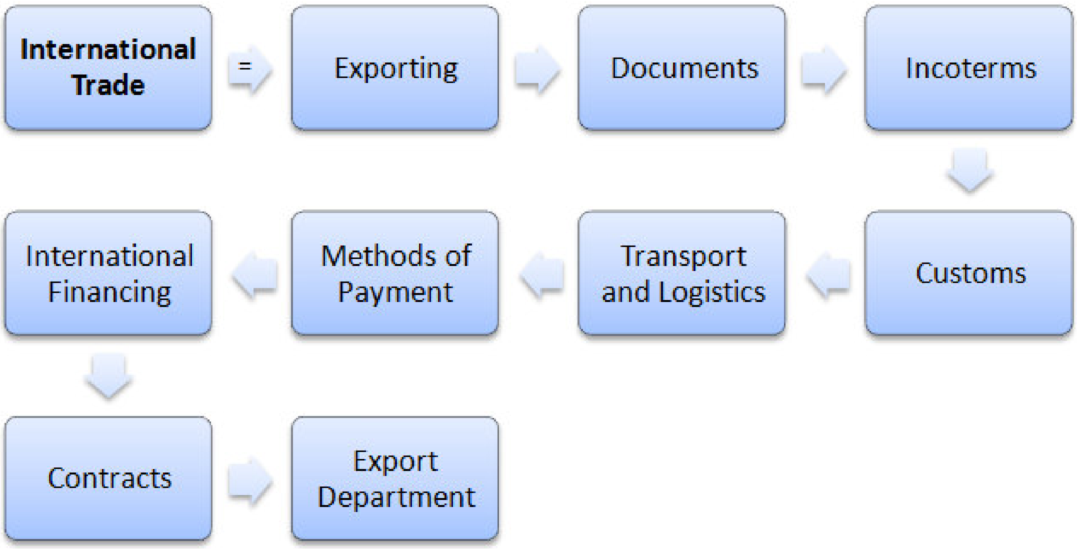
EENI – The Global Business School

http://en.reingex.com/

Module: Foreign Trade (e-learning)

The objective of the **Module "Foreign Trade"** is to provide all the knowledge, tools and techniques necessary to manage all technical aspects related to foreign trade of an exporting company: Incoterms, transportation, customs, documents, payments, documentary credits, international finance, contracts...

Structure of the Module



Credits of the Module "Foreign Trade"

- 30 ECTS (European Credit Transfer and Accumulation System). 1 ECTS credit is equivalent to approximately 25 hours of student's dedication (hours of study, exercises, information research, teamwork ...)
- 15 AC (American Credit). 1 AC Credit is equivalent to approximately 12 teaching hours.

Students who have taken courses in this Module can validate them and register for a post graduate Master in EENI:

1. Master in Foreign Trade and International Marketing
2. Master Executive in International Business
3. Diploma in International Trade

Duration: 6 months

Methodology: e-learning / Distance learning. Case method.

Language of the module: .
Is also available in: . For improving international communication skills, the student has free access to the materials in these languages.

Learning units of the module

1- Introduction to exporting
2- Documentation in International trade
3- Incoterms
4- Customs Procedures
    1. World Customs Organization
    2. Customs and the World Trade Organization
5- International transport
    1. Marine transport
    2. Multimodal transport
6- Methods of payment. Letters of credit
7- Finance of International trade
    1. FOREX Foreign Exchange Market
    2. International bonds and guarantees
8- International contracts
    3. Anti-corruption Clause of the International Chamber of Commerce
9- Export department

The objectives of the Module "Foreign Trade" are to understand...

1. The nature of exporting and the difficulties that may arise. Learn about Import export transactions, the difficulties with them and how to overcome these difficulties.
2. The different types of documents used in foreign trade, which documents are usually required by customs, the requirements for various documents and how to fill in these documents correctly.
3. The responsibilities of the exporter and Importer under Incoterms 2010 and how Incoterms are used in International trade transactions.
4. The role and functioning of customs and the role of a customs agent. To become familiar with import procedures.
5. The different customs procedures, methods of products classification and learn to complete the Customs documents. To understand the role of the World Customs Organization and the World Trade Organization
6. The importance of correct logistics and transport management for International trade.

    1. To analyze the modes of transport (marine, air, road, train, multimodal) and their characteristics as well as the transport documents required for each mode of transport and how to complete them.
    2. To understand the functioning of marine transport, documents required for sea freight and how to complete them.
    3. Familiarizing the student with different types of packaging, packaging materials, the use of pallets and containers, packing marks, modes of transport and packaging, and the criteria to be used when selecting an appropriate packaging for particular shipments.

7. The various methods of payments used in International trade and outlining their differences, advantages and disadvantages both for the importer and the exporter. What Documentary collections are and how they work. Export and Import Collections will be analyzed. The importance of Documentary credits in International trade. How a Documentary credit works and the obligations of the parties involved
8. The various methods of finance both for exports and imports. The fundamentals of foreign exchange markets. The different types of bonds and guarantees and how they operate. The different methods of managing exchange and country risk. Forward exchange contracts and currency options will be examined in greater detail. Forfaiting, Factoring and Invoice Discounting will be analyzed.
9. With international contracts as they are used in International trade transactions.
10. How to set up and run an Export department.

Module "International Trade" - Syllabus:

Learning unit: Introduction to exporting. Syllabus:

1. Introduction to exporting.
2. Advantages of exporting.
3. Resources needed.
4. Starting the export activity.
5. The export process.
6. Problems deriving from non-internationalization.
7. Introduction to Foreign direct investment (FDI).

Objectives of the learning unit - Introduction to exporting:

1. To understand the nature of exporting and the difficulties that may arise.
2. To learn about Import export transactions, the difficulties with them and how to overcome these difficulties.
3. To analyze the advantages of exporting and the risks of not exporting

This will be achieved by:

1. Examining the fundamental questions related to the export process.
2. Analyzing the challenges to be overcome in an export transaction.
3. Detailing the steps necessary to start the export process.

IMPORTANT NOTE: This learning unit is only an introduction to imports and exports. The student will have a real vision of foreign trade, after studying the following units:

1. Export documents
2. Customs
3. Incoterms
4. International Logistics
5. Financing of international trade
6. Export Departments
7. International Contracts
8. Documentary credits

Learning unit: Documentation in International trade. Syllabus:

1. Introduction to the Import export documents.
2. The Documentation in International trade.
3. Documents of origin (Certificate of origin...)
4. Commercial documents (Proforma, Invoice, Packing List...).
5. Transport documents.
6. Administrative documents.
7. Other documents.
8. Case study:
    1. Documents needed for export to Brazil.

2. Documentation for export of fish to Angola.

Objectives of the learning unit "Import export documents:

The main objectives of this learning unit are to learn about different types of documents used in Foreign trade (import and export), which documents are usually required by customs, the requirements for various documents and how to fill in these documents correctly.

In this unit the student will: learn about the various types of documents used in foreign trade.

This will be achieved by:

1. Analyzing the various classifications and requirements of export documents.
2. Learning what functions export documents perform.
3. Learning the different types of documents of origin that evidence the origin of products.
4. Analyzing the various commercial and administrative documents.
5. Examining other documents that may be required in International business transactions.

Learning unit: Incoterms. Syllabus:

1. Introduction to Incoterms
2. What are Incoterms 2010?
3. Analysis of Incoterms.
4. Comparative tables.
5. Incoterms and international transport
6. New Incoterms: DAT and DAP.
7. Replaced Incoterms: DAF, DES, DEQ and DDU.
8. Incoterms for sea and inland waterway transport: FAS - FOB - CFR - CIF.
9. Incoterms for any mode of transport: EXW - FCA - CPT - CIP - DAT - DAP - DDP.
10. How are they used?.
11. Criteria for selection of Incoterms

Objectives of the learning unit - Incoterms:

1. To understand the responsibilities of the exporter and Importer under Incoterms 2010.
2. To know how Incoterms are used in International trade transactions.
3. To identify the risk, cost and formalities according to the Incoterm selected

Learning unit: Customs procedures (Foreign Trade). Syllabus:

1. Introduction to the Customs Procedures.
2. Functions of customs.
3. Customs clearance.
4. Examination of Goods.

5. Customs Treatment or Use of Goods.
6. Summary declaration.
7. Release for Free Circulation.
8. Dispatch for Consumption.
9. Import Procedures.
10. VAT Payable on Imported Goods.
11. Single Administrative Document
12. Origin of goods. Customs legislation.
    1- Customs valuation in the European Union.
13. Classification of goods.
14. TARIC (Integrated Tariff of the Community).
15. Customs agents.
16. Case study:
    1- Market Access Database.
    2- Customs of China
    3- European Union Turkey Customs Union

Objectives of the learning unit - Customs Procedures:

1. Understand the role and functioning of customs and the role of a customs agent.
2. Analyze different customs procedures, methods of products classification and learn to complete the customs documents.
3. Become familiar with import procedures and analyze the existing customs procedures
4. Understand the role of the World Customs Organization and the World Trade Organization
5. Know the regional integration processes: Mercosur, Andean Community, Central American Integration System, ASEAN, Gulf Cooperation Council, the Arab Maghreb Union, ECOWAS, WAEMU, ECCAS, CEMAC, SADC, EAC, IGAD …

Learning unit: The World Customs Organization. Syllabus:

1. Introduction to the World Customs Organization (WCO).
2. The Harmonized System (HS).
3. Customs Valuation.
4. Rules of Origin.
5. Agreement on Rules of Origin (World Trade Organization)
6. Customs Enforcement and Compliance.
7. SAFE Package.
8. Customs Procedures and Facilitation.
9. Conventions:
    1- The Revised Kyoto Convention
    2- The ATA System
    3- The Customs Convention on Containers.
10. Case study: Market Access Map.

Objectives of the learning unit:

1. To know the role of the World Customs Organization
2. To understand the key concepts (Customs Valuation, Rules of Origin ...)
3. To know the Harmonized System and the various existing Conventions.

Learning unit: Customs and the WTO (World Trade Organization). Syllabus:

1. The World Trade Organization and the Customs
2. The Multilateral trading system.
3. World Trade Organization's agreements.
4. Tariffs.
5. Agriculture.
6. Standards and safety.
7. Textiles.
8. Anti-dumping, subsidies, safeguards.
9. Non-tariff barriers.
10. The Agreement on Import Licensing Procedures.
11. The Agreement on customs valuation.
12. Rules for the valuation of goods at customs.
13. Methods for the valuation of goods:
    1- Transaction value
    2- Identical or similar goods,
    3- Deductive or computed method
    4- Fall-back.
14. Pre-shipment Inspection Agreement.
15. The Rules of Origin Agreement
16. Customs and Regional trade agreements.
17. Customs procedures and the Doha agenda.

Objectives of the learning unit:

1. To understand the role of the World Trade Organization in customs
2. To know the agreements of the World Trade Organization (WTO)
3. To know the fundamental concepts: non-tariff barriers, customs valuation, transaction value, pre-shipment inspection, rules of origin, import licenses ...
4. To know the methods for the valuation of goods

Learning unit: International Transport and logistics. Syllabus:

This unit consists of 7 parts:

1- International Transport and logistics.

1. Introduction to international Transport and logistics.
2. The international transportation chains

3. The Authorized Economic Operator (AEO).
4. Selecting a mode of transport.
5. Transport documents, costs and insurance.
6. Case study:
    1. FEDEX
    2. UPS.

2-Export packaging

1. The importance of appropriate export packaging.
2. Types of containers.
3. Types of packaging materials.
4. Electronic tagging.
5. Marks on packaging.

3- Marine transport

1. Introduction to marine transport.
2. Documentation. Bill of Lading (B/L).
3. Cost of marine transport. Freight.
4. Insurance.
5. Legislation.
6. The Hague Visby Rules.
7. The Hamburg Rules.
8. Main ports of the world.
9. Outlook of marine transport market.
10. The world fleet.
11. Case study:
    1. Ports of Rotterdam, Tokyo and Singapore.
    2. Cosco.
    3. Evergreen
    4. Maersk Group
12. Introduction to the Maritime Transport in Africa
13. The Suez Canal

4- International air transport

1. Unit load device.
2. The IATA (International Air Transport Association)
3. Air freight insurance. International air freight tariffs.
4. The AWB (Air Waybill).
5. Main airports of the world.
6. The global air transport market.

5- International road transport

1. Costs and insurance of road transport
2. Conventions governing road transport: CMR and TIR.

3. The Road freight market. Flows in international road freight transport.
4. Road freight documentation (CMR).
5. Forwarder certificate of receipt (FCR).
6. Introduction to the African corridors

6- Rail transport

1. Rail freight market.
2. Costs and insurance of rail transport
3. Documentation: CIM Railway Consignment Note.
4. Governing conventions (CIM and TIF).
5. The Shinkansen high speed rail network.

7- Multimodal transport

1. Introduction to the Multimodal and intermodal transportation.
2. Cost and Insurance of the multimodal transport.
3. UNCTAD / International Chamber of Commerce Rules for multimodal transport documents. Multimodal Bill of Lading.
4. The FIATA Combined Transport Bills of Lading (CTBL)
5. Intermodal transport chain.

The **objectives** of the learning unit "International Transport and Logistics" are...

1. To understand the importance of correct logistics and transport management for International trade.
2. To analyze the modes of transport (marine, air, road, train, multimodal) and their characteristics as well as the transport documents required for each mode of transport and how to complete them.
3. To understand the functioning of marine transport, documents required for sea freight and how to complete them.
4. Familiarizing the student with different types of packaging, packaging materials, the use of pallets and containers, packing marks, modes of transport and packaging, and the criteria to be used when selecting an appropriate packaging for particular shipments.

The specific objectives of the part "Marine Transport" is to understand the importance of correct logistics and transport management for International trade:

1. Learning about the functioning of marine transport, documents required for sea freight and how to complete them
2. Learning about the parties involved in the Marine shipment process.
3. Learning about the various types of transport involved in Marine shipment.
4. Analyzing the various forms of documentation required for Marine shipment (Bill of Lading B/L).
5. Examining the various costs associated with Marine transport.
6. Examining the various insurance concepts associated with Marine transport.

This will be achieved by:

1. Analyzing the factors to consider when selecting a mode of transport.
2. Learning about the logistics process and the different concepts involved in logistics.
3. Examining the different logistical infrastructures.
4. Analyzing the factors to be considered when selecting a logistics company
5. Examining the various transport and insurance documents that are required when importing and exporting.
6. Learning about the parties involved in the Marine shipment process.
7. Learning about the various types of transport involved in Marine shipment. Analyzing the various forms of documentation required for Marine shipment.
8. Examining the various costs associated with Marine transport. Examining the various insurance concepts associated with Marine transport.

Learning unit: International Methods of payment. Letters of credit. Syllabus:

1. Introduction to the International Methods of payment.
2. Countries and payment terms.
3. Bills of exchange.
4. Bank draft.
5. Bank transfer.
6. Clean collection.
7. Documentary collections.
8. Letters of credit (L/C).
    1. Types and modalities
    2. Terminology
    3. Opening a letter of credit
    4. Availability
    5. Contents of the letter of credit
    6. Documents...
9. UCP 600.
10. Electronic L/C (e-UCP)
11. Analysis of documentary credits.
12. Import Letters of credit.

Objectives - the learning "Methods of payment / Letters of credit" unit aims at:

1. Analyzing various methods of payment used in International trade and outlining their differences, advantages and disadvantages both for the importer and the exporter.
2. Understanding what Documentary collections are and how they work. Export and Import Collections will be analyzed.
3. Understanding the following:
    a. The importance of Documentary credits and letter of credit in International trade
    b. How a Documentary credit works

c. Obligations of the parties involved
d. To understand how Import Documentary credits operate.

In this learning unit we will examine how to receive and effect payment for International contracts of sale.

Our focus will be on export methods of payment. The information presented here is also applicable to import transactions.

The selection of the most suitable method of payment is a key factor of a successful export sale.

Learning unit: Finance of international trade. Syllabus:

1. International trade finance.
2. Finance of export and import transactions.
3. Pre-shipment finance.
4. International risk: payment, foreign exchange, counterparty, delivery...
5. Country risk.
6. Sovereign risk.
7. Credit ratings.
8. Country risk evaluation and classification.
9. Corruption perceptions index.
10. The export credits (OECD)
11. Case study.
    1. The case of Thailand and South Africa.
    2. Introduction to Islamic Banking

Objectives of the learning unit - Finance of international trade:

1. To familiarize the student with various methods of finance both for exports and imports.
2. To understand the risks associated to foreign trade operations
3. To know how to manage pre-financing and export financing

Learning unit: Foreign exchange market (FOREX). Syllabus:

1. The Foreign Exchange Market (FOREX).
2. The financial crisis
3. The Bank for International Settlements.
4. European Central Bank. The Euro.
5. The Tobin tax.
6. Currency trading.
7. The players: Central banks, companies, brokers, hedge funds, investors and speculators.

8. Currency exchange rates.
9. Methods of managing exchange risk
10. Types of coverage
11. Exchange risk insurance
12. Forward exchange contracts and currency options. Call / Put Options.
13. Spot Market and Forward Market
14. Vulnerability analysis.
15. Case study: the balance of payments as a tool for credit risk analysis of a market.

Objectives of the learning unit - FOREX (Foreign exchange market):

1. To analyze the fundamentals of foreign exchange markets, understand their functioning and examine some of the agents operating in these markets.
2. We will also look at different methods of managing exchange risk.
3. Forward exchange contracts and currency options will be examined in greater detail.

Learning unit: International bonds and guarantees. Syllabus:

1. International bonds and guarantees.
2. Tender and performance bonds.
3. Advance / progress payment bond.
4. Retentions and On Demand Bonds.
5. Other types of guarantees.
6. Managing bonds and guarantees.
7. Bank obligations.
8. Customer liability records.
9. International Chamber of Commerce Rules for the issuance of bonds and guarantees.
10. Factoring and forfeiting.
11. Invoice discounting.
12. Endorsements.
13. Bills of exchange.
14. Documentary collections.
15. Clean collection. Managing collections.

The main objective of this learning unit is to learn about different types of bonds and guarantees and how they operate.

In this learning unit you are going to:

1. Learn what types of bonds and guarantees there are and how they operate;
2. Analyze advantages and disadvantages of different types of bonds/guarantees for exporters;
3. Discuss the parties involved and their responsibilities;
4. Examine how bonds/guarantees are managed by banks.
5. To gain a good understanding of Forfeiting, Factoring and Invoice Discounting.

Learning unit: International contracts. Syllabus:

1. International contracts and foreign trade.
2. The risks in international trade.
3. The instruments of risk minimization.
4. The guarantees in foreign trade.
5. The UNCITRAL- United Nations Commission on International trade Law.
6. The United Nations convention on contracts for the international sale of goods (1980) [CISG].
7. The Vienna Convention.
8. The Hague conventions.
9. Clauses of an international contract.
10. Anti-corruption Clause of the International Chamber of Commerce
11. Arbitration.
12. Analysis of international sales contracts
13. Examples of contracts:
    1. International Distributor
    2. Importer
    3. Agent...
14. Introduction to the Sharia (Islamic law).
15. Examples of contracts: distributor, importer, broker ...

Objectives of the learning unit - International contracts:

This learning unit aims at familiarizing the student with International contracts as they are used in International trade transactions.

To understand the fundamentals and the importance of foreign trade contracts

1. To learn how to implement the main clauses of an international sales contract and how to minimize risks.
2. To know the main international institutions and conferences related to the international contracts.
3. To know how to manage a process of international arbitration.

Learning unit (Syllabus): Anti-corruption Clause of the International Chamber of Commerce (ICC)

1. The International Chamber of Commerce
2. The Anti-corruption Clause of the International Chamber of Commerce
3. How to implement the clause
4. Anti-corruption clause Outline

Learning unit: The Export department. Syllabus:

1. The export department / international department.

2. Set up and run.
3. Functions, goals and organization of the export department.
4. The resources needed
5. The Director of international business, export manager, country area manager.
6. The Export Administrative.
7. The Secretary of the department of foreign trade.
8. Case study:
9. Analysis of the difference between the departments of export in Spain and Latin America.
10. The assignment of sales areas in the international department.

Learning unit objectives:

In this learning unit you will learn how to set up and run an export department. We will also discuss the functions and goals of the export department.

This will be achieved by:

1. Examining the characteristics of an export manager.
2. Outlining the most important functions of an Export department.
3. Analyzing the goals of the export department and how to benchmark them.
4. Detailing how to best support the work of the export department.

Learning unit: Trade in Services . Syllabus:

1. Introduction to the General Agreement on Trade in Services (GATS)
2. Transparency and liberalization in international trade in services.
3. Modes of supply of trade in services
4. Most- favored nation. Market access and national treatment. List of commitments
5. Main Basics: Agreement, Annexes and Schedules
6. Case Study: Trade in services in the FTA United States - Colombia and in the FTA European Union - Mexico
7. The GATS and national regulations
8. The Doha Development
9. Other questions
10. Analysis of World Trade in Services

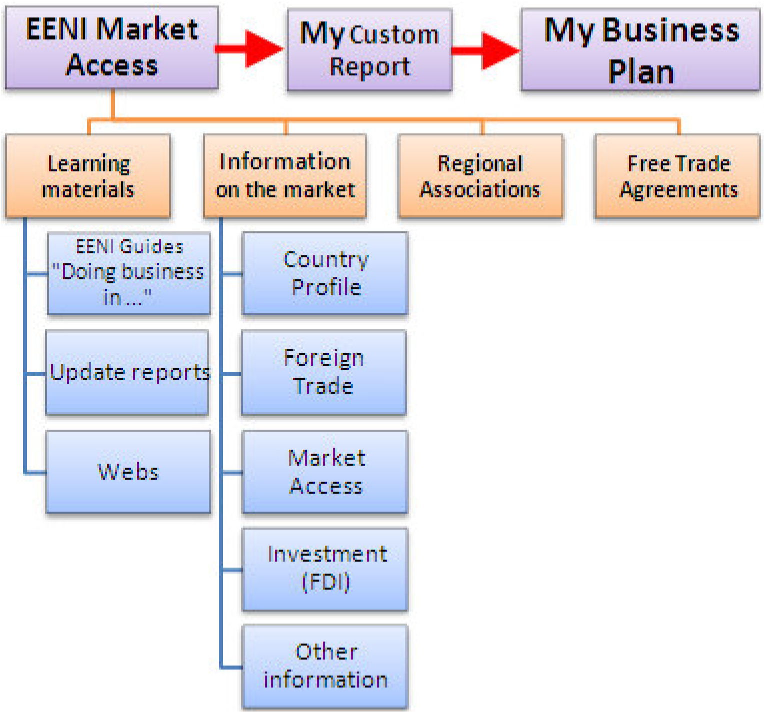
Objectives of the learning unit: Trade in Services

1. To understand the importance of the General Agreement on Trade in Services (GATS)
2. To understand the key concepts of trade in services: modes of supply, most favored nation, liberalization, market access, lists of commitments ...
3. To analyze the global market of services

(Note: This unit is only offered in the Masters)

Market Access Tool

The module includes the Market Access Tool



To facilitate and guide the student in, EENI has developed this market access tool.

The objective of this methodology is to facilitate the complex work of **research and access to export markets** that any exporter should be performed continuously.

This tool is divided into 4 levels:

1- Learning materials.

1. EENI Guides "Doing business in..."
2. Supplementary materials on business in that country (update reports)
3. Websites of interest to the exporter

2- Information on the market.

This utility is designed to obtain real-time information on business, Foreign Trade, tariffs, non-tariff measures, Market Access, certificates of origin, agreements, ease of doing business... More than 200 sources of information can be consulted. It is divided into 5 parts:

1. Country profile
2. Foreign Trade
3. Market Access
4. Investment abroad
5. Additional market information

3- Regional Associations to which it belongs.

4- Free Trade Agreements of the country

Student Profile (Module "Foreign Trade")

Given the wide variety of EENI student profiles and countries where we operate, it is difficult to define a standard profile of our students. For example, our biggest global institutional customer is the United Nations and related agencies (mainly expatriate managers). At company level, we have students in both large multinationals as Small and Medium Enterprise.

1. Export Managers (Directors of Export, Directors of International Division...) of export companies (or potential for import export) or import companies.
2. Commercial Directors, Sales and Marketing Directors... (Domestic market) wishing to begin international business activities.
3. Managing Directors of Small and Medium Enterprise wishing to internationalize their activities.
4. Post-graduates (business administration, economics, engineers, lawyers, translators...) seeking specialization in foreign trade.
5. Sector Professionals wishing to update their knowledge of international markets (customs brokers, freight forwarders, trading companies, logistics Companies, banks, institutions, multilateral organizations, teachers, International trade Consultants...)
6. Professionals from other sectors who wish to specialize in global business.