

International Trade Negotiation



SCHOOL

IAE School of Management



CAMPUS

Saint-Serge



LEVEL

2nd year Master's degree



OPEN TO EXCHANGE STUDENTS

Yes



SEMESTER

Fall (S1)

- > **Degree course:** International Management and Marketing
- > **Teaching unit:** UE- International marketing strategic competencies
- > **Course language:** English
- > **Duration (hours):** 20
- > **ECTS:** 3
- > **Teacher(s):** Mohammed SAIGHE

> Assessment:

- Continuous assessment
- Final exam

> Teaching methods:

- Lecture course 20 hours
- Tutorial course hours
- Practical work hours

- Case study
- Project

COURSE DESCRIPTION

This class is business oriented. It will be on flipped classroom base, combining online lectures and in-class applications on all aspects of International Trade Negotiation. In small teams and individually, students will perform roleplays to deal with many aspects of a successful negotiation of an international trade offer.

Course Description:

What is negotiation? How to negotiate?

Choose your distribution strategy: agent, distributor, subsidiary, office...

What are incoterms®, and which role do they play?

Let's talk about money! International payment strategy: SWIFT, Letter of Credit, Warranty bonds, currencies...

What are customs? role, geography, duties, the origin of a product, documents, VAT, definitive and temporary customs...

What is a contract in international sales? Major components of a contract, basics of international law.

OBJECTIVES

At the end of this course, the students will be able to identify the main constraints of international trade and to negotiate with their international trade environment knowing how it impacts their business.

PREREQUISITES

A good level of English proficiency (B2 minimum)

SELECTIVE BIBLIOGRAPHY

Roy J. Lewicki, David M. Saunders, John W. Minton, Bruce Barry (2003), Negotiation Readings, Exercises, and Cases, Mc Graw-Hill Irwin.

Chet Holmes (2015), The ultimate Sales Machine, Portfolio Trade.

International Chamber of Commerce (2019), Incoterms 2020.