

**Course Description****GEB4363 | Import Export Management | 3.00 credits**

Students will learn the functions and range of traffic management services performed by freight forwarders, including changes in governmental restrictions, rules, and regulations applicable to different countries, ports, and trade routes. Students will also learn the documentation needed to facilitate and coordinate the movement of goods in international trade and supply chain management systems. Prerequisites: MAN2021 and TRA2010.

**Course Competencies:**

**Competency 1:** The student will be able to identify resources for assistance in import/export operations by:

1. Examining the role and functions of the U.S. Commercial Service and the resources it provides, including, but not limited to, the U.S. Export Assistance Center
2. Assessing the role of a customs broker in completing import/export operations
3. Illustrating the role of a freight forwarder and how they assist with transportation

**Competency 2:** The student will be able to demonstrate the ability to complete the required documentation involved in importing/exporting by:

1. Interpreting the process and required documentation for receiving an Import Export Code (IEC)
2. Examining an automated export system
3. Assessing how the paperless environment has changed the required documentation for importing/exporting
4. Generating and producing a shipper's export declaration
5. Generating and producing a bill of lading and an airway bill
6. Evaluating the requirements for import and labeling depending on the import type
7. Examining HS codes and understanding the role of the U.S. Census in this area

**Competency 3:** The student will be able to demonstrate knowledge and skill in arranging cost-effective, safe transportation of import/export goods by:

1. Assessing the importance of the transportation system
2. Comparing various services in the transportation industry and how they are coordinated
3. Analyzing transportation rate structures
4. Illustrating the procedures to expedite deliveries and conduct follow-up procedures
5. Assessing the need for insurance in the import/export goods

**Competency 4:** The student will describe the essential features of a successful import/export enterprise by:

1. Examining the importance of market research in a successful import/export venture
2. Analyzing the macro- and micro-economic situations that impact a venture
3. Generating and producing a successful distribution channel
4. Assessing cultural issues that impact the success of a venture

**Learning Outcomes:**

- Solve problems using critical and creative thinking and scientific reasoning
- Demonstrate knowledge of ethical thinking and its application to issues in society