

COURSE OUTLINE**Business Administration 180
Principles of Import/Export****I. Catalog Statement**

Business Administration 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.

Units – 3.0

Lecture/Demonstration Hours – 3.0

Recommended Preparation: Business Administration 101 and 170, or equivalent.

II. Course Entry Expectations

Skills Level Ranges: Reading 5; Writing 5; Listening-Speaking 5; Math 2.

III. Course Exit Standards

Upon successful completion of the required course work, the student will be able to:

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.

IV. Course Content**Total Contact Hours = 48**

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| A. Planning the Import/Export Business | 2 hours |
| 1. Importing/exporting planning process and business plan | |
| 2. Self-evaluation of management ability | |
| 3. Setup and startup of the business | |
| B. Terms, Markets, and Products for Importing | 3 hours |
| 1. Product and supplier selection | |
| 2. Target markets and finding customers | |
| 3. Payment information and terms | |
| C. Customs, Shipping, and Transportation | 3 hours |

1. Shipping and transportation
 2. Freight forwarders and customs brokers
 3. Documents: commercial, banking, transportation, and government
- D. Governmental Assistance and Regulations 5 hours
1. United States Customs
 2. Other regulatory agencies
 3. Sources of assistance
- E. Challenges Faced by the Importers 3 hours
1. Import quotes
 2. Policy considerations
- F. Exporting 3 hours
1. Reasons for exporting
 2. Assessing export potential
 3. Identifying export markets
- G. Export Assistance and Market Intelligence 6 hours
1. Public sources of information and assistance
 2. Private sources of information and assistance
 3. 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)
- H. Export Regulations and Licensing 3 hours
1. Export regulations
 2. Tax and customs benefits of exporters
 3. Foreign sales corporations
 4. Validation, general licensing, carnets, special licenses
 5. Shipper's Export Declaration
 6. Patents, trademarks, copyright protection
- I. Export Marketing 6 hours
1. Overseas distribution channels
 2. Inquiries, quotations, pro-forma invoices, terms of sales
 3. Pricing
 4. Market demand and competition and product export modifications
 5. Locating and contacting foreign buyers
 6. Methods of doing business overseas
- J. Export Financing 3 hours
1. Financing options
 2. Commercial banks
 3. Export-import banks
 4. State and local export finance programs
 5. Export trading/export management programs
- K. Export Documentation, Shipping, and Logistics 3 hours
1. Freight forwarders
 2. Packing and labeling
 3. Documentation
 4. Shipping and insurance
- L. Payment Methods 5 hours
1. Cash in advance, open account, consignment

2. Drafts and letters of credit
3. Foreign exchange
4. Credit risk management through credit checks

M. Cross-Cultural Considerations in Doing Business in Other Countries 3 hours

V. Methods of Presentation

The following instructional methodologies may be used in the course:

1. classroom lectures and discussions;
2. assignments and projects;
3. video presentations;
4. online.

VI. Assignments and Methods of Evaluation

1. Written examinations.
2. Case studies and projects (e.g. research on importing and exporting of companies such as Ford, Toyota, Microsoft, Mattel, and so on).
3. Final examination.

VII. Textbook

Weiss, K. Building an Import/Export Business, Current ed.
New York: McGraw-Hill Publishing, 2007.
11th Grade Textbook Reading Level. ISBN: 10-0470120479.

VIII. Student Learning Outcome

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