



Syllabus Course Program



Management of export-import operations

Specialty

073 – Management

Educational program

International Business

Level of education

Bachelor's level

Semester

4

Institute

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

Department

Management (204)

Course type

Obligatory educational component of professional training

Language of instruction

English,

Lecturers and course developers

**Olena Chaikova**

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

Work experience - 20 years. The author of more than 60 scientific, educational and methodological works, including textbooks. Course instructor: "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 course focuses on studying the organization and management of export-import operations, gaining a comprehensive practical understanding of what a company needs to do to start exporting or importing, making managerial decisions based on global business experience, developing strategies for entering international markets, analyzing the efficiency of foreign trade operations, and enhancing skills in effective business communication and establishing mutually beneficial partnerships with foreign counterparties.

Course objectives and goals

The goal of the course is to develop modern economic thinking and a system of specialized knowledge in managing export-import operations; to master theoretical principles and acquire the necessary practical skills aimed at improving the efficiency of managerial activities within an enterprise.

Format of classes

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

Competencies

GC11. The ability to adapt and perform in a new situation.

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.

SC05. The ability to manage the organization and its units through the management functions realization

SC08. The ability to plan the organization activity and to manage the time.

SC11. The ability to create and organize effective communication in the process of management.

SC12. The ability to analyze and structure the problems of an organization, to form reasonable decisions.

SC16. The ability to coordinate export and import operations of an international company, 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 06. To demonstrate the skills related to search, collection, and analysis of information, calculation of indicators for substantiation of managerial decisions.

LO 07. To show skills of organizational planning.

LO 11. To demonstrate the skills of situation analysis and communications in various areas of an organization's activities.

LO18. Demonstrate the skills of coordinating export and import operations of an international firm, be able to evaluate their effectiveness, taking into account the peculiarities of customs regulation.

Student workload

The total volume of the course is 120 hours (4 ECTS credits): lectures - 32 hours, practical studies- 16 hours, self-study - 48 hours.

Course prerequisites

To successfully complete the course, you must have knowledge and practical skills in the following disciplines: International business

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

Interactive lectures with presentations on the Teams MOffice 365 platform. Practical classes are conducted interactively using multimedia and information technologies. Group work, game design is provided. Learning materials are available to students through Microsoft Teams, OneNote and OneDrive.

Program of the course

Topics of the lectures

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

Lecture 1. Concept and characteristics of export and import.

Lecture 1. The essence of modern export and import operations

Topic 2. International trade in goods

Lecture 3. The concept of international trade in goods: basics, trends and structure.

Lecture 4. Regulation of international trade in goods: tools, mechanisms, organizations.

Topic 3. International trade in services

Lecture 5. The concept of "services" and trade in services in foreign economic activity.

Lecture 6. The world services market: current state of development and prospects.

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

Lecture 7. Peculiarities of the organization of export and import activities.

Lecture 8. Basic and auxiliary operations in foreign economic activity.

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

Lecture 9. The essence and characteristics of export-import operations.

Lecture 10. Procedure and main stages of preparation, organization and implementation of export-import operations.

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

Lecture 11. National features of business partners.

Lecture 12. Peculiarities of business protocol in international business.

Topic 7. Implementation of export-import operations

Lecture 13. Characteristics of foreign economic agreements.

Lecture 14. Structure and content of agreements (contracts) of purchase and sale of goods.

Topic 8. Analysis and evaluation of the efficiency of export-import operations

Lecture 15. Analysis of the effectiveness of export-import operations.

Lecture 16. Efficiency coefficients of import and export operations.

Topics of the workshops

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

Workshop 1. Characteristics of export and import. Problems and prospects of development of export-import relations in Ukraine. Dynamics of export and import.

Topic 2. International trade in goods

Workshop 2. Commodity and geographical structure of world trade. Peculiarities of regulation of export-import operations. Foreign trade in goods of Ukrainian enterprises

Topic 3. International trade in services

Workshop 3. Classification and features of providing services in international trade. Foreign trade in services of Ukrainian companies.

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

Workshop 4. Characteristics of the main trade and intermediary operations. Types of intermediaries and their role in international business.

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

Workshop 5. Stages of preparation and implementation of export-import operations at the initiative of the exporter and importer.

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

Workshop 6. Forms and features of business communication. The main stages and tactical techniques of negotiations. Establishing a working relationship with a partner.

Topic 7. Implementation of export-import operations

Workshop 7. International terms of delivery of goods Incoterms 2010. Pricing in international trade.

Topic 8. Analysis and evaluation of the efficiency of export-import operations

Workshop 8. Product cost. Evaluation of the effectiveness of import and export operations.

Topics of the laboratory classes

No laboratory classes are included in the plan

Self-study

Students' independent work involves working out the theoretical foundations of the lecture material they have listened to; study of individual topics or questions that are provided for independent study; preparation for speaking at a practical session; preparation for the semester control.

The discipline involves the preparation of a calculation task on the key issues of the educational component.

Course materials and recommended reading

1. ICC Guide to export/import global business standards & strategies (5th ed.). International chamber of commerce. Tapa blanda, 2019.
2. T. Danko, R. Wagner, O. Chaikova, "Recycling innovation in European circular networks: the case of multinational electrical manufacturing companies," 2023 IEEE 4th KhPI Week on Advanced Technology (KhPIWeek), Kharkiv, Ukraine, 2023, pp.705-709, doi: 10.1109/KhPIWeek61412.2023.10311581.
3. Charles Hill, G. Tomas M. Hult Global Business Today. McGraw-Hill Education; 10 edition. 2017. 560p.
4. Rajiv S. A Professional's Guide to International Trade Operations, Bills of Lading and Payment Methods: For Export-Import, International Logistics, Forwarding, Trade Finance, Global Sourcing, SCM professionals. International Logistics. 2023. 155 p.

5. Pierre A. David International Logistics: the Management of International Trade Operations. Cicero Books, LLC; 6th edition, 2021. 866 p.
6. Incoterms® 2020. ICC, 2019. 200 p.

Assessment and grading

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

The academic success of a student of higher education is determined by the criteria and the system for evaluating the knowledge and skills of students, which is used in NTU KhPI (<http://surl.li/ppxix>).

The final control is carried out based on the results of the final test or as a result of the accumulation of points from the student's performance of various types of current educational activities.

Current assessment:

- evaluation of tasks in practical classes - up to 5 points for each class;

- online test - 10 points each test;

- individual tasks (presentation) - 20 points.

Participation in student Olympiads, scientific work competitions, grants, research projects - 10 points for each type of activity.

Publication of scientific articles, report abstracts at the conference on the subject of the course - 10 points for each type of activity.

Participation in non-formal and informal education programs, completion of recommended online courses - 20 points each

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

28.08.2024 p.



Head of the department
Olena PROKHORENKO

28.08.2024 p.



Academic Supervisor of the
educational program
Olena CHAIKOVA

