

VERTICAL LEARNING CURVE

Import and Export Management (IEM)

Course Description & Introduction

April 27, 2008

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THIS COURSE HAS SIGNIFICANT ADVANTAGES over alternative methods for acquiring business knowledge, skills, and credentials. It has been carefully engineered by a team of qualified university professors and experienced business executives to meet the needs of busy working professionals who need maximum flexibility in a market-relevant, academically rigorous education. It is offered by a fully accredited university with a strong reputation for academic excellence and practical professional education. The university has a well-recognized track record in distance learning and a commitment to the kind of innovation that makes quality business education more affordable and accessible.

Major advantages to the course design are the Marketplace Interface (mentoring) and networking opportunities. In addition to the standard academic content, you will have the opportunity to learn from practicing professionals through required “mentoring” sessions. Using advanced technologies you will be engaged in an online community where you will network with other course participants around the world.

THIS COURSE IS NOT FOR EVERYONE. This course has little in common with classroom or traditional on-line courses with which you may be familiar. Like other forms of distance learning, it does place a significantly greater burden on the student to manage the study schedule and to master concepts, principles, practices, and tools. Self-discipline and time management are therefore essential to successful completion of this course. However, in this course your learning takes place in a **virtual reality** marketplace where you will develop your knowledge and skills “on the job.” You will be assigned to a department in a simulated (but very real) American company and will acquire and apply your skills as you interact with company executives, employees, customers, vendors and competitors. **Your preparation and performance will be continuously evaluated by company management and reported in real time to you and to the university course supervisor (see grading section below).**

THE COURSE IS FOR UPPER DIVISION AND GRADUATE LEVELS. This means that **you** are responsible for mastering the knowledge and skills required to certify your competency in this course. In some ways, this course will be **more** demanding and academically rigorous than a traditional classroom or on-line course. There are no lectures to attend. You will not “have a quiz at the end of the week.” You cannot hide in a classroom full of other students. Your professor will expect you to know the material and complete work assigned. **Even if a particular source the professor or company manager provides proves to be unavailable**, or if you lose internet access or power, you will be expected to find other sources. Just as on the job, there are no acceptable excuses for not completing an assignment on time or not being prepared for an impromptu question from your manager or professor.

THIS COURSE IS DESIGNED TO WORK ON A HIGH-TECHNOLOGY PLATFORM. Therefore, a well-equipped computer and basic computer skills are assumed. Access to “always-on” high speed internet (400 kbps or higher recommended) is essential. Your computer must be sound- and video-capable and able to open and

manipulate basic word-processing, spreadsheet, and presentation documentsⁱ (Word®, Excel®, PowerPoint®), PDF files, and to play Flash® videos (free reader and player downloads from Adobe™).

THIS COURSE TAKES PLACE IN AN AMERICAN COMPANY within the context of the American culture. The course setting is a simulated company, industry, and marketplace carefully modeled after a very real American firm. You will meet individuals with a variety of world views, educational backgrounds, races, religions, business ethics, values, and priorities; all of which are typical of what a trainee in such an American company could expect.

You will not be able to enroll in this course if you have not completed the Executive Orientation Course, available via the VLC site. Go to www.VLCglobal.com to register for and complete the Executive Orientation course.

How This Course Is Graded

Grading standards for this course are established by your university and may vary by professor of record. All grades are assigned by your university. Please note that no schedule or weights are contained within this document because your university sets these requirements. As you progress through this course, your performance will be reported to you and the university in real-time (see your student “dashboard”) in the form of your total point score out of points possible (% score). The university may modify the grading standards or may add grading criteria (assignments or tests).

The percentage (%) scores reported to the university will include the following areas:

1. A variety of assignments given at any time during the course by the virtual professor, company executives, or university professor. Evaluated for (a) completion, (b) timeliness, (c) understanding.
2. **Un-announced assessments by a variety of tests or interviews.** Evaluated for (a) preparation and (b) correct understanding of principles or practices.
3. Active Participation evaluates student response to the opportunity to ask questions or make comments (a) in the company training context and (b) in the peer blog forum.
4. Active Participation in Mentoring Center Sessions. Evaluated for (a) attendance and (b) quality of contribution to discussions.
5. Periodic Competency Hurdles (within each module of each course).
6. Final Examination.

Note that this course is composed of the several Modules described in the Course Description. **You must demonstrate professional competency in each module before you will be allowed to continue to the next.** If you fail to demonstrate competency at the high levels required, you will be required to repeat the module. You are allowed three (3) attempts to pass each module, but changes occur

ⁱ Free alternatives are available via <http://www.openoffice.org> and <http://www.google.com/google-d-s/b1.html>.

in the content along with a 20% penalty for each re-take attempt. Of course, having to repeat a module affects your performance rating, even if your performance is perfect the second or third attempt.

Example:

MODULE	POINTS POSSIBLE	1ST ATTEMPT SCORE (PASS ≥ 80%)	2ND ATTEMPT SCORE (PASS ≥ 85%)	3RD ATTEMPT SCORE (PASS ≥ 90%)	SCORE PENALTY (20%/FAILURE)	TOTAL MODULE SCORE
1	20	15/20 (fail)	18/20 (pass)	-	20%	18*.80 = 14.4
2	40	30/40 (fail)	31/40 (fail)	38/40 (pass)	40%	38*.60 = 22.8
3	25	23/25 (pass)	-	-	0%	23*1.00 = 23.0
85						60.2

TOTAL RAW SCORE FOR THIS MODULE = 60.2 POINTS SCORED / 85 POINTS POSSIBLE = 70.8%. THIS RAW SCORE IS REPORTED TO YOUR UNIVERSITY, AND IS USED ALONG WITH OTHER DATA TO ASSIGN GRADES.

This software is designed to detect all forms of cheating. All forms of cheating are taken seriously and any indications of cheating are reported immediately to the university. Penalties may be severe and may include being **permanently** expelled from the university resulting in a record that may prevent future admission to other accredited institutions. For more information, please see the [VLC policy on Academic Misconduct](#).

Learning Methods

Each course module employs pedagogical techniques of observation, application, practical guidance, and testing.

Observation – see how

Each module introduces terms and concepts which are required to understand on-the-job functions and trainees are given the opportunity to see the practical utilization of these skill sets.

Application – experience how

Each module presents scenarios and/or questions relevant to the terms and concepts and their association with the practical setting. The understanding of these situations will help to ensure that the trainee has gained an appreciation of the skill sets presented.

Practical Guidance – get advice

Each module has opportunities to present additional information or aids to clarify terms and concepts, and to increase the learning capability and confidence of the trainee. This includes information regarding common questions/mistakes of application.

Testing – confirm competence

Each module has a final competency hurdle that replicates, to the extent possible, the practical skills developed regarding the terms and concepts presented in the module. Generally, scenarios or case study conditions are introduced to measure performance which would be as close to an on-the-job situation as possible. This is designed as a required opportunity to display content mastery and confidence.

Continuous Real-Time Student Course Assessment

On an unannounced and unscheduled basis, students are asked questions by the professor, the company department manager, the personal guide, the Human Resources department, and other students about various aspect of the learning experience. **University representatives have access to student data and summary reports in real-time, on-demand.**

Course Description

This course gives attention to the knowledge and skills needed to manage imports and exports either in a comprehensive trading company or in a department of a company that depends on sourcing or exporting to achieve its strategic objectives.

This course is delivered in a professor-supervised, self-directed, virtual-reality, on-the-job (OJT) context; this course relies on observation, explanation, application, mentoring, and testing to maximize professional competencies. The student learns from classic and contemporary readings, case studies, peers, and practicing managers.

Knowledge / Skill Topics with Learning Objectives

Module #1 – Introduction to the Course and the Learning Context

- Learn How to Use the Course Materials
- Learn the Course Contents
- Pre-Test
- Learn the Scope of Imports and Exports World Wide
- Learn the Arguments for and Against Free Trade
- Learn the Resources Available to Managers in this Field
- Competency Hurdle

Module #2 – Legal and Regulatory Issues in Imports & Exports

- Learn How International Trade Law Affects Imports and Exports
- Learn the Risks Associated with Protecting Our Business from Infringements
- Learn the Role and Influence of the WTO
- Learn the Role and Influence of Regional Trade Agreements
- Learn the Role and Influence of Preferential Trade Agreements
- Learn How Governments Promote and Regulate Trade
- Learn How the Governments Measure and Record Trade Activity
- Learn How Regulations Differ from Country to Country
- Learn the Purpose and Scope of the Harmonized Tariff System (HTS)
- Learn How Tariffs and Quotas Affect Our Business
- Learn the Roles of Special Economic Zones, Import-Export Zones, Trade Zones
- Learn How to Apply this Module to the Company Business
- Competency Hurdle

Module #3 - Exporting Your Products/Services to International Markets

- Learn the Scope of Opportunity and Risk in Exporting
- Learn How to Evaluate and Prioritize Market Potential
- Learn How to Assess Local and Imported Competition
- Learn How to Identify Agents and Distributors
- Learn How to Qualify Agents and Distributors
- Learn How to Develop Agent and Distributor Agreements
- Learn When to Grant Exclusive or Preferential Distribution Rights
- Learn the Advantages & Disadvantages of Selling Directly to End Users
- Learn How to Calculate Landed Cost and Compare with Competitors

Learn How to Price Your Products for Different Markets
Competency Hurdle

Module #4 - Compliance with Export Regulations & Procedures

Learn the Requirements of the Exporting (and Importing) Country
Learn How to Comply with Export Documentation Requirements
Learn How to Comply with Product Visas, Quotas and other Import Documentation
Learn to Assess the Advantages/Disadvantages of Shipping SKD
Competency Hurdle

Module #5 – Export Transportation Logistics

Learn the Fundamentals of International Shipping
Learn How Ports of Embarkation and Debarkation Operate
Learn How Bonded Warehouses Operate
Learn the Uses for Trans-shipping and Drop-shipping
Learn How to Secure and Use EMCs
Learn How to Secure and Use Freight Forwarders
Learn How to Secure and Use an International Shipper
Learn How to Use the Services of UPS, DHL or Federal Express
Learn How to Secure and Use Customs Brokers/Agents
Learn How to Find the Right Role Players
Competency Hurdle

Module #6 – Export Finance

Learn the Primary Methods of Payment
Learn the Meaning and Application of Incoterms
Learn How to Estimate Sea and Air Freight Costs
Learn How to Estimate and Secure Insurance
Learn How to Estimate Import Duties, Inspections and Related Costs
Learn the Methods and Sources of Export Financing
Competency Hurdle

Module #7 - Sourcing Materials, Parts, Components from Abroad

Learn the Scope of Opportunity and Risk in Sourcing from Abroad
Learn How to Determine if Your Competitor is Sourcing
Learn How to Evaluate and Prioritize Potential Sources
Learn When and How to Source Directly from the Manufacturer
Learn When and How to Use Middle Men
Learn How to Qualify Agents and Distributors
Learn to Secure Preferential Buying Rights
Learn How to Negotiate a Price for Your Imports
Competency Hurdle

Module #8 – Compliance with Import Regulations & Procedures

Learn the Requirements of the Importing (and Exporting) Country
Learn How to Comply with Import Documentation Requirements
Learn How to Comply with Product Visas, Quotas and other Import Documentation
Competency Hurdle

Module #9 - Import Logistics

Learn the Importance of Proper HTS Classification
 Learn the Importance of Inspection at Embarkation
 Learn the Importance of Packaging and Packing
 Learn How to Establish the Appropriate Port of Debarkation (Entry)
 Learn How to Reduce Demurrage Charges
 Learn How to Efficiently Clear Your Goods Through Customs
 Learn How to Identify and Use a Free Trade Zone
 Learn How to Arrange for U.S. Inspections When Required
 Competency Hurdle

Module #10 – Import Finance

Learn the Methods and Sources of Import Financing
 Learn the Effects of Transfer Pricing Rules When Importing from a Subsidiary
 Learn to Assess and Manage Transaction Risks
 Learn to Assess and Manage Economic Risks
 Learn to Assess and Manage Translation Risks
 Competency Hurdle

Module #11 - Comprehensive Course Overview and Practice Exam**READINGS, RESOURCES AND REFERENCES FOR THIS COURSE**

Online Library -

<http://www.questia.com/Index.jsp>

The Free Management Library -

<http://www.managementhelp.org/>

MBA Library-

<http://www.businessbookmall.com/MB>
[A%20Internet%20Library.htm#Free](http://www.businessbookmall.com/MB) [MBA](http://www.businessbookmall.com/MB)
[Prerequisites Books](http://www.businessbookmall.com/MB)

An International Business & Trade

Glossary for students in this course -

<http://management.about.com/cs/begin>
[tomanage/1/blglossary.htm](http://management.about.com/cs/begin) AND
<http://gloaledge.msu.edu/ibrd/glossary>
[.asp?Index=a](http://gloaledge.msu.edu/ibrd/glossary)

Massachusetts Institute of Technology
 (MIT) Courses in International Trade

Globalization Inequality

Ratios of Imports to GDP – World

Ratios of Imports to Population – World
 Global Trade Tutorial

Evaluating Trade Leads

Evaluating Foreign Distributors

Trade Logistics

U.S. Department of Commerce

U.S. Trade Statistics

<http://www.census.gov/foreign-trade/www/>

U.S. Trade Data and Analysis

<http://www.ita.doc.gov/td/industry/OT>
[EA/trade-detail/](http://www.ita.doc.gov/td/industry/OT)

TradeStatsExpress

<http://tse.export.gov/>

Trade Data by Market

http://www.export.gov/tradedata/exp_market_destination.asp

Export Assistance

<http://www.export.gov/>

EXIM Bank

<https://tpccapps.exim.gov/TPCCWeb/aboutexportgov.html>

Everything International

<http://faculty.philau.edu/russowl/russow.html>

Virtual International Business and Economic Sources

Transparency International

International Business Resource Connection

Data Sets

<http://www.bris.ac.uk/Depts/Economics/Growth/datasets.htm>

Harvard Data Sources – International Issues, Trade News

<http://www.cid.harvard.edu/cidtrade/site/datasources.html>

<http://www.cid.harvard.edu/cidtrade/site/current.html>

<http://www.cid.harvard.edu/cidtrade/isuemain.html>

Asia-Pacific

<http://www.asia-pacific.com/>

Gulf and Middle East

<http://www.ameinfo.com/>

International Chamber of Commerce

<http://www.iccwbo.org/>

Import and Export Leads

<http://imexhelp.worldbid.com/>

Wanted - Import distributors in the US

http://www.mainlandchinatrading.com/video.html?gclid=CMX00PrK74oCFRRrUAodTy8Y_w

Going Global

<http://www.going-global.com/articles/>

Books for Importers

http://www.boskage.com/importer/index_importer.php?source=gimporter

Certifications in Import Export

<http://expandglobal.com/programs/certifications/list/>

Export Controls for the US

<http://www.bis.doc.gov/licensing/exportingbasics.htm>

http://www.exportcompliance.com/product_classification.asp#harmonized

AES Direct – On Line Export Tools from DOC

<http://www.aesdirect.gov/>

Trade Statistics by State

<http://tse.export.gov/SEDHome.aspx?UniqueURL=zzcytp4554ve1t55gqjggr45-2006-2-9-12-9-11>

Import-Export Resources

<http://www.importexporthelp.com/>

Course in Trade Finance

<http://www.tdcommercialbanking.com/tradefinance/crash/crash.jsp>

WTO Resources – Maps, Trade Statistics, Webcasts, Podcasts

<http://www.wto.org/index.htm>

Selected Readings from

World Trade Organization Staff Reports
Harvard University Center for International Development

**Internatiional Center for Trade &
Sustainable Development**
IMF Staff Papers
Journal of Economic Growth
The McKinsey Quarterly
The Economist
The Economist Intelligence Unit
U.S. News & World Report
Foreign newspapers and magazines
Review of International Economics
World Bank Economic Review
**Thunderbird International Business
Review**
Wealth of Nations
**International Business, Albany University
Press, NY**

Other Resources

National Trade Data Base
Securities Exchange Commission
United Nations
World Economic Forum
World Bank
U.S. Industrial Outlook
Global Edge
Heritage Foundation
International Business Resource Connection
Global Gateway
Virtual International Business and Economic
Sources