



Export/Import Practices Management Course Syllabus and Outline

Course: Export and Import Practices Management

Start Day: Open Entry

Meeting Days/Time: Online (Blend)

Instructor: Tekle Sebhatu, Ph.D.

Phone: (541) 672-5459

E-mail: stcintl@stcinternational.us

Number of Modules: 5

Tuition: \$295.00



NCBFAA Educational Institute (NEI) Continuing Education Unit (CEU) credit approved:

20 Certified Export Specialist (CES)/Certified Customs Specialist (CCS) credits

Course Description

The Export and Import Practice Management course contains practical lessons in global trading which deal with the most important aspects of exporting and importing, including skill sets must have to succeed, required documents, payment methods, financing options, shipping, insurance, marketing, and legal and cultural considerations. These highly interactive, outcome-based Modules are designed to give import and export businesses the upper hand to maximize sales and reduce costs by managing their import and export operations effectively.

Course Learning Objectives

At the end of this course you will be able to:

- Evaluate skill sets required to succeed
- Understand the export and import process, paying duty, and classifying products
- Assess your company's readiness to go international, and evaluate your product potential for the export and import markets
- Identify the major export and import documents required by banks, governments, transportation and insurance companies
- Understand the obligations of buyers and sellers when using International Commercial Terms (INCOTERMS-2010)
- Calculate your export and import prices including landed cost
- Assess payment options including letter of credit and select those most appropriate for your operation
- Evaluate major insurance coverage's and shipping requirements
- Assess the value and potential of trade leads for exporting or importing your products

You will meet the objectives listed above through a combination of the following activities in this course.

What to Expect

This course is set-up in five complete topical modules that includes lectures summary and slide shows prepared by the instructor, discussion participation, additional topical readings, and assignments with



instructor assessment. Expect to spend 3 to 4 hours for each Module. You will have up to 3 months from day of registration to complete this course day of registration to complete the course. You may take part in a live review/office hours sessions with the instructor and other course participants, attendance is optional.

Course Delivery

The course is taught entirely online and is designed around active participation and online interaction. This course encourages participants to share their exporting and/or importing experiences, knowledge and business world events that support the material in each Module.

Disability Accommodation

A participant who feels may need an accommodation for any type of disability, please contact the instructor by email: stcintl@stcinternational.us or phone: 541-672-5459.

Course Outline

Module I

Export and Import Processes and Requirements — discusses skill sets required and essentials for success, compliance and the steps to take to clear merchandise through Customs, including filing for entry, calculating duty charges and classifying products using the Harmonized Schedule (HS). This module will also identify and address basic export concepts, company readiness to export and/or import, evaluate a product's and country's potential.

Learning Activity: Begin by reviewing Getting Started and Course Resources materials then read lecture summaries, review slide shows, read additional readings, participate in the discussions and complete assignment. Please plan to participate in our live review/office hour (optional).

Resources

Summary Part I: Exporting Practices Basics

Slide Show Part I: Export Practices Basics

Summary Part II: Importing Practices Basics

Slide Show Part II: Import Practices Basics

Discussion Forum

Discussion Forum I: Company statement/skill sets required to succeed

Discussion Forum II: Potential Countries/Challenges and Opportunities

Discussion Forum III: Export Import and Impact of Globalization

Discussion Forum IV: Entering New Markets

Activity: Export Questionnaire (Readiness)



Recommended Readings

Additional Resource: Approaches to Exporting/Importing

Additional Resource: Import Requirements

Additional Resource: What is entry?

Additional Resource: Developing an Export Strategy

Additional Resource: Begin Exporting (Interactive)

Live review/office hour (optional)

Module II

Export and Import Documents and Incoterms 2010 — covers the most common documents used in export and import transactions. Compares the different categories of international trade documents including commercial, banking, transportation, insurance, and government control. Compliance basics. Emphasis will be given to Customs documents, including Shippers Export Declaration, Proforma Invoice, Commercial Invoice and Bill of Lading. Examines INCOTERMS- 2010 by identifying the responsibilities of importers and exporters in a transaction.

Learning Activity: Begin by reading the lecture summaries, review slide shows, read additional reading materials, participate in the discussions and complete the Assignment. Please plan to participate in our live review/office hour (optional).

Resources

Summary Part I: Export Import Documents

Slide Show Part I: Export Import Documents

Lecture Summary Part II: Incoterms-2010 (International Commercial Terms)

Slide Show Part II: Incoterms-2010

Discussion Forum

Discussion Forum I: Exercising Reasonable Care

Discussion Forum II: Proforma Invoice, Bill of Lading and Airway Bill

Discussion Forum III: Difference Between Incoterms-2000 and 2010, Export License

Assignment: International Price Quotation

Recommended Readings

Additional Resource: Bureau of Industry and Security (BIS)

Additional Resource: Ten Tips On Using Incoterms 2010 (YouTube Video)

Additional Resource: Most Common Export Documents

Additional Resource: Incoterms-2010 Quick Reference

Additional Resource: Entry Documents

Live review/office hour (optional)



Module III

Export and Import Payments and Financing — identifies and discusses payment options, including open account, prepayment, documentary collection, consignment, and letter of credit. This Module will help you analyze the risks associated with each payment method, discusses the major advantages and discrepancies in a letter of credit, and identifies import and export financing options.

Learning Activity: Begin by reading the lecture summaries, review slide shows, read additional reading materials and participate in the discussions. Please plan to participate in our live review/office hour (optional).

Resources

Summary: Export and Import Payment Methods and Financing

Slide Show: Export and Import Payment Methods and Financing

Discussion Forum

Discussion Forum I: Pay or No Pay!

Discussion Forum II: Buyer Asking for a Favorable Payment Term

Discussion Forum III: Letter of Credit Banks and Fees

Recommended Readings

Additional Resource: Methods of Payments in International Trade

Additional Resource: Export Express Loan (SBA)

Additional Resource: International Financing Programs

Live review/office hour (optional)

Module IV

Export Marketing and Marketing Imported Products — considers marketing techniques that can be used once the product clears Customs. The marketing mix of product, price, place (distribution), and promotion will be addressed. This Module will also examine the differences between domestic and international marketing, the roles of distributors and agents, and various tariff and non-tariff barriers, as well as the international promotion assistance.

Learning Activity: Begin by reading the lecture summaries, review slide shows, read additional reading materials and participate in the discussions. Please plan to participate in our live review/office hour (optional).

Resources

Summary: Export Marketing and Marketing Imported Products

Slide Show: Export Marketing and Marketing Imported Products

Discussion Forum

Discussion Forum I: Social Media and Trade Leads



Discussion Forum II: Your Selling Ideas

Discussion Forum III: Marketing help that is available in your area

Recommended Readings

Additional Resource: Researching Your Markets

Additional Resource: Doing Business (WB)

Additional Resource: Trade Leads (Global Edge)

Additional Resource: Calculating Landed Cost

Live review/office hour (optional)

Module V

Export and Import Shipping and Insurance — Discusses the role of Custom House Brokers and Freight Forwarders, the different insurance coverages available, costs associated with import and export shipment, and benefits possible from Foreign Trade Zone, ATA Carnet and other temporary importation programs.

Learning Activity: Please begin by reading the lecture summaries, review slide shows, read additional reading materials and participate in the discussions. Please plan to participate in our live review/office hour (optional)

Resources

Summary: Export and Import Shipping and Insurance

Slide Show: Export and Import Shipping and Insurance

Discussion Forum

Discussion Forum I: Custom House Brokers and Freight Forwarders

Discussion Forum II: Benefits of Effective Logistics to a New Client

Discussion Forum III: Country of Origin Marking

Discussion Forum IV: Managing Risk Post 9/11 and Importance of Second Language

Recommended Readings

Additional Resource: Shipping and Insurance

Additional Resource: Marine Insurance

Additional Resource: Import Agents and Custom House Brokers Live review/office hour (optional)

Assessment

After completing all five modules you are required to submit a project paper based on 10 questions provided. Instructions will be available at the end of Module V.

This Course Topics outline is subject to change. If changes are made, you will be notified on the Announcements page of this course or by email.