



COURSE OUTLINE: BUSAD 175

D Credit – Degree Applicable

COURSE ID 005146

JUNE 2019

COURSE DISCIPLINE: BUSAD
COURSE NUMBER: 175
COURSE TITLE (FULL): Import/Export Business in the Pacific Rim
COURSE TITLE (SHORT): Imp/Exp Pac

CATALOG DESCRIPTION

BUSAD 175 is a project course teaching the real-world process of establishing an import/export business. The student is guided in preparing a business plan for an import/export activity. Each country in the Pacific Rim is discussed in terms of their current business conditions and import/export opportunities. Asia, our largest trading area, is the most successful, fastest growing economic area in the world. The special business cultures and techniques contributing to its success and the success of its firms are presented. A major part of the course is a discussion of the business aspect of the cultural views and practices necessary to do business in these countries. Note: Students are expected to have a strong background in business and an interest in participating in the global economy. It is recommended that those students without practical business experience first complete BUSAD 101 and 170.

Total Lecture Units: 3.00

Total Laboratory Units: 0.00

Total Course Units: 3.00

Total Lecture Hours: 54.00

Total Laboratory Hours: 0.00

Total Laboratory Hours To Be Arranged: 0.00

Total Contact Hours: 54.00

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Recommended Preparation: BUSAD 101 and 170, or equivalent.



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ENTRY STANDARDS

	Subject	Number	Title	Description	Include
1	BUSAD	101	Introduction To Business	Cite the various ways the U.S. government affects, restricts, and protects business;	No
2	BUSAD	101	Introduction To Business	compare and contrast the advantages/disadvantages in each form of business ownership;	No
3	BUSAD	101	Introduction To Business	define business ethics and explain the role of social responsibility in an organization;	No
4	BUSAD	101	Introduction To Business	compare and contrast the primary economic systems;	No
5	BUSAD	101	Introduction To Business	identify how business operates in an international/global environment including legal, social, cultural, and interdependence and integrated financial markets;	Yes
6	BUSAD	101	Introduction To Business	define and describe the key management functions of planning organizing, leading, and controlling;	No
7	BUSAD	101	Introduction To Business	identify current production & operations processes. Address sustainability;	No
8	BUSAD	101	Introduction To Business	identify key human resource management functions and laws;	No
9	BUSAD	101	Introduction To Business	identify the marketing mix and key tools, terms and strategies related to each element;	No
10	BUSAD	101	Introduction To Business	describe and identify how technology impacts all the primary functions of business;	No
11	BUSAD	101	Introduction To Business	evaluate the basic components of financial statements and ratio analysis;	No
12	BUSAD	101	Introduction To Business	explain the importance of finance to the operations of business; the various types of financing; and the process of internal and external financing and controls;	No
13	BUSAD	101	Introduction To Business	identify securities markets including investment options, mechanisms of investing, and how to conduct basic analysis of business financial information;	No
14	BUSAD	101	Introduction To Business	identify and describe the basics of business law including contracts, torts, intellectual property, and the American legal system;	No



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15	BUSAD	101	Introduction To Business	summarize the components of risk management and basic insurance;	No
16	BUSAD	170	Introduction To International Business	critically evaluate the most suitable business organization forms and means of financing an international business under various circumstances;	No
17	BUSAD	170	Introduction To International Business	use currency translation and be able to critically think through the process of protecting a business from problems associated with exchange rates;	No
18	BUSAD	170	Introduction To International Business	discuss problems in marketing products in other countries and be able to critically evaluate case studies of such marketing efforts;	No
19	BUSAD	170	Introduction To International Business	describe basic legal requirements for international trade established by other countries.	Yes

EXIT STANDARDS

- 1 describe establishment of an international business enterprise in or with Pacific Rim countries; analyze the information necessary to successfully do business in a Pacific Rim or other Asian country with specifics in cultural, political, business, geographical, taxation, and legislative differences
- 2 country with specifics in cultural, political, business, geographical, taxation, and legislative differences
- 3 analyze and compare business practices and attitudes in Pacific Rim countries.

STUDENT LEARNING OUTCOMES

- 1 explain the reasons for importing and exporting, evaluate the pros and cons, describe obstacles to importing and exporting, and list organizational requirements to import and export
- 2 evaluate cross-cultural issues of marketing a product or service
- 3 list and describe the various methods of importing, and exporting and evaluate the advantages and disadvantages of each
- 4 identify terms of payment and evaluate the advantages and disadvantages of each

COURSE CONTENT WITH INSTRUCTIONAL HOURS

	Description	Lecture	Lab	Total Hours
1	Introduction and Area Overview	4	0	4



2	<p>Cultural Considerations</p> <ul style="list-style-type: none"> • Basic concepts • Culture and motivation • Culture and social organization 	7	0	7
3	<p>Country Analysis</p> <ul style="list-style-type: none"> • Business practice and institutions • policies of the government • business geography • institutions 	7	0	7
4	<p>Country Analysis</p> <ul style="list-style-type: none"> • business opportunities • business attitudes • imports & exports • foreign investments 	7	0	7
5	<p>Country Analysis</p> <ul style="list-style-type: none"> • characteristic ethics of local business • country demographics • size • density & distribution of population 	7	0	7
6	<p>Country Analysis</p> <ul style="list-style-type: none"> • educational system • the workplace environment • external infrastructure • internal infrastructure • technology 	8	0	8
7	<p>Country Analysis</p> <ul style="list-style-type: none"> • management style • customs of the workplace • attitude & customs of the workers 	7	0	7



8	International Negotiation Techniques Current international economic opportunities will determine the emphasis placed on each area. The following countries are to be included in the discussion. Japan, Republic of Korea, Republic of China, Peoples' Republic of China, Hong Kong, Singapore, Malaysia, Philippine Islands, Indonesia, Australia & New Zealand, Thailand, Burma, India, Nepal, Sri Lanka, & Bangladesh.	7	0	7
				54

OUT OF CLASS ASSIGNMENTS

- 1 Case studies and projects (e.g. write a business plan for trading in the Pacific Rim);

METHODS OF EVALUATION

- 1 Quizzes
- 2 Midterm examination
- 3 Final examination

METHODS OF INSTRUCTION

- Lecture
- Laboratory
- Studio
- Discussion
- Multimedia
- Tutorial
- Independent Study
- Collaboratory Learning
- Demonstration
- Field Activities (Trips)
- Guest Speakers
- Presentations



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TEXTBOOKS

Title	Type	Publisher	Edition	Medium	Author	ISBN	Date
Import/export : how to take your business across borders	Required	New York McGraw Hill Professiona	4	ebook	Carl A. Nelson	978-0-07-148255-4	2011