



# 国际贸易与物流管理

International Trading & Logistics  
(SIITL)

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### 2 年课程 Years Course

▲ 80% 实践训练  
80% Practical Skills

▲ 20% 理论  
20% Theory

▲ 教学媒介语以中文为主，  
英文为辅  
Medium of Instruction:  
Chinese & Simple English

▲ 16 岁以上即可报读，  
无需入学资格  
Entry Requirement:  
16 Years Old & Above

本课程为因应国际贸易与物流行业的迅速发展及有以下意愿的学生而设：

This qualification was developed to keep pace with the rapid development of the international trade and logistics industry and for candidates who want:

- 掌握国际贸易与物流管理所需的知识与技能，成为国际贸易专员、供应链管理师、物流协调员、进出口业务经理、运输与仓储管理专员等。

Wish to acquire the knowledge and skills required for international trade and logistics management, leading to careers as international trade specialists, supply chain managers, logistics coordinators, import and export managers, transportation and warehousing specialists, and more.

两年的国际贸易与物流管理专业技职课程为学生提供实践知识与技能，涵盖全球贸易运作、供应链管理、仓储与库存控制、运输与物流规划、进出口法规及市场分析，全面提升学生在国际贸易与物流行业的就业与职业发展能力。

The two-year Vocational Course in International Trade and Logistics Management provides students with hands-on knowledge and skills in global trade operations, supply chain management, warehousing and inventory control, transportation and logistics planning, import and export regulations, and market analysis to enhance their employability and career development in the international trade and logistics industry.

### 学生将学习 / Students will learn and be able to:

- ▲ 掌握国际贸易与物流管理的基本原理、功能、应用、策略设计方法和技巧，使学生具备通高效供应链管理和全球贸易实践提升企业竞争力的能力，为未来从事国际贸易、物流管理和供应链优化等领域打下坚实基础。

Provides a comprehensive understanding of the principles, functions, applications, and strategy design methods of international trade and logistics management. It equips students with the ability to enhance business competitiveness through efficient supply chain management and global trade practices, forming a solid foundation for careers in international trade, logistics management, and supply chain optimisation.

- ▲ 制定可持续的国际贸易与物流策略，以适应不断变化的全球市场环境并推动长期增长。

Develop sustainable international trade and logistics strategies to adapt to the ever-changing global market environment and drive long-term growth.

- ▲ 识别全球贸易机会，优化供应链流程，并运用现代物流技术提升运营效率。

Identify global trade opportunities, optimise supply chain processes, and utilise modern logistics technologies to improve operational efficiency.

- ▲ 掌握包括进出口流程、国际贸易法规、供应链风险管理、仓储与库存控制、运输模式与优化、关税与报关程序、国际支付方式、市场趋势分析及商业风险评估等内容。当中还包括如何利用数字化工具进行国际贸易与物流管理。

Master key knowledge areas including import and export processes, international trade regulations, supply chain risk management, warehousing and inventory control, transportation models and optimisation, customs duties and clearance procedures, international payment methods, market trend analysis, and business risk assessment. This also includes utilising digital tools for international trade and logistics management.

- ▲ 制定全面的国际贸易与物流计划，包括市场分析、财务预测和运营策略，以支持企业的全球扩展。

Create comprehensive international trade and logistics plans, including market analysis, financial projections, and operational strategies, to support business expansion in the global market.

## 课程内容 | COURSE OUTLINE

- 电子商务和物流导论  
Introduction to E-Commerce and Logistics
- 国际贸易  
International Trading
- 市场营销原理  
Principle to Marketing
- 沟通策略：公共演讲和演示技巧  
Communication Strategy: Public Speaking and Presentation Skills
- 采购管理原则  
Principle of Purchasing Management
- 营销与销售技巧  
Marketing and Sales Techniques
- 工业4.0概论  
Introduction to Industry 4.0
- 业务运营和沟通  
Business Operations and Communication
- 电子商务和物流中的商法、道德和可持续性  
Business Law, Ethical and Sustainable in E-Commerce and Logistic
- 与工作相关的软技能  
Work-Based Soft Skills
- 供应链管理原则  
Principle of Supply Chain Management
- 仓储与库存管理  
Warehousing and Inventory Management
- 办公效率基础  
Office Productivity Fundamentals
- 财务与管理会计  
Financial and Management Accounting
- 全球运输  
Global Transportation
- 会计原理:SQL  
Principle of Accounting with SQL Integration
- 运营管理  
Operational Management
- 进出口文件与海关  
Import and Export Documentation + Custom
- 职场英语  
Workplace English Communication
- 指定的物流和冷链  
Specified Logistic and Cold Chain
- 规划、控制与领导项目  
Planning, Controlling and Leading a Project
- 人力资源管理  
Human Resource Management
- 科技企业：市场概念  
Technopreneurship: Conception to Market
- 供应链风险管理  
Supply Chain Risk Management
- 物流规划与建模  
Logistics Planning and Modeling
- 战略品牌管理  
Strategic Brand Management
- 经济学导论  
Introduction to Economic
- 国际贸易与全球市场  
International Business and Global Markets
- 管理含有货物贸易术语和支付的运输程序  
Managing Shipping Procedures with Incoterms and Trade Payment
- 物流专业项目  
Logistics Major Project

\* Please note that the modules listed are indicative and may be subject to change.



## 评估标准 | ASSESSMENT

100%作业及实践练习，本课程提供电子商务与数码营销的理论20%与实践80%，聚焦于工作场所的实际应用。

鼓励团队合作，让学生学会分组合作或单独工作以完成专题作业。

100% Assignment and Practical Exercises. The course offers both the theory (20%) and practice (80%) of International Trade and Logistics, with a focus on the practical application of these skills in the workplace.

Teamwork is encouraged and students learn to work in groups or individual to complete their projects.



## 考取资格 | QUALIFICATIONS

英国国立西苏格兰学院专业文凭

Diploma awarded by West College Scotland, UK

英国国立西苏格兰学院高级专业文凭

Advanced Diploma awarded by West College Scotland, UK

台湾文凭(由台湾各大学颁发)

Diploma Qualification from Universities in Taiwan

OTHM 第5级 商业管理文凭 (电子版)

OTHM Level 5

Extended Diploma in Business Management (E-Cert)



## 就业前景 | CAREER PATHWAYS

国际贸易专员、进出口经理、供应链管理师、运输与配送经理、物流协调员、仓储与库存控制专员、报关与关务专员、国际采购经理、市场分析师、客户关系管理(CRM)专员、项目管理执行员、业务发展主管、航运与货运代理专员、自雇人士等。

International Trade Specialist, Import and Export Manager, Supply Chain Manager, Logistics Coordinator, Transportation and Distribution Manager, Warehousing and Inventory Control Specialist, Customs and Compliance Officer, International Procurement Manager, Market Analyst, Customer Relationship Management (CRM) Specialist, Project Management Executive, Business Development Manager, Shipping and Freight Forwarding Specialist, Self-Employed, and more.



聚焦全球贸易与供应链管理方面的实务知识。

Specialized in international trade and logistics administration provide students with hands-on knowledge of global trade, supply chain management.



 **011-6051 0218 | 011-1688 4915**  
(DEPARTMENT OF SMART INDUSTRIAL AND HOSPITALITY)

**03-8737 8770 | 03-8737 9292**  
(GENERAL LINE)

 B5-B7, Block B, Jalan TKS 1, Taman Kajang Sentral, 43000 Kajang, Selangor.  [enrolment@neivce.edu.my](mailto:enrolment@neivce.edu.my)

 [www.neivce.edu.my](http://www.neivce.edu.my)

 新纪元技职与推广教育学院

 [newera\\_vocational\\_malaysia](https://www.instagram.com/newera_vocational_malaysia)

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