



Export Practices Management Course Syllabus and Outline

Course: Export Practices Management

Start Day: Open Entry

Meeting Days/Time: Online (Blend)

Instructor: Tekle Sebhatu, Ph.D., CGBP

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Prerequisite: No

Number of Modules: 4

Tuition: \$245.00



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

16 Certified Export Specialist (CES)

Course Description

Export Practice is designed for individual entrepreneurs, and small and medium-sized companies to obtain a broad comprehensive foundation of the knowledge and skills necessary to export and or to work in a variety of industry sectors and in functions of international trade.

Course Learning Objectives

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

- Understand the export process, skill sets required and assess your company's readiness to export.
- Identify the major export documents required by banks, governments and transportation companies.
- Understand International Commercial Terms (INCOTERMS-2010).
- Assess payment options, including letter of credit, and select those most appropriate for your operation.
- Identify the best distribution channel and method of pricing your product.
- Assess the value and potential of trade leads, missions, and shows.
- Classify and understand the major insurance coverage options.

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 four 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 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 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

Exporting Process and Practices: Explores the fundamentals of exporting, focusing on establishing your export program via an overview of the export process and skill sets required. Finding products and identify potential markets to enter, assessing a company's readiness, locating sources of market research, common mistakes made by exporters, and assistance that is available for exporters will all be addressed

Learning Activities: 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 activity. Please plan to participate in our live review/office hour (optional).

Resources

Summary: Export Process and Practices
Slide Show: Export Process and Practices

Discussion Forum

Discussion Forum I: Company Statement/Skill Sets Required and How to Improve
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
Additional Resource: Assessing Company Readiness to Export
Additional Resource: Developing an Export Strategy
Additional Resource: Begin Exporting (Interactive)
Live review/office hour (optional)



Module II

Export Documents, Incoterms-2010 and Insurance: Covers the most common documents used in an export transaction. Incoterms-2010, including the responsibility of sellers and buyers will be discussed. Emphasis will be given to the role of Freight Forwarders, Shippers Export Declaration (SED), Proforma Invoice, Commercial Invoice, Bill of Lading, and Airway Bill. Types of ocean cargo, ocean and air freight charges, methods of insuring goods, and determining the insured value will also be covered.

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

Resources

Summary Part I: Export Documents
Slide Show Part I: Export Documents

Lecture Summary Part II: Incoterms-2010
Slide Show Part II: Incoterms-2010

Discussion Forum

Discussion Forum I: Exercising Reasonable Care
Discussion Forum II: Proforma Invoice-Bill of Lading/Airway Bill
Discussion Forum III: Incoterms-2000 & 2010 - Export License
Assignment: International Price Quotation

Recommended Readings

Additional Resource: Bureau of Industry & Security (BIS) FAQ Export License
Additional Resource: Most Common Export Documents
Additional Resource: Incoterms-2010 Quick Reference Chart
Additional Resource: Ten Tips On Using Incoterms-2010 (YouTube Video)
Live review/office (optional)

Module III

Export Payments and Financing: Identifies payment options and explains open account, prepayment, consignment, documentary collection, letter of credit, and including analysis of the risks associated with each payment methods. Financing options available through commercial banks and government financing programs will be addressed.

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

Resources

Summary: Export Payment Methods and Financing
Slide Show: Export Payment Methods and Financing



Discussion Forum

- Discussion Forum I: Buyer Asking for a Favorable Payment Term
- Discussion Forum II: Pay or No Pay!
- Discussion Forum III: Letter of Credit Banks and Fees
- Discussion Forum IV: Foreign Exchange Risks and Impact on Your Company

Recommended Readings

- Additional Resource: Methods of Payment in International Trade
 - Additional Resource: Export Loan Programs
 - Additional Resource: Export Express Loan From SBA (Video)
 - Live review/office hour (optional)
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Module IV

Export Marketing: Discusses marketing concepts, the targeting of a specific country, identifying buyers, and the marketing mix (product, price, place and promotion) will be analyzed. This Module will also examine the differences between domestic and international marketing, social media and trade leads, the roles of distributors and agents, as well as cultural considerations.

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

Resources

- Summary: Export Marketing
- Slide Show: Export Marketing

Discussion Forum

- Discussion Forum I: Your Selling Ideas
- Discussion Forum II: Social Media and Trade Leads
- Discussion Forum III: Distribution and compliance in a Developing Country
- Discussion Forum IV: Marketing Help in Your Area

Recommended Readings

- Additional Resource: Trade Leads
 - Additional Resource: Doing Business (WB)
 - Additional Resource: Developing Marketing Plan
 - Additional Resource: Researching Your Market
 - Live review/office hour (optional)
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Assessment

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

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.