



Import/Export Management. International Contracts.

Professor: David Cosculluela

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Office hours: by appointment Friday 1pm

Course Type: Compulsory

Credits: 3 ECTS

Term: 3rd Term

Course Description

In a globalized economy all companies no matter their size needs 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, distributorship, licensing, DTR. 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.

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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.

The competences, the learning outcomes, the assessment elements and the quality of the learning process included in this Teaching Plan will not be affected if during the academic trimester the teaching model has to switch either to an hybrid model (combination of face-to-face and on-line sessions) or to a complete on-line model.

Evaluation criteria

Individual evaluation based on active and qualitative participation in class:	10%
Assignments:	10%
MT Group contract presentation:	10%
Quiz:	20%
Final exam:	50%

Students need to obtain a minimum of 4 in the final exam to pass the course. This condition applies to both the regular exam and the retake exam. The final course grade of students that do not obtain a minimum of 4 in the exam will be the minimum between 4 and the final grade computed from the different evaluation elements (with the weights set above).

Students that fail the evaluation of the course will have a retake exam opportunity that will be programmed in accordance with the academic calendar. If a student has to retake the exam, his maximal grade for the course will be a 5.

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.

Students who fail the course during the regular evaluation are allowed ONE re-take of the evaluation, in the conditions specified above. If the course is again failed after the retake, the student will have to register again for the course the following year.

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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 “Honour 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.”

Students that fail the evaluation of the course will have a retake exam opportunity that will be programmed in accordance with the academic calendar. If a student has to retake the exam, his **maximal grade for the course will be a 5.**

Calendar and Contents

Date	Unit	Contents
April 14th	Session 1 Unit 1	Going international: Export/Import Diagnosis Defining the. international strategy: export challenges Export Entry modes: risk diagram Indirect Exporting Piggy-back Trading Companies Direct Export Export Consortium
April 21st	Session 2 Unit 1	Agency Distributorship
April 28th	Session 3	Assignment & discussion: Case MontGras Distribution vs Agency on the wine market 2. Licensing & Franchising Intellectual Property protection

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		Trademarks, Patents, Utility Models, Copyrights and Industrial designs
May 5th	Session 4 Unit 2	Licensing Franchising
May 12th	Session 5 Unit 3	Prework: 2 video on Tariffs and classification Tariff and Non Tariff Barriers Non Tariff Barriers Tariff: customs duty Product Classification: Harmonized System Import and Export Licenses and Declarations. The Single Administrative document
May 19th	Session 6 Unit 4	Prework video on transportation Quiz units 1-3 International shipment basics Sea transportation Air transportation Road transportation Multimodal / Intermodal
May 26th	Session 7 Unit 5	INCOTERMS 2020* Prework: 1 video + 3 podcasts on ICC Incoterms General transport Sea and waterway transport Allocation of costs buyer/seller Previous incoterms 2000 vs 2010 vs 2020 INCOTERMS Case Discussion
June 2nd	Session 8 Unit 5 & 6	QUIZ on INCOTERMS Assignment on INCOTERMS 2 Cases that are discussed in class: BP vs PetroEcuador StPauls vs Neuromed Prework : 4 Videos on UCP600 International Payment Methods UCP600

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		Risk Diagram Letters of Credit (LC) Documentary Collections (D/C) Open Account Consignment
June 9	Session 9 Unit 7	QUIZ on PAYMENT MODES International Model Contracts by ICC: ICC Sale contract ICC Agent and Distributor contract ICC Licensing Franchise contracts Group presentation of MT Contracts
June 16th	Session 10 Unit 7	QUIZ on all Units 1-7 The legal framework and dispute resolution: 7.5. Litigation 7.6 Arbitration Group presentation of MT Contracts
TBA		10:30 FINAL EXAM

Reading Materials/ Bibliography/Resources

Keillor, Bruce D., Kanna, Vijay R. and Wilkinson, Timothy J.: International Business in the 21st Century 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 Prentice Hall, 2005, 5th ed.

Cateora, Philip R. / Graham, John L.: International Marketing Mc Graw Hill, 2005, 12th ed.

Incoterms® 2020 English Edition International Chamber of Commerce (ICC), 2020.

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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 ICC Product No. 686E, 2012 Edition.

Commentary on UCP 600 Article Analysis by the UCP 600 Drafting Group International Chamber of Commerce (ICC) Product No. 680E, 2007 Edition.

Learning outcomes

- Make decisions that allow you to manage an international logistics chain efficiently.
- Choose the most suitable means of transport for each situation.
- Know the main elements of international transport.
- Understand the logistical implications of the different INCOTERMS.
- Define international sales contracts.
- Define international brokerage contracts.
- Resolve the main disputes that may be generated by basic international trade operations.
- Differentiate the types of customs regimes.
- Solve all the administrative processes of customs management necessary to develop international trade.

Competencies

BASIC COMPETENCES

CB7. That students know how to apply the acquired knowledge and their ability to solve problems in new or little-known environments within broader (or multidisciplinary) contexts related to their area of study.

CB10. That students possess the learning skills that allow them to continue studying in a way that will be largely self-directed or autonomous.

GENERAL COMPETENCES

Instrumental skills

G1. Search, analysis, evaluation and synthesis of information. Managing the information acquired from its analysis, its assessment and the synthesis of that information.

G2. Relate concepts, knowledge and tools from different areas.

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G3. Communicate orally and in writing in English.

Personal generic competencies

G4. Leadership and management capacity of multicultural, interdisciplinary, competitive, changing and complex groups.

Systemic generic competencies

G7. Understand an organization with a global perspective.

G8. Implement initiatives and changes within an organization.

Competencies for applicability

G10. Make the knowledge and skills acquired effective in an advanced way.

G11. Apply quantitative criteria and qualitative aspects in decision making.

G13. Organize and manage time efficiently in the development of tasks.

SPECIFIC COMPETENCES

E4. Analyze, synthesize and interpret the data and master its application in the analysis of the business potential of a country.

E9. Analyze in depth the sector, competition, market, consumer, and distribution of each preselected country.

E11. Design the international logistics network to support internationalization.

E16. Master and resolve the legal-administrative procedures and procedures required in the internationalization process.

E17. Recognize and apply financial information, systems, and models to develop international financial operations.

Bio of Professor

Experienced Business Executive and Board member with more than 28 years of broad leadership in the international marketing and sale of industrial hightech equipment, electronic toys and consumer goods.

Have run own family company from launching the start-up to M&A. Deep understanding of industrialization processes both in Europe and more than 15 years in Asia. Skilled in Negotiation,

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Industrial Procurement, Product Development, Marketing Management, Business Planning, International Business, and Digital Transformation.

Graduated in International Business at ESCI - Universitat Pompeu Fabra UPF and PDD IESE Business School - University of Navarra. Master in Internet Business MIB at ISDI

Current CEO of NUKLEUM, a group of companies leading Beauty and Personal Care Ecommerce selling in more than 140 markets through Bulevip.com and Carethy.net

Served as Chief Marketing and Sales Officer at GPAINNOVA, a technological platform developing surface solutions to medical, dentistry and robotics.

Former CMO of EDUCA BORRAS GROUP Spanish Toy Group with sales in 85 markets

Former CEO of NINCO, Spanish toy maker who sold the company to the EDUCA BORRAS GROUP in 2018

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