



Adopted by a decision issued by the Faculty  
Council of  
„International Economics and Politics”

Approved by:

Protocol № /

Dean

## CURRICULUM

Academic subject:		<b>INTERNATIONAL BUSINESS OPERATIONS – Part I</b>
Subject code:	<b>B60000 C0653</b>	
Educational and qualification degree:		<b>Bachelor of Arts</b>
Status of the course		<b>Compulsory</b>
Field of higher education:	<b>3.</b>	<b>Social Sciences, Economics and Law</b>
Professional:	<b>3.8.</b>	<b>Bachelor of Economics</b>
Specialty:	<b>3.8.30</b>	<b>International Economic Relations</b>
Faculty:		<b>International Economics and Politics</b>
Department:		<b>International Economic Relations and Business</b>
Total student academic load (average classes per course):		<b>30 / 30</b>
Non-contact student academic load		<b>90</b>
Credits:		<b>6</b>
Lecturer of the course:		<b>Professor Antoaneta Vassileva, PhD</b>

Идентификация на статуса: **ОДНК\_6.2.4-1/** Версия 01/Изменение \_\_\_/\_\_\_; стр. \_\_\_/\_\_\_

Ниво на достъп:  общодостъпен  за служебно ползване  поверителен  секретен

## ANNOTATION

**1. The academic subject "International Business Operations – Part I"** has been taught at the International Economic Relations Department since 1985. "International Business Operations – Part I" is a fundamental subject which helps students in their further understanding and mastering of the traditional international business transactions. Important prerequisites for higher efficiency level resulting from attending the course are the fluency in foreign languages, computer skills and proficiency with Internet.

### **2. Description of the course content:**

The subject of "International Business Operations – Part I" is a compulsory academic discipline. The content of the course is related and consistent with the general economic and management disciplines, included in the curriculum of the Bachelor's students in International Economic Relations. The scope of the discipline covers the established theoretical and methodological issues related to the international business activities of the company operating under the conditions of market economy. The course in International Business Operations – Part I emphasizes the following basic topics: the conceptual framework, the nature of International business transactions and their classifications, drafting the international contract for sale of goods, trade terms and Incoterms, key issues in international sales contracts, drafting precise contract provisions, offer to sell goods, memorandum of sale, purchase order, conditional contract sale, sales representative contract, distribution agreement, consignment agreement, leasing contract. International Business Operations – Part I is an interdisciplinary knowledge area, comprising knowledge from an array of other disciplines' knowledge bodies. It does not cover topics that have been discussed in other academic disciplines. The subject of International Business Operations – Part I refers to results from a variety of empirical studies. The main approach in International Business Operations is the systematic approach. The case study method is also widely applied.

### 3. Language of instruction: English

#### CONTENT OF THE CURRICULUM

№	TOPIC	Student Contact Academic Load (number of classes)
1	<b>Opening session</b> International business – themes and issues. Conceptual framework. Classification of the International Business Operations	2
2	<b>Drafting the international contract for sale of goods</b> Technological cycle. Preparation of the deal. Market research.	2
3	<b>Key issues in international sales contract</b> Offer to sell goods. Types of offers. Purchase order. Contract fundamentals in the different legal systems.	2
4	<b>International business negotiations</b> Stages. Distributive and integrative negotiation style. Crosscultural differences	2
5	<b>Provisions of the international sales contract</b> Identification of parties. Goods – description, quantity, quality. Price. INCOTERMS. Payment. Delivery – date, place, transfer of title to goods.	2
6	<b>Provisions of the international sales contract</b> Costs and charges – duties and taxes, insurance, handling and transport. Packaging agreements. Transportation – carrier, storage, notice provision, shipping time. Inspection rights.	2
7	<b>Provisions of the international sales contract</b> Indemnities. International property rights. Warranties and claims. Force majeure. Arbitration provisions. Governing law. Choice of forum, cancelation. Modification of contract. Re-exportation prohibitions. General provisions.	2
8	<b>International sales contract</b> Accompanying documentation.	2
9	<b>International sales contract</b> Risk profile	2
10	<b>Indirect approach to the international market</b> Agents agreement. Distribution agreement.	2

11	<b>Consignment agreement. Other agreements.</b> Sales representative contract	2
12	<b>Compensation deals</b> Barter. Barter agreement. Counter trade deals. Offset.	2
13	<b>International leasing</b> Origin and economic aspects of leasing. Types of leasing.	2
14	<b>International leasing</b> Comparative analysis of financial and operational leasing. Best practices.	2
15	<b>Transactions on the organized markets.</b> Commodity exchange operations. Basic information about tenders and auctions. Wrap up of the course.	2

## B. SEMINAR SYLLABUS

№	Topics	Academic Hours
1	Opening session	2 h
2	Drafting the international contract for sale of goods	2 h
3	Key issues in international contract. Discussion.	2 h
4	International business negotiations. Role play.	2 h
5	Provisions of the international sales contract. Simulation.	2 h
6	Provisions of the international sales contract. Simulation.	2 h
7	Provisions of the international sales contract. Simulation.	2 h
8	Export documentation. Presentations.	2 h
9	International sales contract. Presentations.	2 h
10	Indirect approach to the international market. Presentations.	2 h
11	Agents agreement. Presentations.	2 h
12	Compensation deals. Presentations.	2 h
13	International leasing. Presentations.	2 h
14	Transactions on the organized markets. Presentations.	2 h
15	Best practices. Warp up of the course.	2 h

## METHOD / TEACHING STRATEGY:

Teaching relies on the combination of lectures, seminars, discussions, games/simulations, individual assignments, research reports, etc. Slides, power point presentations, online sources, student reports, case studies are widely used.

The required technical facilities are white board, multi media, over-head projector, video, computer lab, Internet connection.

### EVALUATION METHOD

Excellent /6/	Very good /5/	Good /4/	Fair /3/		Poor /2/	
<b>A</b>	<b>B</b>	<b>C</b>	<b>D</b>	<b>E</b>	<b>FX</b>	<b>F</b>
91%+	81-90%	71-80%	60-70%		No credits awarded 50%	
Credits are awarded as provided for in the plan						

The final mark is based on the mark from the exam during the exam session (50%), the mark from participation discussions (20%) and task assignment (30%). Attendance and presentation of the course task is required for admission to the final exam.

Evaluation scale: 60-70% - Fair (3); 71-80% - Good (4); 81-90% - Very good (5); 91% and higher – Excellent (6).

### EXPECTED RESULTS FROM THE COURSE

The course provides students with practical skills and knowledge about carrying out international business operations in companies, NGOs and state administration and also with skills for working in the fast changing business environment.

The course provides students with knowledge about the theoretical basics and instrumentarium, needed for the successful management of the major types of international business operations.

### TOTAL STUDENT ACADEMIC LOAD

Type of classes/academic load	Overall student	Student academic	Student non-contact	Total
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	academic load	load, average classes per week	academic load	
Lectures	30	2	30	<b>60</b>
Seminars	30	2	60	<b>90</b>
Laboratory training				
Practical training				
Term paper				
Final thesis				
Individual assignment				
Interim exam/test				
On-going assessment				
Exam				
<b>Total</b>	<b>60</b>	<b>4</b>	<b>90</b>	<b>150</b>

## LITERATURE

### A. BASIC

1. Ball D. et al., International Business, The Challenge of Global Competition, Hill, NY, 2012
2. Branch A., Export Practice and Management, Chapman & Hall, London, 2005.
3. Charles W., International Business, Competing in the Global Marketplace, Hill, NY, 2012
4. INCOTERMS 2010
5. Johnson D. C. Turner, International Business, Themes and Issues in the Modern Global Economy, London, 2009
6. Nelson C., Exporting. A Manager's Guide to the World Export, ITP, London, 2008.
7. Shippey K., International Contracts, World Trade Press, Novato, 2009
8. UN Convention on Contracts for the International Sale of Goods (CISG)

### B. ADDITIONAL

1. Боева Б. А. Василева, Международен маркетинг, УИ Стопанство, 2010
2. Василева А., Международен бизнес, УИ Стопанство, София, 2011
3. Василева А., Международен бизнес и глобализация, НБМГ, София, 2010.
4. Василева А., Съвременни форми на международен бизнес, НБМГ, София, 2010.
5. Владимирова, И., „Международно частно право“, Софи-Р, 2010.
6. Инджова Ц., Техника на външнотърговската дейност, НБУ, София, 2008
7. Каракашева, Л., „Международен бизнес“ I част, Призма, 2007.
8. Масларов С. Д. Тошева-Георгиева, Финансиране на външнотърговските сделки, НБУ, София, 2007

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