



# COURSE SYLLABUS

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Approved by the Council of the "International Economic Relations" Faculty, minute nr. \_\_\_\_\_, Dean Rodica CRUDU, PhD., assoc. prof., \_\_\_\_\_

Validated at the International Business department's meeting \_\_\_\_\_, minute nr. \_\_\_\_ from \_\_\_\_\_, Head of the IB Department \_\_\_\_\_

Course title	<b>Techniques of Foreign Trade</b>
Instructor	<b>Rodica CRUDU, PhD, assoc. prof.</b> _____

Cycle ( <i>L-bachelor, M-master</i> )	L	Course code	S.05.O.034.31	Year	III	Semester	V
Nr. of credits	5	Language	Fr., engl.	Final assessment form ( <i>E – exam, V- verification</i> )			E
Direct contact hours	60	Individual study hours	90	Total hours per semester		150	

Faculty	International Economic Relations (IER)
Specialization	World Economy and International Economic Relations
Chair	IER

Total number of direct contact hours (per semester) ( <i>C-lecture, S-seminars, L-laboratory activities, P-project and practical work</i> )				
Total	C	S	Lab	P
60	30	30		

Formative category of the course ( <i>F-fundamental, G-general, S- Specialization, U-socio-humanistic, M-orientation towards another field</i> )	S
Category of the course' optionality ( <i>O- mandatory/obligatory, A- optional, L- free choice</i> )	O
Maximum number of students that can be enrolled in the course	-

Access Conditions	Mandatory	International Trade
	Recommended	World Economy and International economic relations

Fundamentals	<i>The course contributes to the formation of an integrated knowledge and skills necessary for participants to trade with partners in other countries.</i>			
Objectives/Learning outcomes	<ul style="list-style-type: none"> <li>Assessing the opportunities, advantages and limitations of foreign trade techniques;</li> <li>Applying the techniques of foreign trade, in accordance with the objectives of the export or import operation;</li> <li>Identifying the rights and obligations of parties involved in foreign trade operations;</li> <li>Determining the funding sources and techniques of export-import operations</li> </ul>			
Content of the course	<i>Topics and subjects</i>	<i>Direct contact hours</i>	<i>Inclusivity</i>	
			<i>Co ur ses</i>	<i>Semin ars</i>
	1. Trends in the global markets 1.1. Introduction to the course	2	2	10

	<p>1.2. Trends in the global markets and globalization drivers 1.3. Managing in the global marketplace <b>Individual study:</b> Analysis of the Case study: 1) Uber: Going global from Day One (Hill and Hult, 2018, p. 3-4) 2) IKEA and its strategy of International Business ((Hill and Hult, 2018, p. 353-354; <a href="https://itchybrainscentral.com/example-essays/tesco-business-strategy">https://itchybrainscentral.com/example-essays/tesco-business-strategy</a>));</p>				
	<p>2. Countertrade and complex operations 2.1. Evolution, advantages and limitations of countertrade operations. 2.2. Barter operation. 2.3. Counter purchase. 2.4. Bay-back operation 2.5.Re-export and re-import. <b>Individual study:</b> 1) Transactions without money (Charles W.L.Hill, G. Tomas M Hult. Global Business Today. 10 edition. Mc Graw Hill Education, Chapter 14) 2) Analysis of “Two Men and a Truck” Case study (Hill and Hult, 2018, p. 381-382)</p>	8	4	4	10
	<p>3. Techniques of international technology transfer 3.1. International technology transfer forms. 3.2. International assignment 3.3. Licencing 3.3. Know-how transfer. <b>Individual study:</b> 1)Jeong, S., Lee, S. &amp; Kim, Y. J. Licensing versus selling in transactions for exploiting patented technological knowledge assets in the markets for technology. J Technol Transf (2013) 38:251–272. DOI 10.1007/s10961-012-9252-0 2) <i>Reflection on the videos:</i> - Fundamentals of IP Licensing and Technology Transfer. IP Discovery by KIPA, Apr 7, 2013. <a href="https://www.youtube.com/watch?v=CIgzPI5Tlt0">https://www.youtube.com/watch?v=CIgzPI5Tlt0</a> - The Importance of Including Know-How in Technology Licensing. Steven Wood, Assistant Director, Innovations and Partnerships, The Research Foundation of SUNY, Jan 19, 2016. <a href="https://www.youtube.com/watch?v=J5RRNPR9YjA">https://www.youtube.com/watch?v=J5RRNPR9YjA</a></p>	6	4	2	14

	<p>4. Techniques for international economic cooperation</p> <p>4.1. Drivers of international economic cooperation.</p> <p>4.2. Co-production</p> <p>4.3. Subcontracting</p> <p><b>Individual study:</b> Analysis of case studies: 1) Amazon – a leader in Global Supply Chain Management; 2) Apple: the best Supply Chain in the World? (Hill and Hult, 2018, p. 405-406; p. 430-431)</p>	8	4	4	8
	<p>5. International selling auctions</p> <p>5.1. General characteristics of auctions.</p> <p>5.2. Elements and stages of auctions.</p> <p><b>Individual study:</b> 1) Eric Maskin. The Unity of Auction Theory: Milgrom’s Masterclass. Journal of Economic Literature Vol. XVII (December 2004) pp. 1102–1115. <a href="https://scholar.harvard.edu/files/maskin/file/s/unity_of_auction_theory.pdf">https://scholar.harvard.edu/files/maskin/file/s/unity_of_auction_theory.pdf</a> 2) <i>Reflect on the following videos:</i> - Auctions as a Pricing Mechanism - <a href="https://www.coursera.org/learn/uva-darden-bcg-pricing-strategy-cost-economics/lecture/DsWeZ/auctions-as-a-pricing-mechanism">https://www.coursera.org/learn/uva-darden-bcg-pricing-strategy-cost-economics/lecture/DsWeZ/auctions-as-a-pricing-mechanism</a> - B2B Auctions - <a href="https://www.coursera.org/learn/uva-darden-bcg-pricing-strategy-cost-economics/lecture/SI2CA/b2b-auctions">https://www.coursera.org/learn/uva-darden-bcg-pricing-strategy-cost-economics/lecture/SI2CA/b2b-auctions</a></p>	4	2	2	12
	<p>6. International tenders</p> <p>6.1. Main activities of tender organizers</p> <p>6.2. Main activities of bidders.</p> <p>6.3. Main tender documents.</p> <p>6.4. Advantages and drawbacks of tenders</p> <p>Individual study: EBRD. Standard Tender Documents. Procurement of Works User Guide: <a href="http://www.ebrd.com/downloads/procurement/Works_Jan_2011_Final.doc">www.ebrd.com/downloads/procurement/Works_Jan_2011_Final.doc</a></p>	4	2	2	10
	<p>7. Exports of industrial objects</p> <p>7.1. General characteristics of the operation.</p> <p>7.2. Organisation methods and specific agreement clauses</p>	4	2	2	
	<p>8. Consulting and engineering activity</p> <p>8.1. Premises and objectives of consulting and engineering activity.</p> <p>8.2. Organizing and payment methods pg C&amp;E activity.</p>	4	2	2	

	9.Payment scheme in a commercial contract 9.1. International Payments tools. 9.2. Criteria for establishing a payment scheme. 9.3. Advance payment, payment on delivery and payment on credit. <b>Individual study:</b> Doug Barry. (2015). <i>A basic guide to exporting, 11<sup>th</sup> Edition</i> , US Department of Commerce. ISBN 978-0-16-092095-0. Chapter 14. <a href="https://www.trade.gov/publications/">https://www.trade.gov/publications/</a>	4	2	2	8
	10.Short, medium and long term financing techniques 10.1. Short-term financing techniques 10.2. Supplier credit. 10.3. Buyer credit 10.4. Syndicated loan 10.5.Co-financing. <b>Individual study:</b> Otavio Canuto. Trade finance and financial crisis, 09/28/2011. <a href="http://blogs.worldbank.org/growth/trade-finance-and-financial-crisis">http://blogs.worldbank.org/growth/trade-finance-and-financial-crisis</a>	4	2	2	8
	11.Special financing techniques 11.1. Discounting. 11.2. Forfeiting. 11.3. Factoring <b>Individual study:</b> Madura Jeff (2013). <i>International Financial Management</i> . Chapter 19. <a href="http://wps.prenhall.com/wps/media/objects/13070/13384693/Chapter19.pdf">http://wps.prenhall.com/wps/media/objects/13070/13384693/Chapter19.pdf</a>	4	2	2	10
	12.Financing techniques on Euromarkets 12.1. Euro credits 12.2. Eurobonds.	8	4	4	
	<b>TOTAL</b>	<b>60</b>	<b>30</b>	<b>30</b>	<b>90</b>
Bibliography	1. Charles W.L.Hill, G. Tomas M Hult. <i>Global Business Today</i> . 10 edition. Mc Graw Hill Education 2. Popa I. <i>Tranzacții de comerț exterior</i> . București, Ed.Economică, 2002. ISBN 973-9198-87-2 3. Lobanov N. <i>Tranzacții comerciale internaționale</i> . Curs universitar. Chișinău, Ed.ASEM, 2012. ISBN 978-9975-75-598-6 4. Georgescu T., Caraiani Gh. <i>Tehnici de comerț exterior</i> . București, 2007 5. Additional readings recommended for individual study				
Teaching techniques	<ul style="list-style-type: none"> <li>• Face-to-face / groups / individual;</li> <li>• Content relating, case studies, investigation;</li> <li>• tables, Ppt presentations, PC, videoprojector etc.</li> </ul>				
The way of final assessment	<i>At the end of the course, the students have to pass an oral exam</i>				
Share in the final mark	Two current tests			30%	

	Current mark (formative assessment)	20%
	Individual work	10%
	Final exam	40%
Subjects for final exam	<ol style="list-style-type: none"> <li>1. Countertrade: genesis and determinant factors</li> <li>2. Barter and offsets: specifics of carrying and contracting</li> <li>3. Counter-purchase: participants and the mechanism of carrying.</li> <li>4. Buy-back: forms of conducting, advantages and drawbacks.</li> <li>5. Clearing: forms and mechanism of conducting</li> <li>6. Re-export and re-import operations: reasons and the mechanism of carrying.</li> <li>7. Trade with patents for inventions: forms and obligations of the parties</li> <li>8. Trade with know-how: forms and risks</li> <li>9. International Licensing: reasons and the process of carrying.</li> <li>10. Advantages and limits of international technologies transfer</li> <li>11. International economic cooperation: peculiarities, features and reasons to cooperate.</li> <li>12. Types of cooperation agreements</li> <li>13. Co-production: features and forms.</li> <li>14. Sub-contracting: features and forms.</li> <li>15. Sub-contracting: reasons, advantages and disadvantages</li> <li>16. Production under Lohn system (CMT): Advantages and disadvantages for parties involved.</li> <li>17. Joint ventures as a framework for cooperation and development</li> <li>18. Peculiarities of consulting and engineering activity</li> <li>19. Methods of payment for consulting and engineering services.</li> <li>20. Characteristics of the industrial objects export.</li> <li>21. Industrial objects export operation: Contractual basis and forms of realization</li> <li>22. Specific clauses of industrial objects export contract.</li> <li>23. Auctions: distinct features and overview.</li> <li>24. Typology of auctions (Methods of price establishment).</li> <li>25. Export auctions: peculiarities and stages of conducting</li> <li>26. Distinctive features and principles of buying via tenders.</li> <li>27. Stages and documents of commercial tenders.</li> <li>28. Advantages and disadvantages of international tenders.</li> <li>29. Characteristics and forms of international transactions' financing.</li> <li>30. Techniques of short-term financing.</li> <li>31. Techniques of medium to long-term financing.</li> <li>32. Project financing, consortium loan and co-financing.</li> <li>33. Forfaiting vs Discounting as transaction financing techniques</li> <li>34. Factoring as a special financing technique</li> <li>35. Eurocredits: mechanism of launching, types and risks</li> <li>36. Eurobonds – types and launching</li> </ol>	

Date \_\_\_\_\_

Signature of the author: \_\_\_\_\_