

**THE INTERNATIONAL SUMMER  
SCHOOL ON TRADE AND LOGISTIC  
AT THE UNIVERSIDAD DEL ISTMO**



Del Istmo

MIEMBRO DE LA RED  
**ILUMNO**

# COURSE CONTENTS

## INTERNATIONAL COMMERCE

The undeniable global tendency to strengthen the exchange of goods and services between countries requires individuals and organizations to generate knowledge and experiences outside their immediate environment. Preparing to participate in international trade involves knowing firsthand the possibilities offered by other latitudes, and understanding their environment and ways of doing business.

In the summer school on Trade and Logistics, the student will know subjects such as:

- International Business Transactions - Negotiations and communication of purchases
- Means of payment in international trade
- Panamá's International Banking Center
- Negotiation strategies
- Doing business in Panama

Topic	Abstract
Means of payment in international trade	The student will conceive the traditional means of payment in international trade. The new possibilities that Panama seeks to access will be addressed with the proposal of a financial renewal at the national level that will allow the installation of Fintech companies in Panama (the sum of "financial" and "technology"), which apply technological innovations in the financial sector.
Negotiation strategies	The student will understand the main elements, from the preparation of alternatives to the construction of options, the criteria and other components. The participant will learn about the Latin American and Panamanian context and understand the differences with their cultural environment.
Panamá's International Banking Center	Panamá's international banking center brings together more than forty General License banks iInternational License and Representation Bank License. The student will distinguish the financial services available in Panama and will address the issues that have put the country in public opinion. What are Panama Papers and why Panama is considered a tax haven
Doing business in Panama	The course will point out current challenges of its economy and democracy and the strengths that will enable it to continue to generate value in world trade.
Others topics	International Business Transactions Negotiations and communication of purchases

## MARITIME

The international maritime transport is one of the main factors for the development of the global economy. Industries and local economies need to know the particularities, opportunities and challenges of the maritime sector as an element to achieve competitive advantage in the world market. There are several steps of communication between seas and oceans, but man-made only two exist: the Suez Canal and the Panama Canal.

The conferences will address issues such as:

- Port models HUB / Gateway: Differences and opportunities
- Planning of loads and routes
- Port management and planning
- Types of vessels in the world fleet and their relation to business opportunities for ports
- Maritime international negotiation instruments (INCOTERMS)

Topic	Abstract
Port models HUB / Gateway: <b>Differences and opportunities</b>	The course will explain the activity, infrastructure and potentialities of different port models, as well as the relationship and interactions between them.
<b>Planning of loads and routes</b>	The participant will understand the elements of complexity and efficiency opportunities in what can constitute a professional planner of this area. Starting from the characteristics and nature of cargo, as well as the origin and final destination.
<b>Port management and planning</b>	Every Port has the challenge of managing its two main spaces: the aquatic and terrestrial space. The course will explain the relationship between the activities on land that allow minimizing loading and unloading time, costs and risks in the planning of the cargo to the ships on the pier.
<b>Types of vessels in the world fleet and their relation to business opportunities on ports</b>	Understanding the diversity and distribution of the world merchant fleet will allow the students have a better view of the process within the industries and the world's economy.
Case study: <b>The types of ships that transit the Canal and their business opportunities.</b>	This case study will be analyzed to identify trends and opportunities based on the diversity of needs according to the type of vessel that transit the Panama Canal.
Maritime international negotiation instruments ( <b>INCOTERMS</b> )	Ensuring the integrity of the cargo to its destination and establishing responsibilities to each of the parties involved requires a complex classification in what is known as Incoterms. Understanding the scope of these terms will allow students to identify costs and risks negotiations.

## LOGISTICS

In the globalized world, raw materials and finished products have fewer and fewer frontiers. Hence the need for all members to be able to handle transportation, handling and storage issues with the highest efficiency and effectiveness, with environmental impact considerations that rightly claim societies.

In this summer school, students will participate in logistic conferences, addressing topics such as:

- Panama’s Logistic Assets: Installed capacity and ongoing projects.
- Logistic infrastructure
- Logistics and Supply Chain
- Inventory Management and Planning
- Multimodal Transportation
- International logistics and sustainable environment
- Logistics and market development trends
- Handling special loads: Oversized, Dangerous Cargo
- Integral container management
- E-logistics

Topic	Abstract
Panama’s Logistic Assets: <b>Installed capacity and ongoing projects.</b>	Recognized as a world-class Logistics HUB, students will get to know Panama’s on going projects and opportunities the country can offer.
<b>Logistic infrastructure</b>	Participants will learn about the logistics system components, so that they can recognize and understand how each part adds value to the whole process.  The success of logistics operations depends directly on the logistics infrastructure, which must be developed according to the type of product to be managed and its specific needs.
<b>Logistics and Supply Chain</b>	The conference will highlight the importance of integrating management within the main segments of the Supply Chain: <b>Supply - Production and Distribution parallel with the process of purchase and sales management.</b>
<b>Inventory Management and Planning</b>	Proper inventories management and the correct projections of products allow a very effectiveness on the warehouse or Distribution Center such as entry, storage and exit activities. These synergies allow optimizing spaces which allows fluid operations, quality service as well as profitability.
<b>Multimodal Transportation</b>	The conference will highlight the different means of transportation and its crucial logistics elements including chain transport and types of loads.
<b>Logistics and market development trends</b>	Nowadays, the current market scenario has forced the logistics sector to develop more comprehensive operations. On this conference students will understand the development of new transport solutions designed to meet the customer’s needs, their products and their target markets.
Handling special loads: <b>Oversized, Dangerous Cargo</b>	Not all load movements have the same level of difficulty. There are cases categorized as special charges that carry specific considerations and additional costs. The participant will know about the Oversized loads criteria, their costs, management and the compatibility.
E-logistics	The summer course will allow students to learn about “Paper Less” managements where everything is handled electronically, taking a lot of EDI, integrating several elements of cargo transport management.
Others topics	International Logistic and sustainable environment Integral container management



# DETAILS OF SPANISH CLASSES

Participants should be aware of different levels of language, for example, formal and informal information. This includes the use of colloquialisms where appropriate and an awareness of regional differences. It should be noted that, when using regional variants, it is also important to provide internationally recognized alternatives

## Topics:

- Identify people, places and objects.
- Feelings, desires and preferences.
- Requests
- Control of oral communication.
- Alphabet
- Nouns, articles and adjectives
- Personal pronoun
- Verb tenses
- Talk about the past
- Others

## At the end of the course the student will develop:

- Effective communication skills
- Knowledge of the nature of language
- Understanding of the interdependence of language and culture.

\*Class schedules are subject to change, and classes may be modified or cancelled depending on enrollment.



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