4.2. Recent financial crises.
  - 4.2.1. The dot com crisis.
  - 4.2.2. The subprime crisis.
  - 4.2.3. The European public debt crisis.
  - 4.2.4. Geopolitical crises, currency wars and trade wars.

**UNIDAD 5**

5. Information systems and technologies applied to International Finance.

**Objetivos particulares**

To introduce the student to the basic use of international finance analysis systems, simulators and on-line trading platforms.

**Temas**

- 5.1. Introduction to the use of financial, stock market and foreign exchange (FOREX) analysis systems.
  - 5.1.1. On-line systems.
  - 5.1.2. Mobile application systems.
  - 5.1.3. Professional systems: Infosel, SIBolsa, Economatica, Bloomberg, Thomson Reuters EIKON.
- 5.2. Introduction to the use of stock exchange and foreign exchange simulators (FOREX).
  - 5.2.1. On-line simulators.
  - 5.2.2. Mobile applications simulators.

5.3. Introduction to the use of online trading platforms for stock and foreign exchange (FOREX).

5.3.1. Domestic platforms.

5.3.2. Foreign platforms.

## UNIDAD 6

6. Selected topics in International Finance.

### Objetivos particulares

To analyze current and contextual issues in International Finance, that take place during each course, in order to evaluate its impact in the International Trade.

### Temas

6.1. Current topics.

6.2. Contextual Topics.

## TÉCNICAS DIDÁCTICAS Y ASPECTOS METODOLÓGICOS

### A. Teaching.

In general, a dynamic, interactive and practical methodology will be used, in which the topics to be dealt with will be approached, not in a specific traditional order, but by learning them in the real context of daily financial events. This will be done primarily through the use and application of computer-based stock and forex market simulators, specialized software and platforms for financial market information and analysis, in a real and international context.

In particular, on the part of the teacher, the following activities will be carried out, which apply to all topics and subtopics:

1. Oral lectures by the teacher.
2. Moderation of discussions and direction of critical analysis by the teacher.
3. Teacher training of students on the use of financial portals and their analysis tools.
4. Training to the students, on the part of the teacher, on the use of the stock market and FOREX simulators to be used.
5. Training of students, by the teacher, on the use of specialized software and systems and platforms of information and stock market analysis.
6. Teacher training of students on the use of on-line trading platforms.

Likewise, in order to carry out the aforementioned activities, the following teaching strategies will be applied: organization of collaborative groups, seminars, simultaneous dialogues, case studies, direction of practices, directed discussion, plenary, presentation with varied technological support, debates, commented reading, simulations, forums, illustrations, conceptual maps, summaries, and

problem-based learning.

## **B. Learning.**

In general, autonomous learning will be used where students are trained in a theoretical and practical way, mainly through the use of information systems and technologies.

In particular, students will carry out the following activities, which apply to all themes and sub-themes:

1. Fulfilment of on-line courses on related topics.
2. Fulfilment of independent and assisted practices on the use of the financial portals explained in class.
3. Fulfilment of independent and assisted financial markets practices through the use of the stock exchange and FOREX market simulators explained in class.
4. Performance of independent and assisted practices through the use of specialized software and information and stock market analysis systems and platforms explained in class.
5. Performance of independent and assisted practices through the use of on-line trading platforms of stock markets and FOREX explained in class.
6. Analysis of films, series and documentaries on topics related to the course.
7. Resolution of exercises, cases and problems, in and out of class.
8. Reading of suggested articles and papers.
9. Group discussion of the topic dealt with.
10. Investigation of selected topics of finance.
11. Students' exposition of applied investment strategies, financial and economic analyses carried out, assigned research topics, resolution of cases, exercises or problems, etc.
12. Group discussion on the topics discussed.

Likewise, in order to carry out the activities mentioned above, the following learning strategies will be applied:

- a) Cognitive: search for sources of information, consultation in sources of information, reading, synthesis and interpretation, case studies, concept maps, analogies, imitation of models, simple and cumulative repetition, hypothesis, research.
- b) Metacognitive: elaboration of personal logs in which it manifests what has been done, the form and the sense of doing it, group discussions around the mechanisms followed to learn and the difficulties encountered.

### **EQUIPO NECESARIO**

- Computer center with internet connection and connected in network, and with a sufficient number of personal computers for each of the students.
- Video projector for all sessions of the course.
- Stock exchange simulators: Accitrade Coach, CEF Bursanet-Actinver, etc.

- Foreign exchange market simulators: The trading game, Exchange game, Forex trading master, etc.
- Specialized software for financial market analysis: Palisade Decissions Tools (@Risk), Metastock, Matlab, S-Plus, E-views, STATA, SPSS, Excel.
- Information systems and platforms for financial and stock market analysis: Infosel, SiBolsa, Economatica, Bloomberg, Eikon Thomson-Reuters.

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- Ideas (ISINI) Conference. 1a ed. Hermosillo: Pearson. (ISBN: 978-607-32-0867-3).
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#### REFERENCIAS ELECTRÓNICAS (Última fecha de acceso:)

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#### Otros Materiales de Consulta:

Movies, TV series and documentaries about international finance and financial markets.

- Wall Street.
- Walls Street: Money never sleeps.
- The wolf of Wall Street.
- The Big Short.
- Inside job.
- Hank.
- Too big to fail.
- Margin call.
- The wizard of lies.
- Banking on bitcoin.

#### EVALUACIÓN



SUMATIVA			
Aspecto a Evaluar	Forma de Evaluación	Evidencia	Porcentaje
1. Tests	Partial and/or final tests.	Results in the partial and/or final tests.	25%
2. Financial markets practices.	Financial markets simulators.	Results in the financial markets simulators.	25%
3. Homework and research tasks.	Delivery of homework and research tasks assigned.	Results in the evaluation of the homework and research tasks.	25%
4. Participation in class and programmed activities.	Involvement in the activities in and out of class.	Results in the active participation of student.	25%
Total			100%