# SYLLABUS

<table>
<thead>
<tr>
<th>Date</th>
<th>Topic</th>
<th>Assignments</th>
</tr>
</thead>
<tbody>
<tr>
<td>FEB 12</td>
<td>Introduction</td>
<td>Handout</td>
</tr>
<tr>
<td>FEB 14</td>
<td>Why Go Global</td>
<td>Chapters 1 &amp; 2</td>
</tr>
<tr>
<td></td>
<td>The International Business Plan</td>
<td>Business Plan Assignment Out</td>
</tr>
<tr>
<td>FEB 19 &amp; 21</td>
<td>Selecting a Foreign Market</td>
<td>Chapters 4 &amp; 5</td>
</tr>
<tr>
<td></td>
<td>Business Plan Assignment Due</td>
<td></td>
</tr>
<tr>
<td>FEB 26 &amp; 28</td>
<td>Market Research</td>
<td>Chapters 6</td>
</tr>
<tr>
<td>MAR 4 &amp; 6</td>
<td>Getting Global – Distribution</td>
<td>Chapters 7, 8 &amp; 9</td>
</tr>
<tr>
<td>MAR 11 &amp; 13</td>
<td>Global Management</td>
<td>Chapters 18, 20, 21</td>
</tr>
<tr>
<td>MAR 18 &amp; 20</td>
<td>Kiss, Bow or Shake Hands</td>
<td>Chapter 10</td>
</tr>
<tr>
<td>MAR 25 &amp; 27</td>
<td>International Marketing</td>
<td>Chapter 11, 17 &amp; 19</td>
</tr>
<tr>
<td>APR 3 &amp; 5</td>
<td>International Legal Environment</td>
<td>Chapter 12</td>
</tr>
<tr>
<td>APR 8 &amp; 10</td>
<td>SPRING BREAK – NO CLASS</td>
<td></td>
</tr>
<tr>
<td>APR 15 &amp; 17</td>
<td>Got Money - $, £, ¥, € ???</td>
<td>Chapter 16</td>
</tr>
<tr>
<td>APR 22 &amp; 24</td>
<td>Tax &amp; Accounting Issues</td>
<td>Chapter 13</td>
</tr>
<tr>
<td>APR 29 &amp; MAY</td>
<td>Logistics &amp; Documentation</td>
<td>Chapter 14 &amp; 15</td>
</tr>
<tr>
<td>MAY 6 &amp; 8</td>
<td>Cyberspace Goes Global</td>
<td>Chapter 22</td>
</tr>
<tr>
<td>MAY 13 &amp; 15</td>
<td>How to Import Products</td>
<td>Chapter 3</td>
</tr>
<tr>
<td>MAY 20 &amp; 22</td>
<td>Classifying Imports &amp; Exports</td>
<td></td>
</tr>
<tr>
<td>MAY 27 &amp; 29</td>
<td>Colleges, Careers &amp; Networking</td>
<td>Import Assignment Due</td>
</tr>
<tr>
<td>JUNE 3 &amp; 5</td>
<td>Regional Studies</td>
<td>FINAL EXAM</td>
</tr>
</tbody>
</table>
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.
INSTRUCTOR: Office Phone/Voicemail: 714-564-6789 email:grant_madeline@sac.edu
Office: SAC A 107-1
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.

<table>
<thead>
<tr>
<th>Available Points</th>
<th>Percentages for Grades</th>
</tr>
</thead>
<tbody>
<tr>
<td>3 Tests 100 ea.</td>
<td>90 TO 100 % = A</td>
</tr>
<tr>
<td>5 Assignments 20 ea.</td>
<td>80 TO 89.5% = B</td>
</tr>
<tr>
<td>Attendance &amp; Participation 100</td>
<td>70 TO 79.5% = C</td>
</tr>
<tr>
<td>Total Available Points 500</td>
<td>60 TO 69.5% = D</td>
</tr>
<tr>
<td></td>
<td>BELOW 59.5% = F</td>
</tr>
</tbody>
</table>

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.