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# Import/Export Management. International Contracts.

Professor: David Cosculluela

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Office hours: by appointment on Wednesday 1pm

Course Type: Compulsory

Credits: 3 ECTS

Term: 3<sup>rd</sup> Term

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## 1. COURSE PRESENTATION

### Course Description

In 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, 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

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with the aim that legal advice from a lawyer should be limited to key questions.

This course is part of the subject **Operations**, which has the following learning outcomes:

The student will be able to recognise the most advanced knowledge and core competences in the organisation and management of the activities of a foreign trade department.

RA2. Mat.5.1 Identify the operation and impact of the various forms of transport involved in international trade operations.

The student will be able to discriminate between the different types of business presence to implement business activities abroad during the resolution of practical cases proposed within the master's degree.

RA3. Mat.5.2 Organise the international logistics network to support internationalisation.

RA3. Mat. 5.4. Distinguish all the administrative processes of customs management necessary to develop international trade.

The student will be able to use the information technologies available at the time and the most appropriate communication techniques in the academic and professional fields applied to the internationalisation of business during the master's degree.

RA6. Mat.5.3 Apply the information systems that exist in logistics and the role they play in decision-making.

### Related SDGs

SDG 8: Decent work and economic growth

SDG 9: Industry, innovation and infrastructure

SDG 12: Responsible consumption and production

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### 2. COURSE LEARNING PLAN

#### 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 out 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

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

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).

#### Retake conditions

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 5,0 (out of 10,0)**.

#### General Issues

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.

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Students who fail the course during the regular evaluation are allowed ONE re-take of the evaluation, in the conditions specified above. If the retake exam is failed, the student 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 ESCI 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.”

### Content and learning activities

March 26th	Session 1 Unit 1	Going international: 1. Export/Import Diagnosis 2. Defining the international strategy: export challenges 3. Export Entry modes: risk diagram 3.1. Indirect Exporting Piggy-back Trading Companies 3.2. Direct Export Export Consortium
April 2nd	Session 2 Unit 1	1. Agency Distributorship
April 9th	Session 3	Distribution vs Agency Licensing & Franchising Intellectual Property protection Trademarks, Patents, Utility Models, Copyrights and Industrial designs

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April 23rd* Tuesday	Session 4 Unit 2	1. Licensing Franchising
April 30th	Session 5 Unit 3	Prework: 2 video on Tariffs and classification 3. Tariff and Non Tariff Barriers 3.1. Non Tariff Barriers 3.2. Tariff: customs duty Product Classification: Harmonized System 3.2.1. Import and Export Licenses and Declarations. The Single Administrative document
May 7th	Session 6 Unit 4	Prework video on transportation Quiz units 1-3 International shipment basics 1. Sea transportation 2. Air transportation 3. Road transportation Multimodal / Intermodal
May 14th	Session 7 Unit 5	INCOTERMS 2020* Prework: 1 video + 3 podcasts on ICC Incoterms 1. General transport 2. Sea and waterway transport 3. Allocation of costs buyer/seller Previous incoterms 2000 vs 2010 vs 2020 INCOTERMS Case Discussion
May 21th	Session 8 Unit 5 & 6	QUIZ on INCOTERMS Assignment on INCOTERMS 2 Cases that are discussed in class: <ul style="list-style-type: none"> <li>● BP vs PetroEcuador</li> <li>● StPauls vs Neuromed</li> </ul> Prework : 4 Videos on UCP600 International Payment Methods UCP600 1. Risk Diagram 2. Letters of Credit (LC) 3. Documentary Collections (D/C) 4. Open Account Consignment
May 28th	Session 9 Unit 7	QUIZ on PAYMENT MODES International Model Contracts by ICC: 1. ICC Sale contract 2. ICC Agent and Distributor contract 3. ICC Licensing 4. Franchise contracts Group presentation of MT Contracts

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June 4th	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
June 13 <sup>th</sup>		10:30 FINAL EXAM

**Total student workload (including self-study): 75 hours.**

### 3. PROFESSOR

Experienced Business Executive and Board member with more than 28 years of broad leadership in the international marketing and sale of industrial high tech 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, 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 Chief Marketing and Sales Officer at GPAINNOVA, a technological platform that ranks top 4 Europe's fastest growing company in the industrial goods sector according to FT1000 2022 list.

Former CMO of EDUCA BORRAS GROUP Spanish Toy Group with sales in 85 markets Business Director of NINCO DESARROLLOS SLU and FABRICA DE JUGUETES SLU at EDUCA BORRAS GROUP.

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

### 4. BIBLIOGRAPHY/RESOURCES/ READING MATERIALS

- Thomas Cook and Kelly Raia.: Mastering Import and Export Management, Amacom, 2017
- Keillor, Bruce D., Kanna, Vijay R. and Wilkinson, Timothy J.: International Business in the 21<sup>st</sup> Century Praeger, 2011
- Root, Franklin R.: Entry Strategies for International Markets Jossey-Bass, 1994

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- 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
- 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
- *UCP 600 Uniform Customs and Practice for Documentary Credits* Amazon Digital Services LLC, Search and Check Publishers , 2020