



Course Syllabus

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| 1. Program of Study | Bachelor of Business Administration Program |
| Faculty/Institute/College | Mahidol University International College |
| 2. Course Code | <u>ICMI 456</u> |
| Course Title | <u>Export-Import Management</u> |
| 3. Number of Credits | 4 (Lecture/ Lab) (4-0) |
| 4. Prerequisite | ICMB 351 |
| 5. Type of Course | Required/Elective Course |
| 6. Trimester/ Academic Year | I/2009 |
| 7. Course Conditions | 20-40 students |

8. Course Description

This course examines the basics of exporting and importing management, an introduction to the intricacies of how export and import deals function, procedures and documentation, identifying an international trade opportunity and bring the opportunity to fruition.

9. Course Objectives

- To understand natures of export-import business
- To understand international trade regulations
- To be able to identify products and markets for export/import and draw the export/import strategies
- To familiarise with export/ import procedures and important documentation
- To aware of different requirements for export/import to different countries

10. Course Outline

Week	Topic	Lecture Hours
1	Introduction to export-import business	2
1	Organising export-import operations	2
2	Selecting products and markets for export-import	4
3	Trade regulations	4
4	Negotiations and 4Ps decisions	4
5	INCOTERMS	4
6	Mid-Term Exam	(2)
6	Making the sale: pricing, quotes, and shipping	2

Week	Topic	Lecture Hours
7	Methods of payment	4
8	Packing and shipping documentation	4
9	Customs requirements	4
10	Keys business correspondences in export/import	4
11	Keys to becoming a successful exporter/importers	4
12	Final Exam	(2)

11. Teaching Method:

Lecture, discussion and case study

12. Teaching Media:

Power point slides and handouts

13. Measurement and evaluation of student achievement

Midterm Examination	40%
Final Examination	40%
Assignments	10%
Class Attendance	10%
Total	100%

14. Course Evaluation

A	B+	B	C+	C	D+	D	F
85-100	78-84	70-77	65-69	60-64	55-59	50-54	0-49

15. Reference(s)

- John J. Capela, **Import/Export for Dummies**. Wiley Publishing, 2008
- Jennifer Dorsey, **Start Your Own Import/Export Business, 2nd ed.** Entrepreneur Press. 2007
- Carl A. Nelson, **Import/Export: How to Take Your Business Across Borders, 4th ed** McGraw Hill, 2009
- Time Magazine, The Economist, Business Week

16. Instructor(s)

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16. Course Coordinator:

Program Director of International Business Major