

**WCO RECOGNITION OF UNIVERSITY CUSTOMS CURRICULA**  
**DRAFT GUIDELINES**

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## 1 INTRODUCTION

The PICARD programme, developed in partnership with the International Network of Customs Universities (INCU), has provided an opportunity to establish common development standards designed to maintain and raise the professional standing of Customs, particularly Customs senior and middle management. The principal objectives in developing the standards are to establish benchmarks:

- which can be developed into job profiles for the purposes of customs recruitment;
- against which the in-house training of member administrations may be measured; and
- against which academic development can be designed or procured.

The standards, which are contained in the WCO publication *Professional Standards* can and are being used by the academic world to develop educational programmes which provide professional qualifications for Customs staff, and others, to Bachelors and Masters levels.

These guidelines establish a process by which universities may apply for and attain WCO recognition of such academic programmes and those who graduate from the programmes.

## 2 ELIGIBILITY CRITERIA

The WCO does not intend to formally recognise a curriculum that meets only individual elements of the Professional Standards. Consequently, it will only entertain applications from universities that are able to demonstrate that its curriculum substantially addresses the identified Standards at the Bachelors level or higher.

## 3 FORM OF RECOGNITION

Where a university's curriculum is considered to meet the eligibility criteria, the WCO will:

- Endorse the university's Customs-specific programme(s); and
- Endorse subjects aligned to such programme(s).

When appropriately endorsed, the university may identify the programme as follows:

*“This academic programme has been endorsed by the World Customs Organization as meeting the requirements of its international standards for the Customs profession”.*

Similarly, individual subjects delivered as part of such programmes may be identified as follows:

*“This subject forms a component of an academic programme that has been endorsed by the World Customs Organization as meeting the requirements of its international standards for the Customs profession”*

In both cases, the university may use the WCO logo in conjunction with such endorsement on relevant programme materials.

To ensure appropriate WCO recognition of students who successfully complete such programs and subjects, the above wording, together with the WCO logo may be included on relevant certificates and testamurs.

#### **4 OVERVIEW OF THE APPLICATION PROCESS**

Any university wishing to receive WCO recognition of Customs-specific courses must lodge an application in accordance with Section 5 of these Guidelines. The completed application, together with all supporting documentation, must be submitted to:

PICARD Coordinator  
Capacity Building Directorate  
World Customs Organization  
Rue du Marché 30  
B-1210 Brussels  
Belgium

Upon receipt of a properly completed application, the WCO will refer the application to the International Network of Customs Universities (INCU) Management Group which will examine the application and recommend that the WCO:

- Seek additional information;
- Refuse the application;
- Approve the application in part; or
- Approve the application in full.

To ensure the veracity of claims, the INCU Management Group may determine that an on-site audit is required, in which case representatives of the INCU and

WCO will jointly undertake the audit. In such cases the applicant will be notified of the area of focus prior to audit commencement.

Upon receipt of a recommendation from the INCU Management Group, the WCO will examine the application and accompanying recommendation, and make its decision.

## **5 APPLICATION REQUIREMENTS**

Applications are to be submitted in the following format:

- A. Overview
- B. Relationship of Curriculum to WCO Standards
- C. Knowledge and Skill Transfer
- D. Annexes
  - 1. Key to University Programmes and Subjects
  - 2. Correlation between WCO Standards and University Subjects
  - 3. Correlation between University Subjects and WCO Standards

### **A. Overview**

In this Section, applicants should provide a broad overview of the Customs-specific academic programme(s) for which recognition is being sought, including the relevant academic award and the educational jurisdiction under which the award is granted.

### **B. Relationship of Curriculum to WCO Standards**

In this Section, applicants should address the correlation between the WCO Professional Standards and the university programme(s) for which recognition is being sought. Where the curriculum does not cover all elements of the Professional Standards, this should be addressed.

### **C. Knowledge and Skill Transfer**

Here the applicant should outline the university's philosophy, educational practice and methods of determining knowledge and skill transfer to the student's workplace.

### **D. Annexes**

The following annexes form an integral part of the application. An example of how to complete the annexes is shown at Subsection E.

- Annex 1: Key to University Programmes and Subjects
- Annex 2: Correlation between WCO Knowledge Requirements and University Subjects
- Annex 3: Correlation between University Subjects and WCO Standards

## E. Example of Annex Completion

### Annex 1: Key to University Programmes and Subjects

In this Annex applicant universities must list all programs for which they are seeking endorsement, together with a list of all relevant subjects, for example:

<b>Annex 1: Key to University Programmes and Subjects</b>	
<b>Qualification:</b>	Master of International Customs Law Graduate Diploma in Customs Management Bachelor of Customs Studies ...etc.
<b><u>Subject No.</u></b>	<b><u>Subject Name</u></b>
00012	Customs Management 1
00013	Customs Management 2
00014	Customs Reform and Modernization
00015	Economics for Public Sector Managers
00016	GATT/WTO Law ...etc.

## Annex 2: Correlation between WCO Standards and University Subjects

In this Annex applicant universities must list those subjects that are relevant to particular knowledge requirements of the WCO standards, for example:

<b>Annex 2: Correlation between WCO Knowledge Requirements and University Subjects</b>		
<b><u>A. Strategic Managers/Leaders</u></b>		
<b><u>Category</u></b>	<b><u>Knowledge Requirements</u></b>	<b><u>Relevant Subject Nos.</u></b>
1. National and international policy/politics	<p>The individual will demonstrate a critical understanding of the governments overall economic policies and social direction, its international and regional obligations and priorities.</p> <p>The identification of the key players at governmental and international level with influence on Customs policy and resources</p> <p>Creation of a proactive system of information gathering to enable constructive engagement with government/regional and international organizations</p> <p>The ability to identify and provide advice to government of international and regional developments.</p> <p>International Customs Law</p>	<p><i>List all subjects that are relevant to this knowledge requirement, e.g.</i></p> <p>00034</p> <p>00035</p> <p>00036</p>
2. Customs role in government and interaction with other government departments	<p>Understanding of the role of customs in applying Government policy to people and trade at the frontier and its basic management control and collection requirements</p> <p>Identification of the key Government departments with frontiers, trade and taxation requirements either working through Customs or working alongside customs.</p> <p>Establishment of effective consultancy networks and co-operative approaches to border management</p> <p>Knowledge of all the missions of customs for itself and other administrations (public health, safety, etc).</p>	<p>00037</p> <p>00038</p> <p>00039</p>
...etc.		

<b><u>B. Operational Managers/Leaders</u></b>		
<b><u>Category</u></b>	<b><u>Knowledge Requirements</u></b>	<b><u>Relevant Subject Nos.</u></b>
1. Interaction with other government departments	<p>Knowing the government policies and priorities which define the role of customs in the area of command and the roles of OGDS within the command</p> <p>Ability to evolve in its economic environment</p> <p>Collaboration and co-ordination with other government departments</p> <p>Understanding the powers of other government departments and their relation to customs.</p>	<p>00056</p> <p>00057</p> <p>00058</p>
2. Know the role of customs and its usual partners	<p>Knowledge of the customs economic environment.</p> <p>Be able to relay the policy defined at strategic level.</p>	<p>00059</p> <p>00060</p> <p>00061</p>
...etc.		

### Annex 3: Correlation between University Subjects and WCO Standards

In this Annex applicant universities must provide a comprehensive description of subject outlines and outcomes, and identify for each subject the correlating WCO knowledge, skill and behavioural/attitudinal attributes, for example:

<b>Annex 3: Correlation between University Subjects and WCO Standards</b>			
<b><u>Subject</u></b>	<b><u>Outline</u></b>	<b><u>Outcomes</u></b>	<b><u>WCO Attributes</u></b>
Customs Management 1 (00012)	This unit introduces students to the policy and principles of customs administration and to international trends with an impact on customs. These include social expectations, emerging technologies, and the global economy. The curriculum covers a detailed analysis of the role and responsibilities of customs authorities, including an historical perspective of the customs function, its evolving role in international trade and commerce, and the various international conventions and agreements which impact on customs policy. The unit also includes comparisons of a range of legislative and administrative procedures adopted by the customs authorities of leading economies.	<p>At the completion of the unit students will be able to:</p> <ul style="list-style-type: none"> <li>▪ Identify the policy objectives of customs administrations</li> <li>▪ Identify international influences that shape the customs policy agenda</li> <li>▪ Compare the regulatory framework of a selected customs administration (potentially of the student's own administration) against established international standards</li> <li>▪ Demonstrate an understanding of the evolution of the customs role in the present context</li> <li>▪ Apply the knowledge gathered to assess the standing of the student's own administration</li> <li>▪ Contribute to the national customs policy development and implementation</li> </ul>	<p><b><u>Strategic Managers/Leaders</u></b></p> <p>National and international policy/politics</p> <p>Customs role in government and interaction with other government departments</p> <p>The Customs Business</p> <p>Economic and Fiscal</p> <p>Trade management</p> <p>Social Protection</p> <p>International/regional</p> <p>Compliance Management</p> <p>Aspects of judicial and legal systems relevant to Customs</p> <p>Strategic Planning</p> <p>Policy development and implementation</p> <p>Financial management</p> <p>Human Resource/Capital management</p> <p>Risk management</p> <p>Information /Knowledge management</p>

			<p>The international supply chain</p> <p>Trade practices</p> <p>Principles of ethics, good governance &amp; integrity</p> <p><b><u>Operational Managers/Leaders</u></b></p> <p>Interaction with other government departments</p> <p>Know the role of customs and its usual partners</p> <p>Knowledge of the administration</p> <p>Role and responsibilities of managers within Customs organization</p>
...etc.			