



Import Practices Management Course Syllabus and Outline

Course: Import Practices Management

Start Day: Open Entry

Meeting Days/Time: Online (Blend)

Instructor: Tekle Sebhatu, Ph.D.

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Prerequisite: No

Number of Modules: 3

Tuition: \$245.00



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

12 Certified Customs Specialist (CCS)

Course Description

Import 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 import 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:

- Determine skill sets required and essentials for import success
- Understand the import process, the role of Customs and Custom House Brokers, duty payment;
- and the basics of classification (Harmonized System)
- Identify documents required by U.S. Customs, including transportation, banking and commercial. Comprehend import compliance concepts
- Evaluate payment options and understand International Commercial Terms (INCOTERMS-2010)
- Understand key marketing concepts that can help market your imported products including identifying pricing strategies and calculating landed cost
- Find suppliers using trade lead platforms

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 three 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 export marketing experiences or general marketing, 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

Import Process and Requirements: Participants will explore skill sets needed and the fundamentals of effective import decisions. This Module provides insight into the essentials of import success, skill sets required, including the role of Customs and Customs House Brokers. Informal and Formal Entry, the Customs clearance process, Informed Compliance, the importer's responsibilities, and the basics of classifying your product under the Harmonized System will be discussed.

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 assignment. Please plan to participate in our live review/office hour (optional).

Resources

Summary: Import Process and Requirements
Slide Shows: Import Process and Requirements

Discussion Forum

Discussion Forum I: Company statement, skill sets required and how to improve
Discussion Forum II: Compliance: Reasonable Care and Import Specialist/Manager
Assignment: Harmonized System and Landed Cost

Recommended Readings

Additional Resource: Import Requirements
Additional Resource: What is Entry?
Additional Resource: Harmonized System and World Customs Organization
Additional Resource: What is Landed Cost?
Live review/office hour (optional)



Module II

Documents, Incoterms-2010 and Methods of Payments: Examines the simultaneous flow of documents, goods and payments in an import transaction. The documents Customs requires on your import shipment, the different categories of international trade documents and Incoterms-2010, will be covered. Payment methods, including documentary collection, and letter of credit, will also be addressed.

Learning Activities: Begin by reading the 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: Documents, Incoterms-2010 and Payments

Slide Shows: Documents, Incoterms-2010 and Payments

Discussion Forum

Discussion Forum I: Bill of Lading, Airway Bill and Hiring Checklist

Discussion Forum II: Country of Origin Markings and Financing Options

Assignment: International Price Quotation

Recommended Readings

Additional Resource: Rules of Origin

Additional Resource: 10 Tips on Using Incoterms-2010

Additional Resource: Documents and Forms

Additional Resource: Import Agents and Customs Brokers

Live review/office hour (optional)

Module III

Selling Your Imported Products: Explores effective marketing strategies to sell your product before or after product is imported. Marketing concepts and product life cycle, pricing strategies, common pricing mistakes, distribution methods and promotion will be covered. Identifying suppliers using the Internet will be examined.

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

Resources

Summary: Marketing Imported Products

Slide Show: Marketing Imported Products

Discussion Forum

Discussion Forum I: Social Media and Trade Leads

Discussion Forum II: Your Selling Ideas

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



Recommended Readings

Additional Resource: Marketing 101

Additional Resource: Why Comply With U.S. Regulations?

Additional Resource: Trade Leads

Additional Resource: Greet Hofstede and Cultural Dimensions

Live review/office hour (optional)

Assessment

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

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