

UNIVERSITY OF ECONOMICS - VARNA
FACULTY OF ECONOMICS
DEPARTMENT OF ECONOMICS AND MANAGEMENT OF
COMMERCE AND SERVICES

Adopted by the FC (record №11 / 25.04.2024)

Adopted by the DC (record №11 / 08.04.2024)

ACCEPTED BY:

Dean:

(Assoc. Prof. Denka Zlateva, PhD)

SYLLABUS

SUBJECT: TRADE

DEGREE PROGRAMME: All undergraduate degree programs of the professional field of Economics 3.8; BACHELOR'S DEGREE

YEAR OF STUDY: 3; SEMESTER: 5

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

CREDITS: 6

DISTRIBUTION OF STUDENT WORKLOAD ACCORDING TO THE CURRICULUM

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

Prepared by:

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I. ANNOTATION

The academic discipline "Trade" is an interdisciplinary project jointly developed by the departments "Economics and Management of Commerce and Services" and "International Economic Relations". It is included as an elective subject in a block of university special subjects of all majors with English language teaching in the "Economics" professional field. Its necessity, importance and relevance is determined by the market connectivity of business units, which is realized through commercial activity, it is a function of the input and output of each company, and through foreign trade exchange it is also an appearance of the connection of national economies. At the same time, commercial business is a source of significant added value in the national and global economy and has a significant role to play through the additional effects on the supply chain and related economic sectors.

The deepening of the specialization of individual business activities and the introduction of new information technologies expands the field of commercial business and increases the number of completed transactions, including through activities at the international level. The wide-ranging economic scope of the provided theoretical concepts and practical knowledge in the course is refracted through the focus of commercial activity, which is inherent to every economic agent and through its implementation connects the business both with the factor markets and with the successful realization of the created in business products.

The discipline aims to form and deepen students' knowledge and competences about the essence and distinguishing features of exchange and trade, the classification of trade, the peculiarities of retail and wholesale trade, the modern dimensions of the stock exchange and electronic commerce, etc. The management of purchases and sales, the technology of the commercial transaction, the peculiarities of the international purchase-sale transaction, tariff and non-tariff regulators of international trade are considered. The features of the customs process, the place and role of regional markets in the global economy are presented. Special attention is paid to the protection of consumers and the possibilities to start-up and carry out activities by means of one's own commercial business. **The current study course is developed on the interdisciplinary presentation of the theoretical achievements of various scientific fields and the achievements of the modern business practice of trade.**

By studying this discipline, students from the professional fields and programmes in which it is included can discover the integrative role of trade in the economic process, building a complex understanding and critical thinking towards the processes in the local, national and global economy.

The intended forms of ongoing control in "Trade" (practical assignment, literature review, business case and tests) will allow students to expand their competences and improve their **Active citizenship and Entrepreneurship competences**.

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 activities 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 REPRESENTATIVES		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.	Assignment (individual and/or group study of practical problems in trade)	1	20
1.2.	Assignment presentation	1	10
1.3.	Tests (with open, closed and / or mixed questions)	2	20
1.4.	Course business case	1	10
Total midterm control:		5	60
2.	Final term control		
2.1.	Examination (test)	1	60
Total final term control:		1	60
Total for all types of control:		6	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. Gallucci, T., Lagioia, G., Dimitrova, V., Marinov, S., Amicarelli, V., Vassileva, B., Pashova, S., Boshnakov, P., Palamarova, P., Ivanov, Y. (2019). Theory and Practice of Circular Economy. Sofia: Direct Services.
4. Grozdeva, D. (2022). Sustainable E-commerce. Izvestia Journal of the Union of Scientists - Varna. Economic Sciences Series, Varna : Union of Scientists - Varna, 11, 2, pp. 161-171.
5. Shivarov, A. (2015) International Trade and Financial Shocks. // Economy and Politics in the Post-crisis World, University of Economics - Varna, Varna: Univ. Publ. House Science and Economics, pp. 58-65.
6. Stojanov, M. (2022). Voice Commerce Technology Capabilities. Izvestia Journal of the Union of Scientists - Varna. Economic Sciences Series, 11(1), pp.222-228.
7. Stojanov, M. (2021). Wireless technologies in the commercial business. Trakia Journal of Sciences, Vol. 19, Suppl. 1, pp. 231-237.
8. Stojanov, M. (2019) Prospects for Chatbots. Izvestia Journal of the Union of Scientists - Varna. Economic Sciences Series, Varna: Union of Scientists – Varna, 8(3), pp. 10-16.
9. 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, pp. 683-688.

10. Stojanov, M. (2019) Protection against fraud in electronic trade payments. // Economics 21, Volume IX, Issue 1, pp. 48-66.
11. Stojanov, M. (2017) Low carbon footprint trade. // Economics 21, Book 2, pp. 124-138.
12. Trade and Development Report. Policies for exclusive and Balanced Growth. Geneva: United Nations, All years.

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