COURSE SYLLABUS

Inside Global Trade: From Shipping Routes to Store Shelves Course

This course equips supply chain, business, and government professionals with the knowledge and analytical tools to understand how geopolitical events, trade policies, and global logistics networks move goods from shipping routes to store shelves. Participants examine the end-to-end global trade lifecycle and develop strategies to manage risk, cost, and compliance in an increasingly complex international environment.

> Group classes (Live Online) and onsite training are available for this course. For more information, email onsite@graduateschool.edu or visit: https://www.graduateschool.edu/courses/inside-global-trade-from-shipping-routes-to-store-shelves-course



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Course Outline

Module 1: Foundations of Global Supply Chain Strategy

- Explain the core components of global supply chains, including sourcing, production, transportation, and distribution.
- Analyze how supply chains operate across borders, examining key nodes, flows, and interdependencies.
- Evaluate cost, service, risk, and sustainability as primary drivers of global supply chain strategy.
- Assess how globalization, trade policy, and geopolitical forces influence supply chain design and decision-making.

Module 2: Partnerships and Global Sourcing

- Evaluate global suppliers based on cost, quality, risk, compliance, and geopolitical considerations.
- Develop supplier partnership models that drive long-term value, collaboration, and supply chain resilience.
- Compare global sourcing approaches, including single vs. multi-sourcing and nearshoring vs. offshoring.
- Apply risk mitigation techniques such as diversification, contingency planning, and supplier risk management.

Module 3: Global Manufacturing

- Examine global production networks and the role of offshore, nearshore, and reshoring strategies.
- Evaluate the tradeoffs between labor cost, transportation, tariffs, and geopolitical risk when selecting manufacturing locations.
- Analyze the impact of automation, artificial intelligence, and Industry 4.0 technologies on production and competitiveness.
- Design resilient manufacturing strategies that incorporate diversification, redundancy, and agile planning.

Module 4: Country of Origin Determination

- Explain the legal frameworks and international guidelines that govern country of origin determinations.
- Apply rules of origin to evaluate materials, components, and manufacturing processes.
- Interpret certification, labeling, and documentation requirements that support country of origin claims.

- Assess how country of origin affects tariffs, trade-agreement eligibility, and market access.

Day Two — Global Marketing, Sustainability, Shipping, and Warehousing

Module 5: Global Marketing

- Analyze cultural, economic, political, and legal factors that influence marketing in international markets.
- Apply segmentation, targeting, and positioning (STP) to develop effective global marketing strategies.
- Adapt the marketing mix — product, price, place, and promotion — across diverse international markets.
- Evaluate global marketing performance using key performance indicators (KPIs) and data-driven insights.

Module 6: Sustainability and Packaging Program Development

- Identify principles of sustainable packaging, including material reduction, recyclability, reusability, and lifecycle impact.
- Evaluate packaging materials and emerging sustainable alternatives that balance environmental performance and product integrity.
- Design packaging programs that align with organizational sustainability goals, regulatory requirements, and cost-efficiency targets.
- Apply metrics and assessment tools to measure, improve, and report sustainability performance.

Module 7: Shipping Routes, Modes of Transport, and Incoterms®

- Analyze major international shipping lanes and trade corridors, including their strategic importance, risks, and cost implications.
- Compare transportation modes (ocean, air, rail, and road) by cost, speed, reliability, and cargo suitability.
- Apply Incoterms® to determine responsibility, risk transfer, insurance, and cost allocation between buyers and sellers.
- Evaluate how routing decisions, mode selection, and Incoterms® influence total landed cost and delivery performance.

Module 8: Warehousing and Distribution

- Explain how product characteristics — size, weight, perishability, and value — influence warehouse layout, storage, and material handling design.
- Evaluate inventory storage, slotting, tracking, and cycle-counting practices that improve accuracy and efficiency.
- Compare order fulfillment and distribution models, including cross-docking, hub-and-spoke, and direct shipping.
- Assess the role of warehouse management systems (WMS), automation, and analytics in distribution performance.

Day Three — Tariffs, Regulations, Compliance Programs, and Supply Chain Security

Module 9: Tariffs and Sanctions

- Define tariff structures — ad valorem, specific, and compound — and analyze their impact on pricing and competitiveness.
- Evaluate how economic, political, and trade sanctions influence sourcing decisions, supplier relationships, and supply chain continuity.
- Identify compliance frameworks, documentation requirements, and risk-mitigation strategies for adhering to international trade laws.
- Develop strategic responses to tariffs and sanctions, including diversification, reshoring, and duty optimization.

Module 10: Global Import and Export Regulations

- Examine international trade regulations, regulatory bodies, and compliance frameworks governing cross-border trade.
- Complete essential customs documentation, including declarations, licenses, and certificates required for international shipments.
- Evaluate the impact of tariffs, quotas, embargoes, and sanctions on global supply chains and cost structures.
- Develop strategies to maintain regulatory compliance, avoid penalties, and manage risk as global trade laws evolve.

Module 11: U.S. and Global Compliance Programs — FSFE, FTZ, and Duty Drawback

- Explain First Sale for Export (FSFE) principles, dutiable value reduction, and associated compliance requirements.
- Analyze Foreign Trade Zone (FTZ) operations and benefits, including duty deferral, tariff reduction, and improved cash flow.
- Evaluate Duty Drawback opportunities for recovering duties, taxes, and fees on imported goods that are subsequently exported.
- Integrate FSFE, FTZ, and Duty Drawback strategies into global supply chain operations while meeting U.S. Customs and international

requirements.

Module 12: Supply Chain Security and Risk Mitigation for End-to-End Cost Management

- Identify and evaluate supply chain vulnerabilities across procurement, production, transportation, and distribution.
- Develop integrated security and risk-mitigation strategies that address cyber, geopolitical, and operational threats.
- Analyze how risk-mitigation decisions influence total landed cost, operational efficiency, and overall profitability.
- Implement continuous monitoring and improvement practices that strengthen long-term supply chain resilience.