

SYLLABUS BUSM 52
PRINCIPLES OF EXPORTING & IMPORTING (CSU)
<http://elearn.mtsac.edu/rjagodka/projects/BUSM52>

**PRINCIPLES OF
EXPORTING AND IMPORTING**
Section # 090883 Hybrid Course
BUSM 52 Fall 2006
Wednesdays 11:30 a.m. – 12:55 p.m.
Passwords to be provided
E-Mail: BUSM52RJ@mtsac.edu
<http://elearn.mtsac.edu/rjagodka>

Dr. Ralph Jagodka
Bldg. 18B-4
(909) 594-5611 x3945
Student Hours:
Tuesdays (11:15 – 12:15)
Wednesdays Virtual – Online hours
(1:15 – 3:15 .p.m.)
Thursdays (11:00 - 12:15)

Course Objectives/ Contents

1. Why you should be exporting or importing
2. Finding markets for products abroad
3. Finding sources for products abroad
4. Where to go for help
5. Terms of sale
6. The pro-forma invoice
7. The ins and outs of getting paid
8. Documentation
9. Transportation rates
10. Alternative concepts for exporting and importing
11. Planning ahead for import
12. Meeting Customs laws and regulations
13. The risks and rewards of international trade
14. Export trade compliance
15. Answers to twelve most frequently asked questions

Contact instructor immediately for disability accommodations

Learning Objectives

This course attempts to provide an authentic experience on exporting and importing principles and practice. Topics are sequentially covered in a comprehensive framework, yet specific contexts are self-selected for further exploration and inquiry. Resources beyond the textbook are utilized, in a problem-based learning approach, with the goal of expanded knowledge and skills. This course has interwoven the following three (3) expected student learning outcomes:

1. Ability to grasp the basic concepts of the exporting and importing discipline.
2. Ability to conduct just-in-time research, using a variety of source materials, to provide meaningful context-specific input toward export/import processes.
3. Ability to integrate and organize disparate export/import topics, conduct analysis, and articulate for practical business application.

Business Management Certificates

BUSM 52 – Principles of Exporting and Importing (CSU)

This course is an advanced level introduction to the field of exporting and importing and is part of the requirements for an Advanced Level International Business Certificate:

No prerequisite required

Certificate	Courses Required
--------------------	-------------------------

Business – International Business Level III	BUSM 52 (CSU) Principles of Exporting and Importing
	BUSL 20 International Business Law
	BUSM 50 (CSU) World Culture: A Business Perspective
	OR OR
	ANTH 22 (CSU) General Cultural Anthropology

Please visit the Business Management Certificate Awards web page at:

http://elearn.mtsac.edu/rjagodka/Certificates/Index_email.htm

On the above-mentioned web page, you can indicate the courses you have taken (or are taking) to determine progress toward achieving certificate awards. Please remember that certificates become part of your college transcript, and may be very helpful to your vocational interests while you continue to work toward your academic goals.

Textbook Required

Export Import: Everything you and your company need to know to compete in world markets by Joseph A. Zodi 4th Edition

ISBN: 1-55870-615-1

Points/ Grading Criteria

Essay Tests	
There will be one (1) Final Reflection Essay - Final must be taken to pass the course	30 Points 7 %
Class Participation	
10 Chapter Discussions. (25 points each)	250 Points 58 %
Term Paper	
Details are outlined at end of this syllabus	150 points 35 %
TOTAL POSSIBLE POINTS: 430 points	
Extra Credit Up to 40 points	
Extra credit can be earned by making a contribution to our Export/ Import Knowledge-base. You can either add a tutorial or a link, and points awarded will vary based on the type of contribution:	
[1] Links worth up to 10 points each – Give us an Internet link (URL) along with a detailed description of how it can help us, related to the weekly reading homework. No more than 20 points can be earned by contributing links.	
[2] Tutorials worth up to 20 points – Explain and describe for us how you do something that relates to the weekly reading homework. For example, you can tell us how your company builds an export quotation, during the week we read about export price lists. No more than 20 points can be earned by contributing a tutorial.	
More than one contribution can be made, but a maximum of 40 points cumulative extra credit can be earned each semester.	
To receive extra credit points, inform the instructor of your contribution to our knowledge-base - contributions must correspond to the weekly topic	
Grading	90 % To 100 % = A
	80 % To 89 % = B
	70 % To 79 % = C
	60 % To 69 % = D

NO make-ups for tests or class participation points

This is a classroom course with Internet-based assignments. There are no plug-ins required to complete this course. Class participation points are earned based on weekly discussions, and, if missed, may not be made up – there are no points for late assignments. Students may be dropped if they miss more than 3 discussions. You will need access to a computer with Internet access, and possess basic browsing and word processing skills. Academic dishonesty will not be tolerated in this course – please see Mt. SAC catalog for specifics.

Tentative Schedule (this schedule is subject to change)

Week Beginning	Chapters to Read	Web-based weekly discussions	Web Due
August 28	Intro	Log in "Hello"	9/5/06
September 4	1, 2	1 – Identifying Foreign Buyers	9/12/06
11	3	2 – Identifying Foreign Suppliers	9/19/06
18	4	3 – Trade Assistance Bankers, Forwarders, Brokers	9/26/06
25		Term Paper – Preparation Questions & Answers (Open Forum)	10/3/06
October 2	5	4 – Terms of Sale	10/10/06
9	6	5 – Price List & Proforma Invoice	10/17/06
16	7	6 – Payment Methods	10/24/06
23	8	7 – Documentation	10/31/06
30	9	8 – Transportation Modes	11/7/06
November 6	10	Term Paper - Preparation Questions & Answers (Open Forum)	11/14/06
13	11	9 – Inspection of Goods	11/21/06
20	12	Term Paper Due Anonymous Evaluation	11/28/06
27	13-15	10 - Classification & Tariffs	12/5/05
December 4		Prepare for Final Exam	
11	1 – 21	Final Exam - Take 12/6/06 – 12/13/06	

Instructor Web-Based Comments

Please be sure to look at your web-based discussion contribution, at least two (2) days after the due date, to view my comments. I will focus on providing feedback specific to how improvements can be made. The number of points for discussion assignments will be earned based on depth of thought and details. Please check the grading spreadsheet to see your points posted for each assignment

Assessment of Student Learning Outcomes

This course provides an anonymous assessment of student learning outcomes (SLO). It is my intention to integrate appropriate technologies and teaching methods to provide a significant inquiry experience that can be perpetuated into a consistent life-long process. The SLO assessment measures your perceptions (as they relate to course content) regarding learning (discovery), feeling (stimulation), and doing (relevance). This assessment tool is very quick and easy to complete, yet it strives to provide meaningful feedback measuring self perceptions related to your experience - how you "learn, feel and do" this course.

Format for Term Paper

Many of the weekly discussions are associated with a portion of the term paper, however, our discussions are the starting point – the term paper is the application of the concepts. The term paper has been designed to help you build the general skills necessary to successfully source and import a product into the United States, and successfully locate foreign buyers and export your product out of the United States to your buyer's country. After this course you should have the confidence and skills to complete a successful transaction.

Term Paper Outline

Term Paper due date – please see schedule above and on-line course web.

Excluding the cover page your paper should be about 8 - 15.5 pages long.

Please use the Term Paper TEMPLATE for your paper. Turn your paper in **using the table format** (as provided), **typewritten**, and as a **hard copy OR e-mail (as an attachment) your term paper in Rich Text Format (RTF)**. **All word processors allow files to be “saved as type” RTF format – (Do not simply change the file extension to .RTF)**. This will avoid the need to use any one specific word processor, and avoid the transfer of viruses. Our course web has a link explaining how to save a MS Word file into the .RTF file format.

If you are turning in a hard copy, please use one staple in upper left corner of paper – do not use binder. For your paper, staple [1] the cover page and [2] the completed Term Paper TEMPLATE.

Please use the instructions and refer to the grading rubric for help.

Late papers will only be accepted up to one week beyond the due date, and will receive a 25-point reduction.

For this term paper you will need to identify **a non-branded product** (no services). For example, you can choose “new automobiles” but not “new Honda automobiles”. Use the outline that follows and please retain on your paper **all bolded headings (use bold only on headings)**. Total Paper 8 - 15.5 Pages - excluding cover sheet and any appendices. The *italics* on the “term paper instructions page” are designed to give clarification on how to complete the paper and should not be part of your term paper – **to write your paper use the term paper TEMPLATE**. Each section of the paper has page guidelines (for example “.5 - 1 page”) – these have been provided to help you put appropriate emphasis for each area. If the guideline calls for .5 – 1 page (as in our example) then please consider .5 pages to be the minimum length and 1 page to be the maximum length for that particular section of the paper. See the grading rubric (last page of syllabus) for point breakdowns used when scoring.

TERM PAPER INSTRUCTIONS

Cover Sheet (not included in page count)

"Sourcing, Buying and Selling a Product through Exporting and Importing"

[Your Name]

BUSM 52

[Date]

[Your Product]

1. **Introduction** (.5 pages)

Clearly describe your product, and provide a paragraph about why you chose this product.

2. **Identifying Foreign Buyers** (1.5 - 3 pages)

a. **Sources of Foreign Buyers** (.5 – 1 page)

What sources will you use to obtain qualified export leads (foreign buyers) for your product? Please be sure to include at least three sources to obtain potential buyer leads or lists. Be specific when listing your sources as in the examples below.

(As an overly brief example):

- i. *Go to [trade show] in [country] on [date] to identify potential buyers. [http://website_listed_here.com] will give me full show information and then describe how you intend to use the show to help generate sales leads.*
- ii. *Contact U.S. Commercial Service for help to identify qualified potential foreign buyers for my product. Commercial Service web site at [http://www.buyusa.gov/home/], clicked on "Export Products – Enter Here", clicked on "Center near you" or "Information by Country", etc.(continue to describe in detail)*
- iii. *Used on-line contact database [list name of site and their specialty] – for example – use [http://www.alibaba.com] to locate potential buyers overseas. Used [http://www.alibaba.com], clicked on "Trade Leads", clicked on "Post Trade Leads" (required registration [FREE]), etc. (continue to describe the types of leads found here).*
- iv. *Used PIERS to identify the top foreign importers in [country] for my product, exported from the U.S. Used [http://www.piers.com], etc.(then provide details of how you identified top foreign buyer information for your product type.)*

b. **Pros & Cons of Various Sources** (.5 – 1 page)

What are the pros and cons of using these sources, and how do they compare? Please compare each of the sources from (a) above. Compare them in terms of credibility and cost.

c. **Qualification** (.5 – 1 page)

Explain how you intend to "qualify" the potential buyers you identified

(above). How will you know if they are credible buyers? Will they be able to pay for the goods they ordered? If a foreign distributor, will they professionally promote your product in their market in such a way that it builds your reputation – what will you do to feel more secure about this? As an overly brief example:

- i. I will make follow up visits to customer showrooms/ retail/ warehouses and/or buyer web sites. Explain how this may help you, and what you intend to do when there..*
- ii. I will check bank references and credit. Explain what you will be looking for, and how you intend to do this.*
- iii. I will look closely at their reputation within the industry. Explain how you will do this [look at what? Perhaps their marketing plan? Etc.]*

3. Identifying Foreign Suppliers (1.5 - 3 pages)

a. Sources of Foreign Suppliers (.5 – 1 page)

What sources will you use to obtain qualified foreign suppliers for your product? Please be sure to include at least three sources to obtain potential supplier leads or lists. Be specific when listing your sources as in the examples below.

(As an overly brief example):

- i. Go to [trade show] in [country] on [date] to identify potential suppliers. [http://website_listed_here.com] will give me full show information and then describe how you intend to use the show to help generate suppliers for the product you intend to buy.*
- ii. Contact commercial office for [country] in LA and get list of “official” suppliers. Went to the LA Area Chamber of Commerce World Trade Week web site and looked at the Trade Information Guide [http://www.worldtradeweek.com/Portals/0/WTW_Infoguide.pdf], checked for [country(s)] and identified the Foreign Consulates & Trade Offices in the L.A. area [list web or phone numbers]. Give a few details on how you intend to use the office(s) to help you identify potential foreign suppliers.*
- iii. Used on-line contact database [list name of site and their specialty] – for example – use [<http://www.alibaba.com>] to locate potential suppliers. Clicked on “Buy” and entered my product name into the search box to the top right. Explain how you intend to use this resource to help you identify foreign companies that you can buy product from.*
- iv. Used PIERS to identify the top shipper from [country] to U.S. Explain how you went to [<http://www.piers.com>] and used their pay-as-you-go database to obtain lists of the top shippers of your product type to the U.S. Then explain how you intend to use this information to help you buy product from potential suppliers.*

b. **Pros & Cons of Various Sources** (.5 – 1 page)
What are the pros and cons of using these sources, and how do they compare? Please compare each of the sources from (a) above. Compare them in terms of credibility and cost.

c. **Qualification** (.5 – 1 page)
Explain how you intend to “qualify” the potential suppliers you identified (above). How will you know if they are credible suppliers? Will they be able to supply the quantity of goods you require at the appropriate quality and price levels – what will you do to feel more secure about this? (As an overly brief example):

- i. *I will make follow up visits to factories/warehouses and/or supplier web sites. Explain how this may help you.*
- ii. *I will check bank references and credit. Explain what you will be looking for.*
- iii. *I will look closely at their reputation within the industry. Explain how you will do this [look at what?]*

4. **Trade Intermediaries** (1.5 - 3 pages)

a. **International Banker** (.5 – 1 page)
Describe how you intend to use an international banker to assist you with trade transactions. What type of assistance do you expect to receive? Describe in detail.

b. **Freight Forwarder** (.5 – 1 page)
Describe how you intend to use a freight forwarder to assist you with trade transactions. What type of assistance do you expect to receive? Describe in detail.

c. **Customs House Broker** (.5 – 1 page)
Describe how you intend to use a Customs house broker to assist you with trade transactions. What type of assistance do you expect to receive? Describe in detail.

5. **INCOTERMS** (1 – 2 pages)

(EXW, FAS, FCA, FOB, CPT, CIP, CFR, CIF, DAF, DDP, DDU)

a. **INCOTERMS for Importing** (.5 – 1 page)
What terms of sale will you request on quotes from your foreign suppliers? Why (please discuss)?

b. **INCOTERMS for Exporting** (.5 – 1 page)
What terms of sale do you propose to offer to your foreign buyers? Why (please discuss)?

6. **Payment Terms** (1 – 2 pages)

The four methods of payment covered were: Direct payment (Cash in Advance,

T.T.), Letter of Credit (L/C), Drafts - Sight (D/P) and time (D/A), and Open Account

a. Payment Terms for my Import Transactions (.5 – 1 page)

Identify which two payment alternatives (from the 4 mentioned above) are most acceptable to you when you buy (import) product from your foreign supplier. Why? Please explain in detail why you would prefer these terms as a buyer?

b. Payment Terms for my Export Transactions (.5 – 1 page)

Identify which two payment alternatives (from the 4 mentioned above) are most acceptable to you when you sell (export) product to your foreign buyer. Why? Please explain in detail why you would prefer these terms as a seller?

7. Conclusion (1 – 2 pages)

Please write at least three paragraphs here

Write about whether or not you feel you are prepared to complete a transaction, if one were to come across your desk tomorrow? Are you confident to get into the transaction? If so, please explain. Do you have any hesitations? If so, please explain. What do you feel you would still need to learn to be successful in this type of business?

TERM PAPER TEMPLATE [replace bracket areas with your content]

Cover Sheet [not included in page count]

Exporting and Importing

[Your Name]

BUSM 52

[Date]

[Your Product]

1	Introduction [put your content here]
2	Identifying Foreign Buyers
a	Sources of Foreign Buyers [put your content here]
b	Pros & Cons of Various Sources [put your content here]
c	Qualification [put your content here]
3	Identifying Foreign Suppliers
a	Sources of Foreign Suppliers [put your content here]
b	Pros & Cons of Various Sources [put your content here]
c	Qualification [put your content here]
4	Trade Intermediaries
a	International Banker [put your content here]
b	Freight Forwarder [put your content here]
c	Customs House Broker [put your content here]
5	INCOTERMS
a	INCOTERMS for Importing [put your content here]
b	INCOTERMS for Exporting [put your content here]
6	Payment Terms
a	Payment Terms for my Import Transactions [put your content here]
b	Payment Terms for my Export Transactions [put your content here]
7	Conclusion [put your content here]

Grading Rubric for Term Paper

Late papers accepted up to one week beyond the due date, and will receive a 25-point reduction.

Element		Max. Points	Points Earned
Use The TEMPLATE 12 pt font Arial; content NOT bolded, Page margins 1 inch from all borders; double-spaced. Use full sentences.	=	10	
Appearance Grammar, spelling and readability	=	20	
Section 1: Introduction (.5 page)	=	5	
Section 2: Identifying Foreign Buyers Sources (.5 – 1 page)	=	10	
Section 2: Identifying Foreign Buyers Pros & Cons (.5 – 1 page)	=	5	
Section 2: Identifying Foreign Buyers Qualification (.5 – 1 page)	=	10	
Section 3: Identifying Foreign Suppliers Sources (.5 – 1 page)	=	10	
Section 3: Identifying Foreign Suppliers Pros & Cons (.5 – 1 page)	=	5	
Section 3: Identifying Foreign Suppliers Qualification (.5 – 1 page)	=	10	
Section 4: Trade Intermediaries International Banker (.5 – 1 page)	=	5	
Section 4: Trade Intermediaries Freight Forwarder (.5 – 1 page)	=	5	
Section 4: Trade Intermediaries Customs House Broker (.5 – 1 page)	=	5	
Section 5: INCOTERMS INCOTERMS for Importing (.5 – 1 page)	=	10	
Section 5: INCOTERMS INCOTERMS for Exporting (.5 – 1 page)	=	10	
Section 6: Payment Terms Payment Terms for my Import Transactions (.5 – 1 page)	=	10	
Section 6: Payment Terms Payment Terms for my Export Transactions (.5 – 1 page)	=	10	
Section 7: Conclusion (1 – 2 pages)	=	10	
Total points possible	=	150	