

Syllabus

INTERNATIONAL TRADE AND COMPETITION

Lecturer:

Pavel V. Pavlov, Doctor of Economics, Doctor of Law, Professor. E-mail: ppavlov@sfedu.ru.

Department responsible for the course or equivalent:

Institute of Management in Economic, Ecological and Social Systems; Department of Business Economics.

Semester when the course unit is delivered:

7th.

ECTS credits:

5.

Level of course unit:

Bachelor.

Course Description

The following issues are studied:

- the formation of knowledge about international trade, the procedure for entering the world market of enterprises, state regulation of foreign trade,
- consideration of forms of tariff and non-tariff regulation of international trade, classification of goods, determination of customs value;
- studying the problems that arise when companies enter foreign markets, and finding ways to solve them;
- mastering the methods of developing an enterprise strategy for entering the international market, choosing a country and a foreign partner for conducting international business, creating and operating joint ventures;
- the formation of practical skills in choosing a transport and logistics strategy and developing a marketing policy for an enterprise in the external market;
- identification of competitive advantages of companies in international trade and analysis of the use of possible tools for their implementation in their own company;
- familiarization with the features of foreign trade operations in the areas of trade in various types of goods and services, including electronic commerce;
- the study of problems and issues of preferential customs and taxation in the implementation of international trade provided in special territories;
- familiarization with the main forms and features of business communication with foreign partners;
- analysis of intercultural characteristics in the sale of goods and services in foreign markets

Admission requirements

Applicants are expected to have completed the following courses:

- Logistics
- Purchase and sales management

Course objectives

In this course you will:

- to form a system of knowledge on the legal regulation of economic activity in the Russian familiarize yourself with the basic provisions and rules of conducting international trade with foreign countries;
- consider the concepts and signs of international competition of countries and companies, as well as identify and study the factors and reasons for the competitiveness of goods in the world market.

Course content

No	Topics	Term	Week of the term	Types of academic work, including the students' self-study (hours)		
				Lectures	Seminars	Self-study
1.	Content, types and forms of international trade	7	1	1	-	4
2.	International trade participants	7	2	1	2	4
3.	State trade policy. Theory of Customs Tariffs	7	3	2	4	4
4.	Non-tariff regulators of international trade	7	4	1	-	4
5.	Classification of goods in international trade. Commodity nomenclature of foreign economic activity	7	5	2	4	4
	Problem solving	7	5	-	-	4
6.	Transport and logistics support for international trade	7	6	2	4	6
7.	Special tax and customs regimes in international trade	7	7	2	2	8
8.	International e-commerce	7	8	2	-	8
	Testing	7	8	-	-	2
9.	Competitiveness in international trade	7	9-10	1	4	8
10.	International Trade Models	7	11-12	1	6	8
	Abstract	7	13	-	-	8
11.	Registration of bargains in international trade	7	14-15	1	4	8
12.	Features of international trade and competition in the markets of various countries	7	16-17	1	4	8
	Individual task	7	17	-	-	14
	Intermediate Assessment (Exam)	7	18	-	-	27
	TOTAL			17	34	129

Learning activities and teaching methods

- Problem-based presentation of the information performed by both lecturers and students;
- Students' self-guided reading of the educational material, course books and reference materials with follow-up free discussion based on the material studied;

- Implementation of supporting (illustrating) data, involving the use of multimedia presentation equipment containing basic terms, graphs and tables;
- Analysis of Case-Study for the students to understand the nature and significance of applied tasks under consideration;
- Testing;
- Abstract writing;
- Fulfillment of individual tasks on the topics and examples provided.

Grading

- Class participation - 15%;
- Participation in discussion – 15%;
- Written abstract - 15%;
- Fulfillment of individual tasks – 20%;
- Testing – 15%;
- Exam – 20%.

Course Learning Outcomes

- ways of forming the needs of customers in manufactured products; demand forecasting methods; market research tools;
- procedures for concluding foreign trade bargains; features of foreign trade operations in the areas of trade in various types of goods and services in the markets of various countries; features of the promotion of goods in foreign markets; cross-cultural differences between countries of potential business;
- main strategies for enterprise development in international markets;
- features of the implementation of operations in areas of international trade; professional standards in the field of trade in goods and services; online trading principles;
- business process of sales of manufacturing and trading enterprises; methods for assessing their effectiveness.

Assessment methods and criteria

1. When fulfilling written tasks (abstracts, individual tasks).

When writing a task:

1. A student was self-reliant in the task, showed completeness, preparedness of the proposed solutions.
2. Showed the level of creativity, originality in the disclosure of topics, approaches, and proposed solutions.
3. Demonstrated reasonableness of the proposed solutions, approaches, conclusions, complete bibliography, and citation.
4. Competently designed the task: there is a compliance with the standard requirements, high quality of sketches, diagrams, and drawings.

When defending a work:

- Prepared high-quality report on the following criteria: composition, full disclosure of the work, approaches, results; reasonableness, conclusiveness.
- Showed the scope and depth of knowledge on the topic (or subject), wide knowledge, interdisciplinary relationships.
- Demonstrated pedagogical orientation: culture of speech, use of visual aids.

- Gave substantive answers to the lecturer's questions: completeness, reasonableness, conclusiveness, intention to use the answers to successfully cover the topic and strengths of the work.
- Revealed his or her business and volitional qualities: pursuance of achieving high results, readiness for discussion, kindness, and sociability.

2. When writing tests.

- A “passed” grade is given to a student, if he or she gives more than a half of points of maximum amount of points.
- A “fail” grade is given to a student, if he or she gives a half or less of points of maximum amount of points.

3. When answering at the exam.

- An “excellent” grade is given to a student, if he or she demonstrates full understanding of the issue mentioned in the questions.
- A “good” grade is given to a student, if he or she demonstrates high understanding of the issue mentioned in the questions. There are some inaccuracies in the answer. A total “good” grade is also given for examination, if a student gives an “excellent” grade for one question, and he or she gives a “satisfactory” grade for answering the second question.
- A “satisfactory” grade is given to a student, if he or she does not demonstrate full understanding of the issue mentioned in the questions. There are significant inaccuracies in the answer. A total “satisfactory” grade is also given for examination, if a student gives a “good” grade for one question, and he or she gives a “satisfactory” grade for answering the second question. If a student answers one question with an “excellent” grade, and he or she does not answer the second question, an “unsatisfactory” grade is given.
- An “unsatisfactory” grade is given to a student, if he or she demonstrates lack of understanding of the issue. There is no answer to the questions. A student’s answer is not associated with a topic given in the question.

Course literature:

Main reading list:

1. Pavlov Pavel V. International business / Southern Federal University, 2019, 294 p. [Electronic Resource]. – URL: <https://hub.lib.sfedu.ru/repository/material/801273208/>
2. Porter M. International competition: the competitive advantages of countries / M. Porter - Moscow: Alpina Publisher, 2016. - 947 p. <http://biblioclub.ru/index.php?page=book&id=443018>

Additional reading list:

1. Kuznetsova G.V., Podbiralina G.V. International trade in goods and services. Textbook for undergraduate and graduate programs - M.: Publishing house Yurayt, 2017. - 433 <https://biblioclub.ru/book/mezhdunarodnaya-torgovlya-tovarami-i-uslugami-401309>
2. Nikolaenko A.E. International trade and the world market / A.E. Nikolayenko - Moscow: Laboratory of the Book, 2011. -- 102 with <http://biblioclub.ru/index.php?page=book&id=140561>
3. Semenova E. E. International trade / E.E. Semenova; Yu.P. Soboleva - M. | Berlin: Direct Media, 2015. - 260 p. <http://biblioclub.ru/index.php?page=book&id=278885>

Online resources

1. www.rusimpex.ru - Foreign economic server. Russia-export-import.
2. www.unctad.org - United Nations Conference on Trade and Development. Official site.
3. www.wto.org - the WTO information portal.
4. www.elibrary.ru - Science Library elibrary.ru. Official site.
5. www.worldbank.org - The World Bank. Official site.

6. www.oecd.org - The Organization for Economic Co-operation and Development (OECD).
Official site.

7. Online courses in English, posted on the educational platform Coursera - International Business
- <https://www.coursera.org/learn/international-business>;

8. Online English courses hosted on the educational platform Coursera - International and Cross-
Cultural Negotiation - <https://www.coursera.org/learn/international-negotiation>;

9. Online English courses hosted on the educational platform Coursera - Management Skills for
International Business - <https://www.coursera.org/learn/management-skills-international-business>.