

SADDLEBACK COLLEGE
BUSINESS SCIENCE DIVISION
BUS 260 – STRATEGIES FOR EXPORTING AND IMPORTING – Online Internet-Based
COURSE SYLLABUS
Accelerated 8-Week Course

Instructor: Dr. Newell
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03/22/10 – 05/12/1020
Semester: SPRING 2010
Ticket No.: 19375
Day/Time: Internet-Based
Location: Online

Course Access Instructions: <http://www.saddleback.edu/de/documents/BBInfoandFAQ.pdf>

After completing the Online Access Instructions, students **must** login to Blackboard at <http://soccdd.blackboard.com> and complete the Online Orientation and Student Survey. Click "Submit" to submit the Student Survey prior to the end of the first week of class. You will need your **USER NAME** and **PASSWORD** to login (see Online Access Instructions). **NO ON-CAMPUS ORIENTATION.**

COURSE DESCRIPTION:

Survey of various aspects of exporting and importing including marketing, organization, basic laws and regulations, access, documentation, shipment, financing involved with exporting and importing, letters of credit, currency, duty, rates, and customs.

COURSE OBJECTIVES:

1. List the reasons for, evaluate the pros and cons of, describe obstacles to, and list organizational requirements for exporting and importing.
2. State the various methods of exporting and importing and evaluate the advantages and disadvantages of each.
3. Research international markets for use in marketing decision making.
4. Identify and evaluate the various channels of distribution.
5. Describe how to adapt a product/service for export and import.
6. Evaluate cross-cultural issues of marketing a produce or service.
7. Define the basic premise of a Letter of Credit. Identify the basic methods of payment.
8. Describe methods of locating and contacting buyers/sellers in foreign markets.
9. Identify terms of payment and evaluate the advantages and disadvantages of each.
10. Explain the functions of the U.S. government export and import organizations and agencies and describe the documentation required by each agency.
11. Assess the export and import potential of a given product or service.
12. Name the available sources of public and private export and import assistance.
13. Design a plan for setting up an export or import business.

STUDENT RESOURCES:

Required Text: *"Export-Import: Theory, Practices, and Procedures"*; 2nd Edition; Seyoum, Belay; Publisher: Routledge; NY, NY; Taylor and Francis Group © 2009. Course website, Internet and selected case studies.

Supplemental Instructional Material: Business, international business, export and import publications, periodicals, newspapers, case studies, web sites, and/or other recommended materials and references.

ASSIGNMENTS: (NO CREDIT FOR LATE WORK)

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| 1. Quizzes/Exams | 200 | Points |
| 2. Assignments/Discussions/Participation | 300 | Points |
| TOTAL | 500 | Grade Points |

POLICIES AND PROCEDURES:

Online Course Access Instructions: Prior to starting the class, each student **must** complete the *Online Course Access Instructions* at: <http://www.saddleback.edu/de/documents/BBInfoandFAQ.pdf>.

Communication Important Notice: *During the first week of class, each student is required to login to the Blackboard course site at <http://socccd.blackboard.com> to complete the ONLINE ORIENTATION and STUDENT SURVEY. Students must submit the completed STUDENT SURVEY to the instructor through Blackboard prior to the end of the first week of class to avoid being dropped for the class. Click "SUBMIT" at the end of the survey to submit it to the instructor.*

E-mail: All students are assigned a Saddleback/Irvine Valley College student email address at time of registration. This address is printed on your registration fee receipt. Students **must** use their assigned Saddleback/Irvine Valley College student email address include course title and ticket number in which you are enrolled to receive a response. Emails received from non Saddleback/Irvine Valley College email accounts will **not** receive a response. Please contact the Admissions and Records office, if you do not know your college email address. **Do NOT email assignments unless directed by instructor.**

Semester Final Grade Point Equivalent: to be determined in 10% increments of total points possible.

| <u>SEMESTER FINAL GRADE POINT EQUIVALENT</u> | |
|---|----------------------|
| <u>GRADES</u> | <u>POINTS</u> |
| A = | 450 - 500 |
| B = | 400 - 449 |
| C = | 350 - 399 |
| D = | 300 - 349 |
| F = | Less than 300 |

Assignments (No Credit for late work): Assignments including specific due dates shall be posted the ASSIGNMENT section of this course site. *All written assignments must be submitted in Microsoft Word .doc format prior to the due dates attached to the appropriate Blackboard View/Submit Assignment link unless instructed otherwise. Credit will not be given to assignments submitted in other formats.* Students are required to visit the Course Site weekly, read assigned text and materials and complete assignments and quizzes/exams prior to the due date.

Class Format is Internet based. ***NO ON-CAMPUS orientation or class meetings.*** Prior to accessing the class, students must login to and complete the Saddleback College Online Access Instructions at www.saddleback.edu/de/documents/BBInfoandFAQ.PDF. Assignments and testing are completed online. Please be prepared by keeping up with all assignments and testing.

Class Preparation and Participation: Students are required to read all announcements and assigned material to keep up to date in preparation of assignments and online participation. Course access and participation are critical to student success. Non participation will negatively affect your grade in the course. It is each student's responsibility to: login to the Course Site, complete and submit course assignments and quizzes/exams, and participate in the class as required by the instructor.

Drop Class? If it is necessary for you to drop the class or you stop participating, **you must officially drop** online or through the Saddleback/Irvine Valley College Admissions and Records Office prior to the applicable drop deadline posted in the current Schedule of Classes to avoid receiving a grade of "F" in the course. Please review the college catalog, Student Handbook, and Distance Education Handbook for information about student responsibilities and college regulations and procedures.

Reasonable Accommodation: Students with disabilities requiring reasonable accommodation may contact instructor or Special Services Office in the Student Services Center, Room 113 the first week of class for reasonable accommodation consideration.

All assignments must be submitted in Microsoft WORD.doc format unless instructed otherwise.