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# Import & Export Management

Professor: David Cosculluela

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Office hours: by appointment on Monday at 1pm

Course Type: Compulsory

Credits: 3 ECTS

Term: 3rd Term

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## 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 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.

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Note: This document is for informational purposes only. Course contents and faculty may change.

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).

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.

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.

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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 12th	Session 1 Unit 1	Going international: 1.1 Export/Import Diagnosis 1.2 Defining the international strategy: export challenges 1.3 Export Entry modes: risk diagram 1.3.1 Indirect Exporting Piggy-back Trading Companies 1.3.2 Direct Export Export Consortium
April 19th	Session 2 Unit 1	1.4 Agency 1.5 Distributorship
April 26th	Session 3	Assignment & discussion: Case MontGras Distribution vs Agency on the wine market. 2. Licensing & Franchising Intellectual Property protection Trademarks, Patents, Utility Models, Copyrights and Industrial designs
May 3rd	Session 4 Unit 2	2.1 Licensing 2.2 Franchising
May 10th	Session 4 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 3.2.1. Product Classification: Harmonized System 3.2.2. Import and Export Licenses and Declarations. 3.2.3. The Single Administrative document

May 17th	Session 5 Unit 4	Prework: video on transportation QUIZ on Units 1 to 3 International Shipment basics 4.1 Sea transportation 4.2 Air transportation 4.3 Road transportation 4.4 Multimodal
May 31st	Session 6 Unit 5	INCOTERMS 2020* Prework: 1 video + 3podcasts on ICC Incoterms 5.1 General transport 5.2 Sea and waterway transport 5.3 Allocation of costs buyer/seller 5.4 Previous incoterms 2000 vs 2010 vs 2020 INCOTERMS Case Discussion
June 7th	Session 7 Unit 5 and 6	5.5 QUIZ on INCOTERMS 5.6 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 6.1 Risk Diagram 6.2 Letters of Credit (LC) 6.3 Documentary Collections (D/C) 6.4 Open Account 6.5 Consignment
June 14th	Session 8 Unit 7	QUIZ on PAYMENT MODES International Model Contracts by ICC: 7.1 ICC Sale contract 7.2 ICC Agent and Distributor contract 7.3 ICC Licensing 7.4 Franchise contracts
TBC	Session 9 Unit 7	QUIZ on all Units 1-7 The legal framework and dispute resolution: 7.5. Litigation 7.6 Arbitration
TBC	Session 10	MT contract presentations by each team (I) MT contract presentations (II)
June 18th	EXAM	Final Exam Date TBC: Friday 18 <sup>th</sup>

## Reading Materials/ Bibliography/Resources

- 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
- Branch, Alan: *Export Practice and Management*  
Thomson, 2006 5th ed.
- Albaum, Gerald / Duerr, Edwin / Strandkov, 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® 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* 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

## Bio of Professor

Experienced Managing Director with more than 25 years of broad leadership in the electronic toys and goods industry. From toys to drones and urban mobility. 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. Board Member and Professor. 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 2020

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

2018-2020 Business Director of NINCO DESARROLLOS SLU and FABRICA DE JUGUETES SLU at EDUCA BORRAS GROUP.

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