BUS M73: IMPORT/EXPORT FUNDAMENTALS

Originator

nsumal

Co-Contributor(s)

Name(s)
Masci, Felix (fmasci)

College

Moorpark College

Attach Support Documentation (as needed)

GlobalTrade-Flyer-021119.pdf

Discipline (CB01A)

BUS - Business

Course Number (CB01B)

M73

Course Title (CB02)

Import/Export Fundamentals

Banner/Short Title

Import/Export Fundamentals

Credit Type

Credit

Honors

No

Start Term

Fall 2020

Catalog Course Description

Provides an overview of the fundamentals of importing and exporting with an emphasis on export-related programs and the network of government support agencies that are involved in international trade. Focuses on finding new market segments overseas, logistics, documentation, contract administration, terminology, quality control, and payment procedures.

Taxonomy of Programs (TOP) Code (CB03)

0508.00 - *International Business and Trade

Course Credit Status (CB04)

D (Credit - Degree Applicable)

Course Transfer Status (CB05) (select one only)

B (Transferable to CSU only)

Course Basic Skills Status (CB08)

N - The Course is Not a Basic Skills Course

SAM Priority Code (CB09)

C - Clearly Occupational

Course Cooperative Work Experience Education Status (CB10)

N - Is Not Part of a Cooperative Work Experience Education Program

Course Classification Status (CB11)

Y - Credit Course

Educational Assistance Class Instruction (Approved Special Class) (CB13)
N - The Course is Not an Approved Special Class

Course Prior to Transfer Level (CB21)
Y - Not Applicable

Course Noncredit Category (CB22)
Y - Credit Course

Funding Agency Category (CB23)
Y - Not Applicable (Funding Not Used)

Course Program Status (CB24)
1 - Program Applicable

General Education Status (CB25)
Y - Not Applicable

Support Course Status (CB26)
N - Course is not a support course

Field trips
May be required

Faculty notes on field trips; include possible destinations or other pertinent information
Field trip to local government agencies that provide support to businesses seeking global opportunities.

Grading method
Letter Graded

Alternate grading methods
Student Option- Letter/Pass
Pass/No Pass Grading

Does this course require an instructional materials fee?
No

Repeatable for Credit
No

Is this course part of a family?
No

Units and Hours

Carnegie Unit Override
No

In-Class

Lecture
Minimum Contact/In-Class Lecture Hours
52.5
Maximum Contact/In-Class Lecture Hours
52.5

Activity

Laboratory

Total in-Class

Total in-Class
Total Minimum Contact/In-Class Hours
52.5
Total Maximum Contact/In-Class Hours
52.5

Outside-of-Class

Internship/Cooperative Work Experience

Paid

Unpaid

Total Outside-of-Class

Total Outside-of-Class
Minimum Outside-of-Class Hours
105
Maximum Outside-of-Class Hours
105

Total Student Learning

Total Student Learning
Total Minimum Student Learning Hours
157.5
Total Maximum Student Learning Hours
157.5

Minimum Units (CB07)
3
Maximum Units (CB06)
3

Advisories on Recommended Preparation
BUS M30, BUS M70, ENGL M02, and MATH M01

Student Learning Outcomes (CSLOs)

	Upon satisfactory completion of the course, students will be able to:
1	identify the basic concepts and practices of importing and exporting goods.

Course Objectives

	Upon satisfactory completion of the course, students will be able to:
1	cite the various ways the U.S. government can provide assistance to firms interested in importing/exporting.
2	compare and contrast the advantages/disadvantages of importing/exporting.
3	identify the essentials and risks of contract administration.
4	identify sources of current regulations for target markets.
5	identify key participants in import/export transactions.
6	conduct basic financial analysis for a small company interested in global trade.
7	identify supply chains and logistics for specific products.

Course Content

Lecture/Course Content
- **15% - Essentials of Import/Export**
  - Global trade and integration
  - Country selection and entry strategies
  - Importance of culture, social environments
- **20% - International Markets and Market Research**
  - Industry research and analysis
  - Segmentation
  - Positioning strategies
- **15% - Pricing and finance**
  - Pricing for unique markets
  - International finance
  - Risk analysis
- **15% - Legal issues**
  - Agreements
  - Basics of a contract
  - Documents and compliance
  - Intellectual property: patents, trademarks, copyrights
- **20% - Logistics**
  - Supply chain
  - Channel management
  - Efficiencies created by technology
- **15% - Geopolitical issues**
  - Impact of tariffs on trade
  - Sales promotions and public relations
  - Current events

Laboratory or Activity Content

None

Methods of Evaluation

Which of these methods will students use to demonstrate proficiency in the subject matter of this course? (Check all that apply):

Problem solving exercises
Written expression

Methods of Evaluation may include, but are not limited to, the following typical classroom assessment techniques/required assignments (check as many as are deemed appropriate):

Computational homework
Essay exams
Group projects
Individual projects
Objective exams
Problem-solving exams
Quizzes
Reports/papers
Research papers

Instructional Methodology

Specify the methods of instruction that may be employed in this course

Audio-visual presentations
Computer-aided presentations
Collaborative group work
Class activities
Class discussions
Case studies
Distance Education
Demonstrations
Field trips

Group discussions
Guest speakers
Instructor-guided interpretation and analysis
Instructor-guided use of technology
Internet research
Lecture
Role-playing
Small group activities

Describe specific examples of the methods the instructor will use:

- Instructor will use PowerPoint slides to illustrate concepts in class.   In addition, the instructor will model methodology to interpret problems, analyze data, and organize it into useful information.

Representative Course Assignments

Writing Assignments

1. Write an analysis of case studies related to importing and exporting fundamentals.
2. Write chapter summaries.
3. Write essays on assigned topics, such as "Best practices for finding markets with growing demand for products created by small businesses."

Critical Thinking Assignments

1. Analysis of the feasibility of entering foreign markets.
2. Analysis of the impact of tariffs on importing and exporting goods.
3. Analysis of global distribution strategies of large versus small companies.

Reading Assignments

1. Read chapters from the text.
2. Read case studies from business periodicals such as *The Journal of International Business Studies* on such topics as "The financial considerations for a small company interested in global trade."
3. Current articles from websites such as http://www.marketwatch.com.

Outside Assignments

Representative Outside Assignments

1. Assigned readings from the text.
2. Assigned readings from business journals on such topics as "How to find new markets overseas for a particular product."
3. Preparation of PowerPoint presentations on assigned topics such as "Export opportunities for a small business."

Articulation

Equivalent Courses at other CCCs

College	Course ID	Course Title	Units
Cerritos College	BA 152	Fundamentals of Import & Export	3
Santa Barbara Community College	IBUS 109	Basics of Importing and Exporting	3
Long Beach City College	IBUS 20	Export-Import Business Practices	3
Glendale Community College	BUSAD 180	Principles of Import/Export	3

District General Education

A. Natural Sciences

B. Social and Behavioral Sciences

C. Humanities

D. Language and Rationality

E. Health and Physical Education/Kinesiology

F. Ethnic Studies/Gender Studies

Course is CSU transferable
Yes

CSU Baccalaureate List effective term:
FALL 2020

CSU GE-Breadth

Area A: English Language Communication and Critical Thinking

Area B: Scientific Inquiry and Quantitative Reasoning

Area C: Arts and Humanities

Area D: Social Sciences

Area E: Lifelong Learning and Self-Development

CSU Graduation Requirement in U.S. History, Constitution and American Ideals:

IGETC

Area 1: English Communication

Area 2A: Mathematical Concepts & Quantitative Reasoning

Area 3: Arts and Humanities

Area 4: Social and Behavioral Sciences

Area 5: Physical and Biological Sciences

Area 6: Languages Other than English (LOTE)

Textbooks and Lab Manuals
Resource Type
Textbook

Classic Textbook
Yes

Description
Hill, Charles, and G. Tomas M. Hunt. *International Business: Competing in the Global Marketplace.* 13th ed., McGraw-Hill, 2018.

Resource Type
Textbook

Classic Textbook

Yes

Description

Klasen, Andreas. *The Handbook of Global Trade Policy.* Wiley-Blackwell, 2020.

Library Resources

Assignments requiring library resources

Research and readings from the Library's print and online resources.

Sufficient Library Resources exist

Yes

Example of Assignments Requiring Library Resources

Research using the Library's print and online resources on case studies from business periodicals, such as the Journal of International Business Studies, on topics such as the best practices for finding markets with growing demand for products created by small businesses.
Current articles from newspapers such as The Wall Street Journal.

Distance Education Addendum

Definitions

Distance Education Modalities

Hybrid (51–99% online)
Hybrid (1–50% online)
100% Online

Faculty Certifications

Faculty assigned to teach Hybrid or Fully Online sections of this course will receive training in how to satisfy the Federal and state regulations governing regular effective/substantive contact for distance education. The training will include common elements in the district-supported learning management system (LMS), online teaching methods, regular effective/substantive contact, and best practices.

Yes

Faculty assigned to teach Hybrid or Fully Online sections of this course will meet with the EAC Alternate Media Specialist to ensure that the course content meets the required Federal and state accessibility standards for access by students with disabilities. Common areas for discussion include accessibility of PDF files, images, captioning of videos, Power Point presentations, math and scientific notation, and ensuring the use of style mark-up in Word documents.

Yes

Regular Effective/Substantive Contact

Hybrid (1%–50% online) Modality:

Method of Instruction	Document typical activities or assignments for each method of instruction
Asynchronous Dialog (e.g., discussion board)	Discussion boards may include topics relevant to the coursework and will be use to bridge theory with practice.
E-mail	Emails and Announcements may be used to send out updates/changes, reminders, alerts.
Face to Face (by student request; cannot be required)	Faculty may be available to meet with students in person by student request and at a mutually agreed upon day/time.
Other DE (e.g., recorded lectures)	Recorded lectures, videos from third parties (npr.org, nasbite.org, etc) may be made available to students.
Synchronous Dialog (e.g., online chat)	Chat rooms may be used to deliver synchronized content such as a Question and Answer session.

Video Conferencing	Video Conferencing may be used on a group or one-to-one basis as needed.

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100% online Modality:

Method of Instruction	Document typical activities or assignments for each method of instruction
Asynchronous Dialog (e.g., discussion board)	Discussion boards may include topics relevant to the coursework and will be use to bridge theory with practice.
E-mail	Emails and Announcements may be used to send out updates/changes, reminders, alerts.
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Examinations

Hybrid (1%–50% online) Modality
Online
On campus

Hybrid (51%–99% online) Modality
Online
On campus

Primary Minimum Qualification
BUSINESS

Review and Approval Dates

Department Chair
12/02/2019

Dean
12/02/2019

Technical Review
01/16/2020

Curriculum Committee
01/21/2020

DTRW-I
02/13/2020

Curriculum Committee
MM/DD/YYYY

Board
03/10/2020

CCCCO
MM/DD/YYYY

Control Number
CCC000434847

DOE/accreditation approval date
MM/DD/YYYY