






SYLLABUS

Date	Topic	Assignments
FEB 12	Introduction	Handout
FEB  14	Why Go Global The International Business Plan	Chapters 1 & 2 Business Plan Assignment Out
FEB 19 & 21	Selecting a Foreign Market	Chapters 4 & 5 Business Plan Assignment Due
FEB 26 & 28	Market Research	Chapters 6
MAR 4 & 6	Getting Global – Distribution	Chapters 7, 8 & 9
MAR 11 & 13	Global Management	Chapters 18, 20, 21 EXAM 1 OUT
MAR 18 & 20	Kiss, Bow or Shake Hands	Chapter 10 EXAM 1 DUE 3/20
MAR 25 & 27	International Marketing Package It, Price It, and Promote It	Chapter 11, 17 & 19 Marketing Assignment Out
APR  & 3	International Legal Environment	Chapter 12 Marketing Assignment Due
APR 8 & 10	 SPRING BREAK – NO CLASS 	
APR 15 & 17	Got Money - \$, £, ¥, € ???	Chapter 16 Money Assignment Out
APR 22 & 24	Tax & Accounting Issues	Chapter 13 Money Assign. EXAM 2 OUT
APR 29 & MAY  1	Logistics & Documentation	Chapter 14 & 15 EXAM 2 DUE 5/1
MAY 6 & 8	Cyberspace Goes Global	Chapter 22 Internet Assign Out
MAY 13 & 15	How to Import Products	Internet Assignment Due Import Assignment Out
MAY 20 & 22	Classifying Imports & Exports	Chapter 3
MAY 27 & 29	Colleges, Careers & Networking	Import Assignment Due
JUNE 3 & 5	Regional Studies	FINAL EXAM

This Course will provide the information, terminology and direction to understand the following tasks as they will be tested on the NASBITE CGBP exam.

Global Business Management

Task: *Develop and/or assist in the creation of a global mission statement for the firm.*

- Knowledge of components of a mission statement

Task: *Participate in the global business planning and long-term strategic planning processes.*

- Knowledge of local, state, federal and global support initiatives that are designed to enable global business ventures and expansion
- Knowledge of elements of a global business plan

Task: *Contribute to the ongoing internal and external research efforts to determine viability of global business plan.*

- Knowledge of basic research concepts and techniques (e.g., primary vs. secondary data, basic research methodologies/processes, surveys) and data analysis/evaluation processes (statistical evaluation, quantitative and qualitative analyses)
- Knowledge of data sources for international market data (e.g., U.S. Dept. of Commerce, IMF, World Bank, UN agencies, Country Desks, and private firm data)

Task: *Develop and/or assist in the development, implementation, and evaluation of the global budget.*

- Knowledge of general budgeting concepts (e.g., basic elements of financial statements, sales forecasts, expense forecasts)
- Knowledge of revenues and expense uncertainties
- Knowledge of transfer pricing

Task: *Establish and maintain relationships with appropriate external organizations to support global activities.*

- Knowledge of industry, trade, and investment associations
- Knowledge of government support agencies (e.g., U.S. government agencies, IMF, World Bank)

Task: *Participate in the effective use of technology to support global performance.*

- Knowledge of commonly used business and communication technologies
- Knowledge of software tools to support global activities

Global Marketing

Task: *Evaluate the internal and external environment (e.g., economic and physical geography, history, political environment, competitive analysis, regulatory, cultural, and technological issues) to identify potential marketing threats and opportunities.*

- Knowledge of internal resources (e.g., export readiness assessment, goals and preferences of senior management, experiences and capabilities of employees)
- Knowledge of external environment (e.g., economic and physical geography, competitive analysis, regulatory, cultural, technological issues, and protected industries and sectors)
- Knowledge of public and private sources of data and assistance including electronic and print
- Knowledge of major trade agreements and trade law (e.g., NAFTA, European Union, export control regulations, anti-boycott regulation, Foreign Corrupt Practice Act)
- Knowledge of product certifications and standards (e.g., CE Mark, ISO 9000)
- Knowledge of cultural issues related to marketability of product
- Knowledge of technological infrastructures in target markets
- Knowledge of SWOT analysis related to global marketing

Task: *Develop and implement the global marketing plan:*

a. *Conduct market research in order to determine the best potential market.*

- Knowledge of public and private marketing resources (e.g., ITA, U.S. Commercial Service, freight forwarders)

b. *After analysis of the market research, select products and markets to be targeted.*

- Knowledge of market segmentation and demand analysis
- Knowledge of impact on market selection of product, price, place, and promotion (the four Ps)

c. *Develop and select market strategy to maximize sales and profitability.*

- Knowledge of foreign market entry methods(e.g., licensing, agency/distributor, international joint venture)

Task: *Coordinate the marketing mix of goods and services to implement the company's marketing plan.*

a. Provide products and services for the targeted markets.

- Knowledge of customer expectations and cultural requirements

b. Implement, monitor, and adjust the company's global pricing strategies.

c. Initiate and manage global promotion strategies in order to support the global marketing plan.

- Knowledge of technological tools for promotion (e.g., internet activities such as e-mail, web sites, e-commerce; video-conferencing)

d. Analyze and formulate global distribution strategy for product and service.

- Knowledge of contractual issues related to market entry (e.g., common elements found in most distributor agreements)

e. Establish and manage the global sales activities.

- Knowledge of sales techniques, sales knowledge, and business travel

Supply Chain Management

Task: *Optimize supply chain solutions to meet the requirements of the international business plan including evaluation of all modes of transportation, inventory, time to market, landed costs, and customer requirements.*

- Knowledge of duties, taxes, and quotas
- Knowledge of resources (e.g., freight forwarders, trade associations, Internet resource)

Task: *Evaluate and select the potential intermediaries (e.g., carriers – all modes, 3PL's, forwarders, brokers, contract carriers) necessary to support the international business plan (including evaluation of outsourcing alternatives and/or partners).*

- Knowledge of databases available to search for intermediaries
- Knowledge of resources available in support of intermediary selection (e.g., WTCs, local trade associations, state and federal government)

Task: *Complete the documents required for international movement of product and services.*

- Knowledge of Incoterms
- Knowledge of country of origin determination

Task: *Facilitate the offshore procurement process.*

- Knowledge of cultural considerations affecting supplier/buyer relationships
- Knowledge of impact of trade agreements

Trade Finance

Task: *Assess political and economic risks and cultural issues of the target country, to establish the financial costs and viability.*

- Knowledge of political and economic risks causing late and/or non-payment from overseas markets (e.g., cancellation/failure to grant U.S. export license, civil unrest, foreign currency delays/shortage)

Task: *After evaluating foreign currency exchange risk, select, implement, and manage risk mitigation techniques to protect the company against fluctuation of foreign exchange.*

- Foreign exchange risk mitigation techniques and required documentation (e.g., hedging tools, currency option contracts, transfer pricing)

Task: *Establish the most appropriate methods and terms of payment and required documentation to ensure timely payment for the sale of goods and/or services and to facilitate external financing.*

- Knowledge of methods of payment (e.g., letters of credit, documentary collections, cash in advance)
- Knowledge of commercial, economic, and political risks of buyer and the buyer's country

Text: The Global Entrepreneur by James Foley

ISBN: 0-9753153-0-7

Any News (Paper, Website, Magazine) – Register, LA Times, Wall Street Journal, CNN, MSNBC, etc.

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Office Hours: Tuesday - 11:15 – 12:45 p.m. & 5:00 – 6:00 p.m.
Wednesday - 5:00 - 6:00 p.m.
Thursday - 11:15 - 12:45 p.m.

Course Requirements:

1. Attend Class
2. Prepare Current Events
3. Complete Reading in text prior to class
4. Complete Homework Assignments
5. Pass Exams

Grading & Exams: Exams are take home and due 1 week after assigned. Late exams will have points deducted. Assignments are due on the day listed on the syllabus. If you don't have access to a computer there are computers available in the labs and library for your use. Your grades will be determined based on the scale below.

<u>Available Points</u>			<u>Percentages for Grades</u>
3 Tests	100 ea.	300	90 TO 100 % = A
5 Assignments	20 ea.	100	80 TO 89.5% = B
<u>Attendance & Participation</u>	<u>100</u>	<u>100</u>	70 TO 79.5% = C
Total Available Points		500	60 TO 69.5% = D
			BELOW 59.5% = F

BLACKBOARD: I will be using blackboard to post your assignments, exams and grades. The website is: <http://rsccd.blackboard.com>. At the beginning of the semester log in and update your email address, password, etc using the Tools button.

ATTENDANCE: Attendance & participation is very important, as the lecture notes are the primary source for test questions. You will be dropped after 3 consecutive absences or 5 total absences.

Honesty Policy: A student found cheating on any exam or assignment will receive no credit for that exam or assignment. A second instance of cheating will result in a failing grade for the course.

Accommodations for Disabilities: Students with verifiable disabilities who want to request academic accommodations are responsible for notifying their instructor and Disabled Students Programs and Service (DSPS) by phone (714) 564-6260 or (714) 564-6384 (TDD for students that are deaf) or stop by the DSPS Center in U-103.

Misc.: To insure consideration for all of us please turn off (or set on vibrate) all pagers & cell phones while in class. The 1st time you forget you will be forgiven, the 2nd time I will answer your call & there will be a \$1.00 charge which will go to a scholarship fund.