

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

Instructor: Dr. Newell
E-mail: newell@saddleback.edu

10/17/2011 – 12/12/2011
Semester: FALL 2011
Ticket No.: 16630
Day/Time: Internet-Based

Course Access Instructions: <http://www.saddleback.edu/de/faq.html>

After reading Access Instructions and Student Technical Support Instructions, students **must** login to Blackboard BUS 260 course site at <http://soccdd.blackboard.com> to complete and submit the Student Survey. Click “Submit” to submit the Student Survey to the instructor prior to the end of the first week of class. Your USER NAME and PASSWORD are required to login (see Access Instructions). Forgot your user name or password? Contact Admissions and Records Office. There is **NO “on-campus” orientation or “on-campus” class meetings.**

COURSE DESCRIPTION:

Overview of various aspects of culture and global trade focusing on exporting and importing and the global implications. Includes essential terms and techniques, roles of United States cultures, government, organizations and agencies, customs brokers, duty rate, basic laws and regulations affecting exports and imports, access, currency exchange, financing, letters of credit, documentation, and country and commodity trade patterns.

COURSE OBJECTIVES:

1. List and describe the importance and evaluate the role, implications, and obstacles to global trade
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 product/service adaptation for exporting and importing.
6. Evaluate the implications of cross-cultural and multi-cultural issues relating to the global market place.
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.

STUDENT RESOURCES:

Required Text: *“Export-Import: Theory, Practices, and Procedures”*; 2nd Edition; Seyoum, Belay; Publisher: Routledge; NY, NY; Taylor and Francis Group © 2009. **(For student convenience, textbook is on Reserve at Saddleback College Library for “in-library” use only)** 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 OR EMAILED WORK)

1. Quizzes/Exams*	100	Points
2. Assignments/Discussions/Participation	100	Points
TOTAL	200	Grade Points

NOTE: Student request to reset/retake/make up assignments, quizzes, or exams will not be granted! Students are responsible for ensuring they have stable internet connection and functional computer software and equipment.

BUS 260: SURVEY OF EXPORTING AND IMPORTING

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/faq.html>. During the first week of class, students are **required** to login to the BUS 260 Blackboard course site at <http://soccdd.blackboard.com> to complete and submit the STUDENT SURVEY to the instructor prior to the end of the first week of class to ensure their place in 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 an email 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:

<u>SEMESTER FINAL GRADE</u>	<u>POINT EQUIVALENT</u>
A =	180 - 200
B =	160 - 179
C =	140 - 159
D =	120 - 139
F =	Less than 120

Assignments (No Credit for late work): Assignments including specific due dates are posted to the ASSIGNMENT section of this course site. *All written assignments must be submitted in Microsoft Word format prior to the due dates. 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, watch videos, and complete assignments and quizzes/exams prior to the due date. **NOTE: Student request to reset/retake or make up assignments or quizzes/exams will NOT be granted!**

Class Format is Internet based. There is **NO ON-CAMPUS orientation or class meetings**. Prior to accessing the class, students **must** login to and read the Saddleback College Online Access Instructions at www.saddleback.edu/de/faq.html. Assignments and testing are completed online. Email, websites, discussion boards, YouTube, CCConfer, or other online tools may be used as online communication and instructional tools. It is important to be prepared for the class by keeping up with all assignments and testing. **Emailed or late work will not be accepted or receive credit.**

Class Preparation and Participation: Students are required to read all weekly announcements and assigned materials to keep up to date in preparation of completing assignments and online participation. Course access and participation are critical to student success. Non participation will negatively affect grades. 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 by due dates.

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.

Syllabus, Assignment Schedule, or Assignments are subject to change.