

UNIVERSITY OF ECONOMICS - VARNA
FACULTY OF ECONOMICS
DEPARTMENT “ECONOMICS AND MANAGEMENT OF COMMERCE”

Adopted by the FC (record №/ date):
Adopted by the DC (record №6/ 28.02.2020)

ACCEPTED BY:
Dean:
(Assoc. Prof. Denka Zlateva, PhD)

SYLLABUS

SUBJECT: “INTRODUCTION TO TRADE”;

**DEGREE PROGRAMME: “International Business”, “Business and Management” and
“Accounting”; BACHELOR’S DEGREE**

YEAR OF STUDY: 2; SEMESTER: 4;

TOTAL STUDENT WORKLOAD: 180 h.; incl. curricular 60 h.

CREDITS: 6

DISTRIBUTION OF WORKLOAD ACCORDING TO THE CURRICULUM

<i>TYPE OF STUDY HOURSE</i>	WORKLOAD, hours	TEACHING HOURS PER WEEK, hours
CURRICULAR:		
incl.		
• LECTURES	30	2
• SEMINARS (LAB. EXERCISES)	30	2
EXTRACURRICULAR	120	-

Prepared by:

1.
(Assoc. Prof. Violeta Dimitrova, PhD)
2.
(Assoc. Prof. Georgi Marinov, PhD)
3.
(Assoc. Prof. Michal Stojanov, PhD)
4.
(Chief Assist. Prof. Aleksandar Shivarov, PhD)

Head of department:

Assoc. Prof. Violeta Dimitrova, PhD,
Department “Economics and management of commerce”

I. ANNOTATION

The course Introduction to Commerce was co-developed by the Departments of Economics and T Management of Commerce and International Economic Relations and is an optional subject in the foundations of the professional fields 3.7 Administration and Management, 3.8 Economics and 3.9 Tourism. Its necessity, importance and relevance is determined by the market connectedness of the business units, which is carried out through the business activity, it is a function of the entry and exit of each active company, and through the foreign trade exchange is an expression of the interconnections of the national economies.

The deepening of the specialization of individual business activities and the advent of new information technologies widens the field of business and increases the number of economic transactions performed, including through activities at international level.

The course aims to form and deepen the students' knowledge and competences about the nature and characteristics of exchange and trade, the classification of trade, the peculiarities of retail and wholesale trade, the modern dimensions of stock and electronic commerce, etc. Consideration is given to the management of purchases and sales; the technology of the trade transaction; the features of the international sale and purchase transaction; the tariff and non-tariff regulators of the international trade. The stages and attributes of the customs process are introduced. The place and role of regional markets in the global economy are examined. Special attention is paid to consumer protection.

II. THEMATIC CONTENT

№	TITLE OF UNIT AND SUBTOPICS	NUMBER OF HOURS		
		L	S	L.E.
Theme 1. EXCHANGE AND TRADE		4	2	
1.1.	Nature and historical prerequisites for the emergence and development of exchange and trade			
1.2.	Types of business activity in modern trade			
1.3.	Theories of commerce			
Theme 2. MODERN TRENDS IN RETAIL TRADE		2	2	
2.1.	Concepts for the development of trading structures			
2.2.	Retail trade classification and modern formats			
Theme 3. WHOLESALE, AGENCY AND SALES REPRESENTATION		2	2	
3.1	The essence and functions of middleman in trade			
3.2.	Nature and types of sales representation			
3.3.	Characteristics and types of wholesale			
Theme 4. ORGANIZED MARKETS AND EXCHANGE TRADE		2	2	
4.1.	Nature and types of organized market			
4.2.	Commodity Exchanges and Stock Exchanges			
4.3.	Transactions and strategies			
Theme 5. E-COMMERCE AND MULTICHANNEL TRADING		2	2	
5.1.	Networking technologies in business			
5.2.	Advantages and disadvantages of e-commerce			
5.3.	Electronic payments			
5.4.	Forms and features of out-of-store trading			
Theme 6. PURCHASE AND SALES MANAGEMENT		2	2	
6.1.	The buying process			
6.2.	Survey and selection of suppliers			
6.3.	Types of sales			

6.4.	Stages and techniques in the personal selling process			
Theme 7. CONSUMER PROTECTION		2	4	
7.1.	Regulatory regulation and administrative organization			
7.2.	Unfair commercial practices. Collective actions			
7.3.	Consumer protection organizations			
Theme 8. COMMERCIAL TRANSACTIONS		2	2	
8.1.	Nature and types of commercial transactions			
8.2.	Preparation of the trade transaction. Business negotiations. Documents: offer, inquiry, order			
8.3.	Conclusion and execution of a commercial transaction			
Theme 9. FOREIGN TRADE		2	2	
9.1.	Types of foreign trade operations			
9.2.	Legal sources governing international trade transactions			
9.3.	International sale of goods contract			
Theme 10. FOREIGN TRADE FINANCING		2	2	
10.1.	Currencies, exchange rates and international arrangements			
10.2.	Payment terms and payment methods in foreign trade			
10.3.	Specific financial transactions: factoring, forfeiting, leasing			
Theme 11. INTERNATIONAL TRADE THEORIES		2	2	
11.1.	Traditional international trade theories			
11.2.	Alternative models of international trade			
11.3.	The effects of international trade			
Theme 12. TARIFF AND NON-TARIFF BARRIERS TO TRADE		2	2	
12.1.	Tariff regulations - nature and types			
12.2.	European Union Customs Tariff - TARIC			
12.3.	Non-tariff restrictions on international trade			
Theme 13. CUSTOMS PROCESS		2	2	
13.1.	Customs: functions and tasks			
13.2.	Customs procedures			
13.3.	Customs regimes			
13.4.	Basic customs documents			
Theme 14. REGIONAL MARKETS		2	2	
14.1.	Models for regional economic integration			
14.2.	Main regional trade blocs			
14.3.	Business implications of regionalization			
Total:		30	30	

III. FORMS OF CONTROL:

№	TYPE AND FORM OF CONTROL	Number	Extracurricular, hours
1.	Midterm control		
1.1.	Literature review	1	20
1.2.	Tests (with open, closed and / or mixed questions)	2	20
1.3.	Course cases	1	20
Total midterm control:		4	60
2.	Final term control		
2.1.	Examination (test)	1	60
Total final term control:		1	60
Total for all types of control:		5	120

IV. LITERATURE

REQUIRED (BASIC) LITERATURE:

1. Hill, C. (2012) International Business. New York: McGraw-Hill, 716 p.
2. Krugman, P. et. al. (2012) International Economics. Harlow, England: Pearson, 735 p.
3. Gerber, J. (2017) International Economics. Harlow, England: Pearson, 2017. 504 p.
5. Berman, B. et. al. (2013) Retail Management. Harlow, England: Pearson. 619 p.

RECOMMENDED (ADDITIONAL) LITERATURE:

1. Belascu, L., Shivarov, A. (2016) On the Location Attractiveness of Emerging Countries for Foreign Direct Investments. // Expert Journal of Economics, 4, 2, p. 78-85.
2. Commodities and Development Report. Perennial problems, new challenges and evolving perspectives. Geneva: United Nations, All years.
3. Shivarov, A. (2015) International Trade and Financial Shocks. // Economy and Politics in the Post-crisis World: Proceedings of International Conference Dedicated to the 25th Anniversary of the Speciality International Economic Relations Held at University of Economics - Varna, 16-17 October 2015. - Varna: Univ. Publ. House Science and Economics.
4. Stojanov, M. (2019) Prospects for Chatbots. Izvestia Journal of the Union of Scientists - Varna. Economic Sciences Series, Varna: Union of Scientists – Varna, 8(3), 10-16
5. Stojanov, M. (2019) Problems and reasons that make shopping over the internet difficult. // Trakia Journal of Sciences, Stara Zagora: Trakia University, Vol. 17, Suppl. 1, p. 683—688.
6. Stojanov, M. (2019) Protection against fraud in electronic trade payments. // Economics 21, Volume IX, Issue 1, p. 48-66
7. Stojanov, M. (2017) Low carbon footprint trade. // Economics 21, Book 2, p. 124-138.
8. Trade and Development Report. Policies for exclusive and Balanced Growth. Geneva: United Nations, All years.

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