



INSTITUTO UNIVERSITARIO DE INVESTIGACIÓN
EN ESTUDIOS NORTEAMERICANOS
“BENJAMIN FRANKLIN”

Course	International Commerce Economics and Finance
Program, semester, year	International Studies Program, Spring, 2026
Credits ECTS	3 USA
Instructor's full name and email	Kenneth Godwin
Block dates (days and time)	Monday-Thursday, 9am-12pm
Classroom	TBA
Class hours	45
Office Hours	
Requirements	
Language instruction of	English
Type of teaching	In person

INTRODUCTION

This course will focus on the economics of international commerce along with looking at the various shipping industries and how they all contribute to the economy. Students will gain an understanding of the importance of international commerce and how the airlines, shipping companies, and trucking companies work together to move products to where customers need them. Students will learn how international commerce affects the economy and its importance to national and local governments. This course will make it clear to students the supply-chain difficulties experienced around the world during the covid-19 pandemic and how the transportation industry did what it could to alleviate those difficulties. This course will examine air cargo alliances, market characteristics, flight and ground operations, distribution and marketing, and pricing and revenues. This course will cover everything from basic accounting to high-level finance and economics.

How international commerce works through various modes of transportation continues to be an important part of international commerce. Students working in any sort of business dealing with goods and services will be impacted by this in their careers now and increasingly so in the future. As consumer demand increases, more products will need to move across the globe to satisfy that demand. This course will be beneficial for all students in nearly all goods and services industries. This will prepare students to know what to expect and how to further their industry through these different forms of international commerce.

COMPETENCES

Explanation of competences to develop in the course. They can be divided into general and specific. Three or four are enough.

General Competences (GC):

GC1: An ability to apply the techniques, skills, and modern management tools to perform business related tasks.

GC2: An ability to apply knowledge of mathematics, science and/or applied science to ensure safe and efficient Operations of International Business.

GC3: Knowledge of contemporary aviation, transportation, and commerce industry issues.

Specific Competences (CE):

SC1: Develop an ability to apply and interpret financial information and understand the trends in finance and economics within business and commerce.

SC2: Develop the ability to distinguish between appropriate financial and statistical reporting, accountability in finance and responsibilities of financial managers.

SC3: Develop a broad understanding of how economic principles apply in business and the transportation industry and an understanding of financial documents used by the industry.

METHODOLOGY

This course will be made up of classroom lectures, visits to Madrid Airport, videos, and written homework and quizzes/exams.

PREPARATION FOR CLASS

- *Students will need to read all the articles and book chapters related to the topic before coming to class. While in class, student should show preparation of the readings by asking relevant questions and making comments related to the topic.*
- *Student should think about questions and relations of the texts with other previous knowledge. Write comments and reflections related to the readings, which can be shared in class to start debates and discussions.*
- *Student takes notes during class presentation and discussions.*
- *Student should participate in all class activities in and outside of the classroom.*

EVALUATION

- **Activities out of the classroom.**

It is recommended to assign a percentage of the final grade to those activities outside of the classroom, to make sure that students participate in them. These are visits to organizations, day trips, and others.

Total 30%.

- **Exams.**

Total 40%.

If the teacher finds out that the student has copied in the exam, the final grade will be 0, without the possibility of making up for the exam.

The teacher can do "surprise quizzes". These are at the beginning of the class and short (about 5 minutes). These can be considered as an classroom exercise.

- **Written work.**

It is recommended to give students a rubric so they know how this work will be assessed.

Total 10%

Note: teacher can deduct points from the work if the student turns in the written work late. It is necessary to say how many points each day.

- **Oral presentations.**

It is recommended to give students a rubric so they know how this work will be assessed.

Total 10%.

- **Participation.**

High participation is when students are attentive in class, they ask relevant questions, make comments and answer questions posed by teacher and other students. Their attitude shows interest and they are active taking notes.

Low participation is when students seem bored or uninterested, don't ask questions, don't make comments and almost never participate in debates, discussions or answer questions from the teacher and other students.

Total 10%

EVALUATION

The evaluation of this course is as follows:

PARTICIPATION	10 %
ACTIVITIES AND FIELD TRIPS	30%
TASKS AND ASSIGNMENTS	10 %
ONLINE ACTIVITIES if any	N/A
MIDTERM EXAMS	10 %
FINAL EXAMS	20%
QUIZZES	10 %
RESEARCH PAPER	N/A
ORAL PRESENTATION	10 %

Plagiarism:

Plagiarism is a violation of academic norms and as such it can result in a failed course. In extreme cases it can include the expulsion from the program. In order to avoid this, it is recommended to remind students of how to cite and rephrase the works of authors when writing papers.

ATTENDANCE (Instituto Franklin-UAH Policy)

Attendance is mandatory. Students are not permitted to miss any classes of the program without proper justification (i.e. emergencies, health problems, in this case students have to show a medical note). The following types of excuses are not justified: family visits, illnesses without a medical note,

personal trips, etc. Each unjustified absence will result in a grade deduction of 10 points in the final grade of the class (example: from A to B). Students will not be allowed, in the classroom or fieldtrips, to arrive 10 minutes late or more. If a student has continual delays, he/she will be penalized with an absence and the instructor may not allow them into class or the visit.

STUDENTS WITH SPECIAL NEEDS (Instituto Franklin-UAH Policy)

Students with special needs should contact Antonio Fernández: antonio.fernandezm@uah.es. Instituto Franklin-UAH can accommodate these students who show through a medical note or a note from their academic advisor that require help in order to fulfill the program.

USE OF TECHNOLOGY IN CLASS

The use of technology is essential today in education, but if is used inappropriately it can be harmful for students. It is necessary that students ask for permission from the teacher in order to use any technological devices. Faculty should make clear to students in what instances technology can be used.

USE OF BLACKBOARD

All courses offered by Instituto Franklin-UAH can be taught through the Blackboard virtual classroom. Also, teachers can have materials, forums, etc in the virtual classroom even if they don't teach the class virtually. For more information about it contact Antonio Fernández: antonio.fernandezm@uah.es

CLASS SHCEDULE - TBD

DAYS	CLASS SCHEDULE	ASSIGNMENTS
MONTH		
BLOCK		
	Content	
	Exams	

	Holidays	

BIBLIOGRAPHY

Including online resources as well as textbooks, articles, etc.

INSTRUCTOR – Kenneth Godwin



kgodwin@dbq.edu

Office: 563-589-3761

Mobile: 563-845-8283

KENNETH GODWIN

570 Maplewood Ct. Dubuque, IA 52001 USA | +1-563-845-8283 |
kgodwin@dbq.edu

OBJECTIVE

My objective is to be a life-long learner. Teaching is learning. My objective is to always learn and to always teach.

SKILLS & ABILITIES

FAA Licensed Pilot, SEL, Instrument, AGI, AGII

EXPERIENCE

- August 2008 - Present 15, Professor, University of Dubuque
Responsibilities include teaching and facilitating courses for students in the aviation majors of flight and aviation management. I am an academic advisor for 40+ aviation students.
- August 2006 – Revenue Management Analyst, US Airways
August 2008 Led a group of analysts in revenue management in order to maximize revenue for the airline through allocation of pricing and inventory.

EDUCATION

- 4/2019 – 6/2024 DBA, San Diego, CA, *Northcentral University/National University*
- 5/2004 – MBA, Dubuque, IA, University of Dubuque
12/2005

LEADERSHIP

- Faculty advisor to professional aviation student organization chapter of Alpha Eto Rho.
- Lead multiple international faculty-led trips for students each year. Some destinations include: France, Spain, Cuba, Costa Rica, UK, Ireland, and Mexico.