

Activity-4 (**Prepare and Deliver a Presentation on Incoterms**)

MBAIB-308 International Logistics

Activity Title:

Prepare and Deliver a Presentation on Incoterms in International Trade

Objective of the Activity:

To help students understand and articulate the concept, categories, and practical implications of Incoterms (International Commercial Terms) in the context of global trade. This activity focuses on enhancing conceptual clarity and applying theoretical knowledge to real-world export-import scenarios.

Number of Participants:

20–25 students (working in pairs or small groups of 3–4)

Learning Outcomes:

By the end of the activity, students will be able to:

1. **Explain** the meaning and importance of Incoterms in international business transactions.
2. **Differentiate** between the major categories of Incoterms (e.g., EXW, FOB, CIF).
3. **Analyze** how Incoterms allocate responsibilities, risks, and costs between buyers and sellers.
4. **Apply** suitable Incoterms to various types of trade contracts and logistics situations.
5. **Develop** presentation, research, and public speaking skills.

Activity Format:

- **Duration:** 50–60 minutes
- **Preparation Time:** 1–2 days (for research & slides)
- **Presentation Guidelines:**
 - Define Incoterms and their purpose
 - Group Incoterms by mode of transport
 - Explain each term with practical examples
 - Include a visual chart of cost/risk transfer
 - Highlight common mistakes and legal implications
- **Evaluation Criteria:**
 - Content Accuracy
 - Clarity of Explanation
 - Relevance of Examples
 - Visual Presentation Quality
 - Team Coordination & Delivery

Feedback from Learners:

- Some of students found the topic highly relevant to understanding international logistics.
- Students appreciated the clarity provided by real-life trade examples and visuals like charts and delivery timelines.
- Some suggested integrating a role-play or simulation of a trade deal using Incoterms.
- A few mentioned the need for a simplified handout summarizing all Incoterms for revision.