

COURSE OUTLINE**Business Administration 176
Import/Export within NAFTA and Latin American countries****I. Catalog Statement**

Business Administration 176 discusses the special issues of doing business with North American Free Trade Agreement (NAFTA) countries—Canada and Mexico—and with Latin America. Other Latin American countries are also analyzed for the governmental, social, economic, and geographic systems as they relate to import/export and other business opportunities. A major part of this course is a discussion of the business aspect of the cultural views and practices necessary to do business in the Americas, including Mexico, Puerto Rico, the Virgin Islands, and other Caribbean countries such as Guatemala, Honduras, Panama, Costa Rica, Columbia, Peru, Brazil, Uruguay, Paraguay, Argentina, and Chile. Current international economic opportunities will determine the emphasis placed on each area..

Units –3.0

Lecture hours –3.0

Recommended Preparation: BusAd 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 coursework, the student will be able to:

1. describe what is needed to establish an international business enterprise in or within NAFTA and Latin American countries;
2. list steps necessary to do business in or within NAFTA and Latin American countries;
3. compare business practices and business attitudes in NAFTA and Latin American countries.

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

A.	Introduction and area overview	3 hours
B.	Country analysis	27 hours
1.	Business practices and institutions	
	a. Policies of government	
	b. Business geography	
	c. Institutions	
	d. Business opportunities	
2.	Business attitudes	
	a. Imports and exports	
	b. Foreign investments	
	c. Technology	
3.	Characteristic ethics of local business	
4.	Country demographics	
	a. Size	
	b. Density and distribution of population	

- 5. Educational system
- 6. The workplace environment
 - a. External infrastructure
 - b. Internal infrastructure
 - c. Management style and customs of the workplace
 - d. Attitude and customs of the workers
- C. Cultural considerations 12 hours
 - 1. Basic concepts
 - 2. Culture and human motivation
 - 3. Culture and social organization
- D. Current and Proposed U.S./Latin American trade treaties and special business programs 6 hours
 - 1. Basic concepts
 - 2. Culture and motivation
 - 3. Culture and social organization

V. Methods of Presentation

- 1. lecture/demonstration;
- 2. assignments and projects;
- 3. multimedia;
- 4. online.

VI. Assignments and Method of Evaluation

- 1. Midterm examination.
- 2. Case studies and projects (e.g. create a mock business in a NAFTA country or an export/import business with Mexico or Canada).
- 3. Final examination.

VII. Textbook

VIII. Student Learning Outcomes

Upon successful completion, the student will be able to:

- 1. list 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. explain the functions of the U.S. Customs Agency and other regulatory agencies and describe the documentation required by each agency.