



**International Business Management Program  
Faculty of Business Administration  
First Semester, Academic Year 2014**

**I. Course Code:** MK 322  
**Course Title:** Import and Export Management  
**Course Type:** Core Course  
**Number of Credits:** 3(3-0-6)  
**Prerequisite:** MG 109  
**Class Time:** Monday / Wednesday 12.30-2.00 PM  
**Course website:**

**II. Course Description**

Trends and methods of import and exports, preparations, channels to reach target markets, terms of sale and the process of importing and exporting.

**III. Instructor:** Narutap Euathrongchit (Pat)  
**Position:** Part Time Lecturer  
**Email:** narutap\_e@payap.ac.th  
**Telephone:** 086 658 8234

**IV. Course Objectives**

Upon completing this course, students should be able to:

1. Understand the basic fundamentals of doing business internationally including the significance of certain threat that may impact international business.
2. Understand the essence of the international supply chain
3. Understand the essence of the process of export and import procedures, particularly in the areas of the documentation, process and procedure, international terms of trade, purchasing and payment procedures, regulations, standard procedures, and transportation logistics.
4. Understand the concept of international standardization that may impact to the import and export business environment.
5. Learn the key to succeeding in international business, particularly the essence of the import and export business globally.

**V. References**

**Required:**

Alan Branch: Export Practice and Management, 5th edition, Thomson Learning, 2006

**Supplemental reading:**

As assigned by instructor

## **VI. Expectations**

1. Demonstrated proficiency in the use of the English language is expected for writing assignments. Grammatical errors and writing that do not clearly express ideas will affect your grade.
2. Ability to participate in oral presentations, public debate and commentary during class periods.
3. Assigned readings are meant to be completed prior to class.
4. You will ask for help when you need it.
5. All assignments, case analysis, and home works must be submitted on time

## **VII. Course Policies**

### **1. Academic Honesty**

The IBM department has a zero tolerance for plagiarism. This includes downloaded material from the Internet, copied passages from a book or a fellow classmate without proper acknowledgment of the source(s). Breaches of academic integrity which includes submitting other peoples work as your own will result in an automatic grade of zero for the assignment/ exam, and may be reported to the judicial affairs officer. All students are responsible for learning the proper forms of citation required by the course instructor

### **2. Handing in Assignments**

Unless otherwise noted, all assignments are due in class, on the date specified, and typed. Please use 12 point font and 1.5 spacing between lines. Late assignments suffer a 50% penalty, starting at the end of the class on the due date; no late assignments will be accepted more than 1 week after the due date.

### **3. E-mail**

I do welcome questions and will provide input to you over email. Additionally, for help on assignments, come to office hours or schedule an appointment to see me.

### **4. Attendance**

Regular attendance is expected for all students enrolled in the course. Students who arrive late or leave early will be counted as late and three will equal an absence. Every student is responsible for all material covered in class when absent. Students who miss more than 80% of the classes will not be eligible to take the final examination.

### **5. Disruptions to class**

Your participation in class discussions on material and questions is important, welcome and integral to the class. However, I do not tolerate cross talk or disruptive conversations during class. Private conversations in class are disruptive, and prevent other students from hearing and learning from the material presented. You may be asked to leave the class if you are disruptive to other students. All mobiles must be turned to silent and put away. You can only use your electronic devices (Ipads, Netbooks, etc.) if they are being used to follow the lecture PowerPoints or research relevant information to the topic being discussed.

## **VIII. Course Assessment Scheme**

The course is designed to provide a basic operating framework for discussing key exporting concepts. This material is a set of lectures, a documentary, presentation, two quizzes and formal examinations.

### **1. Class Discussion and Participation (10%)**

This grade will be based on your participation in the class room and written summary of the material that you have learned in each chapter . Also, you are expected to read or view the weekly homework assignments and submit them at the end of the class.

### **2. Case Study Reports (10%) - Individual/ Pair Work**

This case study reports are based on the instructor choosing a case study from the text book or the handout cases. The students are expected to write analytical summary of the case study and providing recommendations or remedy of the case. The assignment will require critical thinking skills as well as knowledge gained from the course.

### **3. Quizzes (10%) - Individual**

These 2 quizzes, each worth 5%, assess the student's completion of all required readings from the course as well as information delivered during the lectures. The quizzes will be in a short answer format.

### **4. Export Marketing Plan (20%) - Group work**

This assignment involves students working in group to create a basic export marketing plan on a product of their choice using the key concepts studied in class over the course of the semester

### **5. Midterm Exam (20%) - Individual**

### **6. Final Exam (30%) - Individual**

Both the midterm (20%) and final examination (30%) will assess the student's grasp of key objectives throughout the course. The exams will include both essay answer questions on key concepts studied throughout the course as well as short case studies.

## **IX. Course Grading & Requirements**

Class grading will be based on points in the following distribution (Percent):

Class Discussion and Participation	10%
Quizzes	10%
Case Study Report	10%
Export Project	20%
Midterm	20%
Final	30%
<b>Total</b>	<b>100%</b>

**Individual (70%)**

**Pair work / Group (30%)**

## **X. Evaluation Criteria**

1. Students are required to attend at least 80% of the classes to be eligible for the final examination.
2. This course employs the standardized grading system:

80 - 100	A
75 - 79	B+
70 - 74	B
65 - 69	C+
60 - 64	C
55 - 59	D+
50 - 54	D
0 - 49	F

3. The following grades may also be given:

'I'	Incomplete
'W'	Withdrawn
'IP'	Course work in progress

## XI. Class Schedule

The details of this document may be changed during the course of the semester. Any changes will be announced in class.

Week	Topic	Hours	Teaching & Learning Activities, Instructional Media	Due
(1)	<b>Course Introduction</b>	1		
(1-2)	International supply chain strategies: -Factors influencing company to enter Global market - International market enter strategies -Global market place environment -Risk management in international trade -Essential overview of import/export compliances and security management	6	Lecture, Case Study , Discussion and Homework Problems <b>Required reading:</b> <i>Chapter 2,6,17</i>	Project Topic Due
(3-5)	Export management: - Exporting basics: INCO terms, documentations, compliances and operations, purchasing procedures, - Planning and negotiation - Financing and avoiding risks	6	Lecture, Case Study , Discussion and Homework Problems <b>Required reading:</b> <i>Chapter 12,14,15</i>	2 Case Analysis Due
(6)	Transportation providers: -Motor Carriers, Railroads, air carriers , water and pipeline -Intermodal and special carriers -Global transportation -Carrying costs	3	Lecture, Case Study , Discussion and Homework <b>Required reading:</b> <i>Chapter 3,4 – Process Capability and Statistical Process Control</i>	1 <sup>st</sup> Project Progress Report Due
(7)	Mid Term Review	1.5	<b>Quiz 1 (5%)</b>	

<b>Midterm Examination Period</b>				
(8-9)	<b>Import operations:</b> <ul style="list-style-type: none"> <li>- Import supply chain: purchasing, operations, freight rates, and compliances management</li> </ul>	6	Lecture, Case Study and Discussion <b>Required reading:</b> <i>Chapter 7</i>	
(10)	<b>Import/Export cargo packaging, stowage, marketing and dangerous cargo shipment</b>	3	Lecture, Case Study , Discussion and Homework Problems <b>Required reading:</b> <i>Chapter 8</i>	2 Case Analysis Due
(11)	<b>International Standardization</b> <ul style="list-style-type: none"> <li>- ISO9001:2000</li> <li>- GMP</li> <li>- HACCP</li> </ul>	3	Lecture, Case Study and Discussion <b>Required reading:</b> <i>Handout of Standards</i>	2 <sup>nd</sup> Project Progress Report Due
(12)	<b>Intellectual property protection: patent and copyright</b>	3	Lecture, Case Study and Discussion <b>Required reading:</b> <i>Chapter 19</i>	
(13-14)	<b>Project Presentation</b>	6		
(15)	<b>Final Review</b>	1.5	<i>Quiz 2 (5%)</i>	
<b>(16-17) Final Examination Period</b>				