

STUDY PLAN
Diploma in
Export and Import Management

First: Justifications for the development of the program

1. The launching of this program comes to meet the needs of the domestic market for qualified experts in the fields of export and import, which is one of the most fundamental pillars of the national economy.
2. The Increasing activities of Jordanian business institutions in the field of international trade and the need for qualified and trained human capital specialized in the field of export and import.
3. The increasing need to qualified experts in international trade not only in Jordan but also in the Arab countries especially oil exporting countries.
3. Availability of financial support for such curriculum development and academic capacity building through the WTO-Chair program at the University of Jordan.
4. Lack of academic institutions in Jordan that can offer such professional and practical programs.

Second: The objectives of the program:

1. Providing graduates with the needed theoretical and practical capabilities in various aspects of export and import activities.
2. Providing students with the necessary skills to perform effectively all kinds of export and import functions including the ability to identify the risks of mutual trade, laws, methods of shipping, payments, and financing, insurance and legal framework for the international labor market environment.
3. Providing students with skills and knowledge needed to prepare export plans and getting into the international markets practices and practical procedures of exports and imports.

Third: learning outcomes:

Upon completion of the program the student will have a rich and comprehensive knowledge in the field of export and import activity and knowledge the following:

1. Managing the export and import functions effectively and efficiently.
2. Export procedures and assessment of export opportunities and international markets analysis.
3. Selecting and entering international markets for export.
4. Contacting and dealing efficiently and effectively within the environment of multinational cultures.
5. Developing and implementing export plans and programs effectively.
6. Applying payment methods and financing in the area of exports.
7. Acquainting with documents and logistics system in export and import.
8. Developing export-marketing programs, product development, promotions, pricing and distribution.
9. Understanding administrative and technical rules, procedures and required documents and actors dealing with.
10. Understanding concepts of international trade, rules and conditions of International Chamber of Commerce "Incoterms".
11. Acquiring knowledge in transportation, shipping and insurance methods in international trade.
12. Developing commercial negotiation skills.
13. Understanding conditions and merits of international trade agreements.

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1. General Rules and Conditions:

- This plan conforms to the valid regulations of professional Diploma programs.
- Areas of specialty for admission in this program: Holders of a Bachelor's degree in any area of knowledge.

2. Special requirements: At least one-year practical experience in business and industrial activities.

3. The Study Plan: a total of twenty four (24) Credit Hours is required as follows:

A. Obligatory courses: (18)Credit Hours as follows:

Course No.	Course Title	Credit Hours	Theory	Prac.	Pre-req
1604501	Import and Export Management	3	2	2	-
1604503	Payment Methods and Export Financing	3	2	2	-
1604505	Export Pricing Policies	3	2	2	-
1604507	E-commerce	3	2	2	-
1604509	Basics of International Commercial Law	3	2	2	-
1604511	Outsourcing and international Supply Chain Management	3	2	2	-

B. Elective Courses: Studying six (6) Credit hours from the followings:

Course No.	Course Title	Credit Hours	Theory	Prac.	Pre-req
1604513	Trade Negotiation	3	2	2	
1604515	International Business Communications	3	2	2	-
1604517	International Commercial Exhibitions Management	3	2	2	-
1604519	International Sales Promotion and Management	3	2	2	-
1604521	Import and Export Research	3	2	2	-

Course Description

Pre-requisite none	1604501 Import and Export Management
This course aims to provide students with practical evidence for the most importance activities in international trade, which is the import and export activity and by clarifying its concept and policies, and its procedures and administrative aspects in the import and export activity in terms of planning, organization and control, and terms in international trade.	

Pre-requisite none	1604503 Payment Methods and Export Financing
This course expands students understanding of the ways of payment in international trade of both traditional and modern, bank credits, bills and financing risks, currency conversion issues and ways of dealing with international banks.	

Pre-requisite none	1604505 Export Pricing Policies
This course aims to study the issue of export pricing by the identification of the concept of export pricing and its relation to the elements of other mix marketing, the development of export pricing strategies by the identification of pricing targets, the determination of the demand and its relation to price, and elasticity of demand, cost and its relation to price, analysis of competitors' prices, international pricing methods,	

the final price, the application of the pricing strategy and price adjustment (reduction and increases price).

Pre-requisite	none	1604507 E-commerce
This course covers the importance and nature of e-commerce and its uses in domestic and international markets, comparison between the traditional marketing and electronic marketing highlighting its most important advantages and benefits, the planning and implementation of e-commerce, internet functions and uses, means of e-marketing and how to divide the market and analyze it by using electronic and means of how to gather the functions of promotion (promotional electronic mix), introducing students to the process of how to design web page and provide students with the process of collecting and storing information of market by using technology and internet and other different topics as the safe E-commerce and its ethics.		

Pre-requisite	none	16045109 Basics of International Trade Law
This course includes a definition of International Trade Law and its properties and components, those who support it, and the organizations that care about it; It also includes the study of arbitration in disputes settlement in the area of international trade and the implementation of the import and export issues from a legal side.		

Pre-requisite	none	16045111 Outsourcing and international Supply Chain Management
This course covers the following: the nature and importance of international logistics system, customs procedures, shipping methods, all kinds of transportation, methods of packaging, methods and types of insurance, delivery methods in international trade and business documents.		

Pre-requisite	none	1604513 Trade Negotiation
<p>This course aims to define the importance of negotiation and various public areas to students, such as labor, commercial, economic, political and military bargaining concentrating on the commercial negotiate process. The course focuses on models and strategies of negotiation and steps or stages of negotiation, and the behavioral patterns and acquired procedures adopted during the negotiation process, and the factors that affect the progress of the negotiation process and its results. It also addresses the planning process of negotiation. The teacher also defines methods of arbitration and conciliation between the disputing parties to students, and pressure methods used to influence the other party and techniques of trapping embarrassing, fallacy and deadlock. It also addresses models, realistic or daily cases, and practical exercises in the lecture.</p>		

Pre-requisite	none	1604515 International Business Communications
<p>This course aims to provide students with the concepts of communication, the basics of writing in the international trade and export field, the development of all kinds of letters and reports writing, and oral and non-verbal communication.</p>		

Pre-requisite	none	1604517 International Commercial Exhibitions Management
<p>This course discusses the role of various types of trade exhibitions in achieving the objectives of organizations, with a focus on how to achieve profitability at the local I, regional and international level. The course is divided into two parts: the first is organizing the trade Exhibitions in active and influential way, and second how to participate in various exhibitions from business organizations point of view. Therefore, this course present the planning, implementation, evaluation and control of trade exhibitions activities as one of the most important promotional tools nowadays.</p>		

Pre-requisite	none	1604519 International Sales Promotion and Management
<p>This course aims to define the basic functions of international sales powers management from a strategic perspective "planning, organizing, evaluating and monitoring " for both consumer and industrial products, and explain its relation with the management of marketing with focus on personal sellers and how to attract, employ, reward, train and evaluate their performance. In addition, to teach students how to predict sales, in addition to covering activities of promotion and public relations in the international markets and managing the media campaigns internationally.</p>		

Pre-requisite	none	1604521 Import and Export Research
<p>This course aims to provide students with the nature, importance and procedures of international marketing research, which will include methods and techniques of all kinds of marketing researches. In addition, the course will cover in details ways and methods of determining the research project in the field of export and import, methods of collecting information, data, types of samples and their suitability for marketing research, econometrics methods to analyze the data and perform various testing methods. Finally, it will provide students with skills and techniques of writing marketing reports and how to present them.</p>		

Faculty members:

Department	Faculty Member
Marketing Department	<p>Prof. Hani Aldmour / International Marketing</p> <p>Dr. Amjad Abo Alsamn / Marketing</p> <p>Dr. Ra'd Gharapat / Marketing</p>
Department of Finance	<p>Prof. Nidal Alfaioumi / Finance</p> <p>Prof. Fayez Haddad / Finance</p>
Department of Business Economics	<p>Prof. Taleb Awad / International Economics</p> <p>Dr. Buthainah Muhtasib / international Trade</p> <p>Dr. Nahil Saqfalhait / International Finance</p> <p>Dr. Khawlah Sbitan / International Finance</p>
Department of Business Administration	<p>Dr. Samer Edhaia / International Business Management</p> <p>Dr. Zoubi Alzoubi / Business Management</p>