Import/Export Management

2017-2018

Professor: David Cosculluela
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Office hours: by appointment on Thursday at 1pm

Course Description

On a globalized economy all companies no matter their size need to interact internationally. Selling or sourcing abroad was an option in the past, but today it is a must for any company willing to survive and grow in a sustainable way.

The course covers the key operational issues involved in international trade. From the export/import diagnosis to the assessment of different alternatives as entry mode: agency. Students will learn how to draw main contracts, which offer flexible solutions to cross border agreements and will identify which are the clauses and business terms that better protect their interests.

Objectives

The course aims to give the student the required skills to achieve the following goals:

- To understand the international sales environment from a strategic and operational point of view.
- To understand the basic principles of international trade and ways of interaction with a foreign client /supplier.
- To become familiar with their usual clauses (legal, technical, commercial and financial)
- To be able to draw an international contract, using the standard models available with the aim that legal advice from a lawyer should be limited to key questions.

Methodology

Students will be requested to read teaching resources before its explanation in lecture classes. There will be case-study discussions in class, as well as presentations and exercises that can be carried on an individual or group basis. Preparation of case-study and exercises are assignments to be completed before class.

Evaluation criteria

10% Continuous individual evaluation based on active and qualitative participation in class
20% Assignments
20% Quiz
50% final exam
Students are required to attend 80% of classes. Failing to do so without justified reason will imply a Zero grade in the participation/attendance evaluation item and may lead to suspension from the program.

As with all courses taught at the UPF BSM, students who fail the course during regular evaluation will be allowed ONE re-take of the examination/evaluation. Students that pass any Retake exam should get a 5 by default as a final grade for the course. If the course is again failed after the retake, students will have to register again for the course the following year.

In case of a justified no-show to an exam, the student must inform the corresponding faculty member and the director(s) of the program so that they study the possibility of rescheduling the exam (one possibility being during the “Retake” period). In the meantime, the student will get an “incomplete”, which will be replaced by the actual grade after the final exam is taken. The “incomplete” will not be reflected on the student’s Academic Transcript.

Plagiarism is to use another’s work and to present it as one’s own without acknowledging the sources in the correct way. All essays, reports or projects handed in by a student must be original work completed by the student. By enrolling at any UPF BSM Master of Science and signing the “Honor Code,” students acknowledge that they understand the schools’ policy on plagiarism and certify that all course assignments will be their own work, except where indicated by correct referencing. Failing to do so may result in automatic expulsion from the program.”

### Calendar and Contents

| April 5th     | Session 1 Unit 1 | Going international:
|              |                 | 1. Export/Import Diagnosis
|              |                 | 1.2 Defining the international strategy: export challenges

| April 12th    | Session 2 Unit 1 | 1.3 Export Entry modes: risk diagram
|              |                 | 1.3.1 Indirect Exporting
|              |                 | Piggy-back Trading Companies
|              |                 | 1.3.2 Direct Export
|              |                 | Export Consortium Agency
|              |                 | Assignment: Case Montgras (I)

| April 19th    | Session 3 Unit 1 | 1.3.2 Distributorship
|              |                 | Assignment: Case Montgras (II)

| April 26th    | Session 4 Unit 2 | 2. Licensing & Franchising
|              |                 | Intellectual Property protection
|              |                 | 2.1 Licensing
|              |                 | 2.2 Franchising
|              |                 | Assignment: Case LifeNet International’s

| May 3rd       | Session 5 Unit 3 | 3. Tariff and Non Tariff Barriers
|              |                 | 3.1 Non Tariff Barriers
|              |                 | 3.2 Tariff: customs duty
|              |                 | 3.2.1. Product Classification: Harmonized System (HS)
|              |                 | 3.2.2. Import and Export Licenses and Declarations.
|              |                 | 3.2.3. The Single Administrative document

**Note:** This document is only informational, detailed contents and faculty may change.
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<th>Session</th>
<th>Unit</th>
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<td>Session 6</td>
<td>Unit 4</td>
<td>International Shipment basics</td>
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<td>May 24th</td>
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MSc in International Business

Reading Materials/Bibliography/Resources

  Praeger, 2011

- Root, Franklin R.: *Entry Strategies for International Markets*
  Jossey-Bass, 1994

- Branch, Alan: *Export Practice and Management*
  Thomson, 2006 5th ed.

- Albaum, Gerald / Duerr, Edwin / Strandskov, Jesper: *International Marketing and Export Management*

- Cateora, Philip R. / Graham, John L.: *International Marketing*

- *Incoterms® 2010 English Edition*
  International Chamber of Commerce (ICC), 2010

- Bridge, Michael / *The International Sale of Goods: Law and Practice*
  Oxford University Press, 2007

- Guillermo C. Jimenez: *ICC Guide to Export/Import: Global Standards for International Trade*

- *Commentary on UCP 600 Article Analysis by the UCP 600 Drafting Group*

Bio of Professor

David Cosculluela is PDD of IESE Business School and Graduate in International Trade by Escola Superior de Comerç Internacional (ESCI) UPF. Associate professor of International Expansion at GNMI of ESCI at Pompeu Fabra University (UPF). President of Alumni Association ESCI UPF. CEO of NINCO, Spanish toy maker present in more than 30 markets worldwide.