

# **Import-Export Management**

An Immersive Virtual Reality Learning Experience  
2011-2012

## **Course Description**

This course gives attention to the knowledge, skills and insight 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 may be adapted for graduate or undergraduate levels.

## **Materials**

Readings, assignments, problems and assessments are integrated into the courseware. Any additional materials will be assigned by the instructor at the start or during the course.

## **Course Outline & Assignments**

Assignments will change from time to time as new resources become available, contemporary events have bearing on the topics, or the social, legal, or economic environments change.

### **THE GLOBAL TRADE PICTURE (Module One, 3-5 hours)**

- An Essential Part of a Competitive Strategy
- Rewards of Import-Export in the Business Strategy
- Trade Statistics by Product
- Trade Profiles by Country

### **DEVELOPING EXPORTS (Module Two, 4-6 hours)**

- Sustainable Exporting
- Details: Competition, the Playing Field, Rules & Regulations
- Thomas Register
- Common Fears about Exporting
- Essentials for Export Success
- Evaluating Foreign Distributors
- Mitigating Risks with Insurance

### **DEVELOPING IMPORTS (Module Three, 4-6 hours)**

- Sustainable Importing
- Details: Logistics, Agency, Foreign Exchange
- Common Problems in Import-Export
- Importing Requirements
- Managing the Global Supply Chain
- Incoterms
- Letter of Credit

### **ASSESSING MARKET OPPORTUNITIES AND OBSTACLES (Module Four, 4-6 hours)**

- Selecting Sustainable Export Markets
- Details: Trade Blocs & Agreements, Tariff and non-Tariff Trade Barriers

**SUSTAINABLE POSITIONING AND CHANNELS (Module Five, 4-6 hours)**

- Alternative Approaches to Positioning & Sales Channels
- Details: Channels and Agency Options
- Distribution Considerations
- Using Distribution Channels To Grow Market Share

**GETTING PRODUCTS TO CHANNELS (Module Six, 4-6 hours)**

- Shipping
- Details: Conveyance, Documents, Costs, Brokers, Landed Costs
- Common Export Documents and Samples
- Conflict In Export Distribution
- Help for Exporters
- How Does Freight Forwarder Arrive at Rate
- Packaging Issues in Exports
- Shipping Glossary

**GETTING PRODUCTS THROUGH CHANNELS (Module Seven, 4-6 hours)**

- The Right Places and the Right People
- Details: Agents, Packaging, Insurance, Customs Brokers, Warehousing, Ports, Trade Zones
- Trade Zones

**MAKING AND HANDLING MONEY (Module Eight, 4-6 hours)**

- Price Competitively, Get Paid, On Time
- Details: Positioning, Pricing, Credit App, Credit Terms, Credit Risk, payment Terms, Banking, Letter of Credit, FX, Interest Rates, Inflation, Taxes, Hedging
- Export Financing
- Factoring with Private Companies
- Foreign Buyer LC Instructions
- Forfaiting
- FX Risks
- Hedging FX Risks

**INITIAL EXECUTION (Module Nine, 4-6 hours)**

- Developing a Creative Competitive Strategy
- Details: Distributors, Inventory, List Pricing, Discounts, ROI

**SUSTAINING A COMPETITIVE EDGE (Module Ten, 4-6 hours)**

- The Successful Distribution Network
- Details: List Price, Historical Perspective, Current Trends, The Japanese Example, Distributor Agreement, Manufacturer-Distributor teamwork, Value-Added Services
- Deemed Exports
- Exporting to Japan
- Distributors Perspective
- Perspective of History
- Sample Foreign Distributor Agreement

**FINAL EXAM**

### **Recommended Resources and Readings**

- The Free Management Library - <http://www.managementhelp.org/>  
MBA Library- <http://www.businessbookmall.com/MBA%20Internet%20Library.htm#Free> [MBA Prerequisites Books](#)
- An International Business & Trade Glossary for students in this course -  
<http://management.about.com/cs/begintomanage//blglossary.htm> AND  
<http://globoledge.msu.edu/ibrd/glossary.asp?Index=a>
- Massachusetts Institute of Technology (MIT) Courses in International Trade
- Ratios of Imports to GDP – World Global Trade Tutorial
- Ratios of Imports to Population – World Global Trade Tutorial
- 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/OTEA/trade-detail/>
- TradeStatsExpress  
<http://tse.export.gov/>
- Trade Data by Market  
[http://www.export.gov/tradedata/exp\\_market\\_destination.asp](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/russow/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/issuemain.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=CMXO0PrK74oCFRRrUAodTy8Y\\_w](http://www.mainlandchinatrading.com/video.html?gclid=CMXO0PrK74oCFRRrUAodTy8Y_w)
- Going Global  
<http://www.going-global.com/articles/>
- Books for Importers  
[http://www.boskage.com/importer/index\\_importer.php?source=gimporter](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](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=zzcyp4554ve1t55ggjggr45-2006-2-9-12-9-11>
- 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>
- [Review of International Economics](#)
- [World Bank Economic Review](#)