



Syllabus

Course Program

Management of export-import operations

Specialty

073 – Management

Institute

Institute of Education and Science in Economics, Management and International Business

Educational program

International business

Department

Management (204)

Level of education

Bachelor's level

Course type

Professional training

Semester

4

Language of instruction

English,

Lecturers and course developers

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Ph.D. (C.Sc.) in Economic Sciences, associate professor of Management department

Author of more than 60 scientific and educational works, including textbooks. Lecturer in the courses: "International Business", "Management of export-import operations", "Project Analysis and Business Planning"

[More about the lecturer on the department's website](#)

General information

Summary

The discipline is aimed at studying the organization and management of export-import operations, obtaining a comprehensive practical understanding of what a company needs to do to start exporting or importing, developing a strategy for entering foreign markets; promotes management decision-making based on global business experience.

Course objectives and goals

Formation of modern economic thinking and a system of special knowledge on the management of export-import operations; assimilation of theoretical provisions and mastering the necessary practical skills, which are aimed at improving the efficiency of management activities at the enterprise

Format of classes

Lectures, workshops, self-study. Individual assignment. Final control in the form of a Differentiated grading.

Competencies

GC04. The ability to apply knowledge in practical situations.

GC05. Knowledge and understanding of the subject area and understanding of the professional activity.

GC07. The ability to communicate in a foreign language.

GC08. The ability to use information and communication technology.
GC13. Appreciation and respect for diversity and multiculturalism.
GC14. The ability to work in an international context.
SC02. The ability to analyze the results of an organization's activity, to compare them with the factors of the external and internal environment.
SC11. The ability to create and organize effective communication in the process of management.
SC16. The ability to coordinate export and import operations of an international firm, to evaluate their effectiveness, taking into account the peculiarities of customs regulation.

Learning outcomes

LO 04. To demonstrate the ability to identify problems and justify managerial decisions.
LO 05. To describe the content of the functional areas of an organization
LO 06. To demonstrate the skills related to search, collection, and analysis of information, calculation of indicators for substantiation of managerial decisions.
LO 11. To demonstrate the skills of situation analysis and communications in various areas of an organization's activities.
LO 12. To evaluate the legal, social, and economic outcomes of an organization's functioning.
LO 13. To communicate in oral and written forms in the official language of Ukraine and foreign languages.
LO 18 To demonstrate the skills of coordinating export and import operations of an international firm, to be able to evaluate their effectiveness, taking into account the peculiarities of customs regulation.

Student workload

The total volume of the course is 180 hours (6 ECTS credits): lectures - 32 hours, practical studies- 32 hours, self-study - 116 hours.

Course prerequisites

To successfully complete the course, it is necessary to have knowledge and practical skills from the following courses: "Introduction to Speciality (Introductory practice)", "Theory of Organization", "Enterprise Economics", Fundamentals of Management, Finance, Marketing.

Features of the course, teaching and learning methods, and technologies

Lectures are delivered interactively with the use of multimedia technologies. Practical workshops use a project-based learning approach, game-based methods, and focus on the use of information technology in management of export-import operations. Learning materials are available to students via OneNote MS 365.

Program of the course

Topics of the lectures

Topic 1 Theoretical foundations for the implementation of export-import operations

The concept of management of export and import operations

Topic 2. International trade in goods

World market of trade in goods

Topic 3. International trade in services

World market of trade in services

Topic 4. Fundamentals of the organization of export-import operations.

The main factors that encourage enterprises to enter foreign markets

Topic 5. Organization and technique of carrying out export-import operations

Varieties of export and import operations.

Topic 6. Business communication and protocol when establishing business relations with contractors

Organization of business negotiations

Topics of the workshops

Topic 1 Statistics of export-import operations

Structure, geography and dynamics of exports and imports

Topic 2. International trade in goods

Commodity and geographical structure of foreign trade in goods

Topic 3. International trade in services

International trade in services. World market of services. Types of services.

Topic 4 Characteristics of the main trade and intermediary operations.

Types of intermediaries and their role in international business

Topic 5. Stages of preparation and implementation of export-import operations

Offer, its types. Acceptance. International contract.

Topic 6. Forms and features of business communication in international business

National characteristics of business partners.

Topics of the laboratory classes

No laboratory classes are included in the plan

Self-study

The course involves learning additional materials regarding the topics of the lectures.

Also, the course includes performing a calculation individual assignment related to practical problem-solving on modeling and calculating the planned parameters of business processes based on the given description of production / service providing. The result is presented in a written report.

Students are also recommended additional materials (videos, articles) for independent study and analysis.

Course materials and recommended reading

1. Belay Seyoum Export-Import Theory, Practices, and Procedures Second Edition. Routledge 2009. 677p.
2. Dona L. Bade Export/Import Procedures and Documentation. Amacom fifth edition. -640p.
3. Charles Hill, G. Tomas M. Hult Global Business Today. McGraw-Hill Education; 10 edition. 2017. 560p.
4. The future of global business: a reader / ed. M. Czinkota, ed. I. Ronkainen, ed. M. Kotabe. Routledge, 2011.
5. Alain Verbeke International Business Strategy / Alain Verbeke. Cambridge University Press; (2nd ed.). 2013 611 p..
6. ICC Guide to export/import global business standards & strategies (5th ed.) / International chamber of commerce Tapa blanda 2018

Assessment and grading

Criteria for assessment of student performance, and the final score structure

100% Final assessment as a result of Exam (40%) and Continuous assessment (60%).

40% Exam: individual task (written) and its oral presentation.

60% Continuous assessment:

25% practical assessment;

25% individual assignments (including problem sheets, reporting on fieldwork, and case-studies)

10% mid-term control (2 online tests).

Grading scale

Total points	National	ECTS
90–100	Excellent	A
82–89	Good	B
75–81	Good	C
64–74	Satisfactory	D
60–63	Satisfactory	E
35–59	Unsatisfactory (requires additional learning)	FX
1–34	Unsatisfactory (requires repetition of the course)	F

Norms of academic integrity and course policy

The student must adhere to the Code of Ethics of Academic Relations and Integrity of NTU "KhPI": to demonstrate discipline, good manners, kindness, honesty, and responsibility. Conflict situations should be openly discussed in academic groups with a lecturer, and if it is impossible to resolve the conflict, they should be brought to the attention of the Institute's management.

Regulatory and legal documents related to the implementation of the principles of academic integrity at NTU "KhPI" are available on the website: <http://blogs.kpi.kharkov.ua/v2/nv/akademichna-dobrochesnist/>

Approval

Approved by

28/08/2023

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Olena PROKHORENKO

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