

**OSTİM TECHNICAL UNIVERSITY
FACULTY OF ECONOMICS AND ADMINISTRATIVE SCIENCES**

**COURSE SYLLABUS FORM
2020-2021 FALL**

| ITF 103 Introduction to International Trade | | | | | | | |
|--|--------------------|---------------|--------------|--------------------|-------------------|---------------|-------------|
| Course Name | Course Code | Period | Hours | Application | Laboratory | Credit | ECTS |
| Introduction to International Trade | ITF 103 | 1 | 3 | 0 | 0 | 3 | 4 |

| | |
|---|--------------------------------------|
| Language of Instruction | English |
| Course Status | Compulsory |
| Course Level | Bachelor |
| Learning and Teaching Techniques of the Course | Lecture, Discussion, Question Answer |

| Course Objective |
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| The aim of the course; to provide students with basic information about International Trade and to make them understand the importance of international trade. For this purpose, the course consists of theoretical topics such as the history of international trade, important for economies, restrictions on international trade, regulatory institutions, international trade transactions, strategies to start international trade and market research. Within the scope of the course, experts in their fields will be hosted as guests and transfer their experiences to students with seminars. |

| Learning Outcomes |
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| The students who succeeded in this course will be able; <ul style="list-style-type: none"> ▪ To master the basic concepts of international trade in the literature, ▪ To explain how global trade has come to its current state, ▪ To comprehend the place and importance of international trade in the global economic system, ▪ To learn to restrictions on international trade and how they effect on economies, ▪ To recognize the institutions and organizations that regulate global trade and know what they do, ▪ To master the basic concepts of international trade transactions like HS Code or INCOTERMS, ▪ To learn the international market entry strategies, ▪ To know how to conduct market research and from which sources of information can access market-related information. |

| Course Outline |
|---|
| In this course; First, the definition and characteristics of international trade and its contribution to economies will be taught and thus the importance of international trade will be understood. Then, the restrictions to international trade and the institutions and organizations that regulate global trade and what they do will be explained. Afterwards, risks in international trade will be discussed. After the midterm exam, basic information on international trade transactions will be given to form the basis of future field courses and internationalization strategies and market research methods will be emphasized. In the week before the exams, experienced guests from the business world will share their experiences. |

| Weekly Topics and Related Preparation Studies | | |
|--|---|--|
| Weeks | Topics | Preparation Studies |
| 1 | Definition and Characteristics of International Trade | History of Trade and International Trade Definition and objectives of the concept of international Trade Internal vs International Trade Advantages and disadvantages of International Trade |
| 2 | Role and Importance of International Trade | Importance of International Trade for global economy Importance of International Trade for local economies International Trade in the World and Turkey |
| 3 | Restrictions in International Trade | Tariffs Antidumping Proceedings Quotas Voluntary Export Restrictions Other Barriers |
| 4 | Regulatory Institutions and Organizations | General Agreement on Tariffs and Trade (GATT) World Trade Organization (WTO) United Nations Conference on Trade and Development (UNCTAD) - International Trade Centre (ITC) International Monetary Fund (IMF) World Bank (IBRD) |
| 5 | Regulatory Institutions and Organizations | Transatlantic Trade and Investment Partnership European Free Trade Area (EFTA) Asia Pacific Economic Cooperation (APEC) North American Free Trade Zone (NAFTA) Latin American Free Trade Zone (LAFTA) |
| 6 | Risks in International Trade | Commercial Risks Country and Political Risks Shipping Risks Credit Risks Foreign Exchange Risks Ethics Risks |
| 7 | Seminar | |
| 8 | Midterm | |
| 9 | International Trade Transactions | HS Code Delivery modes in international trade (INCOTERMS) Payment modes in international trade |
| 10 | International Trade Transactions | HS Code Delivery modes in international trade (INCOTERMS) Payment modes in international trade |

| | | |
|-----------|---------------------------------------|---|
| 11 | International Market Entry Strategies | Direct Exporting Licensing Franchising Joint Ventures |
| 12 | International Market Entry Strategies | Buying a Company Partnering Piggybacking Turnkey Projects |
| 13 | Market Research | Ways to get basic information and intelligence information about the market |
| 14 | Market Research | Ways to get basic information and intelligence information about the market |
| 15 | Seminar | |
| 16 | Final Exam | |

Textbook(s)/References/Materials:

- Jessie Poon & David L. Rigby (2017), *International Trade: The Basics*, 1st edition, Routledge.
- Helpman, E., (2011), *Understanding Global Trade*, 1st edition, Belknap Press: An Imprint of Harvard University Press.
- Weiss, K. D., (2007), *Building an Import / Export Business*, 4th Edition, Wiley.
- Reuvid, J. & Sherlock, J., (2008), *The Handbook of International Trade: A Guide to the Principles and Practice of Export*, 2nd edition, GMB Publishing.

Assessment

| Studies | Number | Contribution margin (%) |
|---|---------------|--------------------------------|
| Continuity | | |
| Lab | | |
| Application | | |
| Field Study | | |
| Course-Specific Internship (if any) | | |
| Quizzes / Studio / Critical | | |
| Homework | | |
| Presentation | | |
| Projects | | |
| Report | | |
| Seminar | | |
| Attendance | 16 | 10 |
| Midterm Exams / Midterm Jury | 1 | 35 |
| General Exam / Final Jury | 1 | 55 |
| | Total | 100 |
| Success Grade Contribution of Semester Studies | | 45 |
| Success Grade Contribution of End of Term | | 55 |
| | Total | 100 |

| Relationship Between Course Learning Outcomes and Program Competencies | | | | | | |
|---|---|--------------------|---|---|---|---|
| Nu | Learning Outcomes | Contribution Level | | | | |
| | | 1 | 2 | 3 | 4 | 5 |
| 1 | To learn the definition, characteristics and importance for economies of international trade | | | | | x |
| 2 | To learn the basic information and principles of international trade transactions | | | | | x |
| 3 | To have theoretical and practical knowledge and skills to carry out export, import, regional cooperation and organizations, free zone practices and other international trade activities | | | | | x |
| 4 | To gain professional competencies to work in national and international commercial organizations and unions, customs, economic consultancy, public and private sector organizations | | | | | x |
| 5 | To know the methods of finding market and customer, learning how to access information | | | | | x |
| 6 | To learn how to enter international markets and maintain their presence in these markets | | | | | x |
| 7 | To have the knowledge and equipment to be able to execute and complete the project by taking part in national and international projects and project teams | | | | | x |
| 8 | To have critical, creative and innovative thinking skills to be able to carry out activities related to the field | | | | x | |
| 9 | To be individuals with improved social and intellectual capacity, visionary, high ethical values, ability to adapt to group communication and teamwork. | | | | x | |
| 10 | To be able to identify problems related to the field, to reach relevant sources, to be able to analyze and synthesize to produce scientific knowledge and to carry out a research, and to have a command of the legislation related to the field. | | | | | x |
| 11 | To be aware of ethical behavior principles in all areas of international trade and act accordingly | | | | | x |

| ECTS / Workload Table | | | |
|---|--------|----------------------|----------------|
| Activities | Number | Duration (Hours) | Total Workload |
| Course hours (Including the exam week: 16 x total course hours) | 16 | 3 | 48 |
| Laboratory | | | |
| Application | | | |
| Course-Specific Internship | | | |
| Field Study | | | |
| Study Time Out of Class | 16 | 2 | 32 |
| Presentation / Seminar Preparation | | | |
| Projects | | | |
| Reports | | | |
| Homeworks | | | |
| Quizzes / Studio Review | | | |
| Preparation Time for Midterm Exams / Midterm Jury | 1 | 2 | 2 |
| Preparation Period for the Final Exam / General Jury | 1 | 2 | 2 |
| Total Workload | | (84/25 = 3,3) | 84 |