



COURSE OUTLINE: BUSAD 180
D Credit – Degree Applicable
COURSE ID 005150
FEBRUARY 2019

COURSE DISCIPLINE: BUSAD
COURSE NUMBER: 180
COURSE TITLE (FULL): Principles of Import/Export
COURSE TITLE (SHORT): Principles of Import/Export

CALIFORNIA STATE UNIVERSITY SYSTEM C-ID :

CATALOG DESCRIPTION

BUSAD 180 prepares students to participate in the international economy through importing and/or exporting activities. Topics include methods for locating products to import or export, import/export marketing strategies, pricing, and distribution channels, international payment transfers, import/export financing, shipping and receiving international goods, and strategies for successful importing and exporting. Also included are the trade patterns by countries and commodities, with a focus on issues concerning the euro and trade in Europe's single market, the World Trade organization, NAFTA, and navigating the business worlds of Asia, Africa, and Latin America while tapping into the e-commerce phenomena.

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

Total Contact Hours: 108.00

Recommended Preparation: BUSAD 101 and BUSAD 170, or equivalent.



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 Apply the basic principles and tools of finance in a global context;
- 2 identify the sources and types of financing for international business operations;
- 3 evaluate and manage the risks associated with international financial operations.

STUDENT LEARNING OUTCOMES

- 1 apply the insights from trade patterns and trends to interpret, evaluate, and make decisions on selecting the target import/export activity;
- 2 use the specific import/export regulations and market/commodity-specific conditions to formulate the details of the target import/export activity;
- 3 identify the sources of financing and the tools of risk management in order to finalize a realistic business plan for the target import/export activity.

COURSE CONTENT WITH INSTRUCTIONAL HOURS

	Description	Lecture	Lab	Total Hours
1	Planning the Import/Export Business <ul style="list-style-type: none"> • Importing/exporting planning process and business plan • Self-evaluation of management ability • Setup and startup of the business 	4	0	4



2	<p>Terms, Markets, and Products for Importing</p> <ul style="list-style-type: none"> • Product and supplier selection • Target markets and finding customers • Payment information and terms 	4	0	4
3	<p>Customs, Shipping, and Transportation</p> <ul style="list-style-type: none"> • Shipping and transportation • Freight forwarders and customs brokers • Documents: commercial, banking, transportation, and government 	4	0	4
4	<p>Governmental Assistance and Regulations</p> <ul style="list-style-type: none"> • United States Customs • Other regulatory agencies • Sources of assistance 	5	0	5
5	<p>Challenges Faced by the Importers</p> <ul style="list-style-type: none"> • Import quotes • Policy considerations 	3	0	3
6	<p>Exporting</p> <ul style="list-style-type: none"> • Reasons for exporting • Assessing export potential • Identifying export markets 	3	0	3



7	<p>Export Assistance and Market Intelligence</p> <ul style="list-style-type: none"> • Public sources of information and assistance • Private sources of information and assistance • Market intelligence: methods and sources of market research (specifically U.S. Department of Commerce, U.S. Small Business Administration, and U.S. Department of Agriculture) 	6	0	6
8	<p>Export Regulations and Licensing</p> <ul style="list-style-type: none"> • Export regulations • Tax and customs benefits of exporters • Foreign sales corporations • Validation, general licensing, carnets, special licenses • Shipper's Export Declaration • Patents, trademarks, copyright protection 	3	0	3
9	<p>Export Marketing</p> <ul style="list-style-type: none"> • Overseas distribution channels • Inquiries, quotations, pro-forma invoices, terms of sales • Pricing • Market demand and competition and product export modifications • Locating and contacting foreign buyers • Methods of doing business overseas 	6	0	6
10	<p>Export Financing</p> <ul style="list-style-type: none"> • Financing options • Commercial banks • Export-import banks • State and local export finance programs • Export trading/export management programs 	4	0	4



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11	Export Documentation, Shipping, and Logistics <ul style="list-style-type: none"> • Freight forwarders • Packing and labeling • Documentation • Shipping and insurance 	3	0	3
12	Payment Methods <ul style="list-style-type: none"> • Cash in advance, open account, consignment • Drafts and letters of credit • Foreign exchange • Credit risk management through credit checks 	5	0	5
13	Cross-Cultural Considerations in Doing Business in Other Countries	4	0	4
				54

OUT OF CLASS ASSIGNMENTS

- 1 Case studies and projects (e.g. research on importing and exporting of companies such as Ford, Toyota, Microsoft, Mattel, and so on).

METHODS OF EVALUATION

- 1 Quizzes
- 2 Midterm exam
- 3 Final exam

METHODS OF INSTRUCTION

- Lecture
- Laboratory
- Studio
- Discussion
- Multimedia
- Tutorial
- Independent Study
- Collaboratory Learning



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- Demonstration
- Field Activities (Trips)
- Guest Speakers
- Presentations

TEXTBOOKS

Title	Type	Publisher	Edition	Medium	Author	ISBN	Date
Building an Import/Export Business	Required	Hoboken, N.J. : Wiley		print	Weiss, K.	9781118044995	2013