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Business (BUSN) 1536 Introduction to Exporting (3 Units) CSU

Advisory: Eligibility for English 1000 and Reading 1005 strongly recommended;
completion of Business 1500 strongly recommended

Total hours: 48 hours lecture

Catalog Description: This course covers the fundamentals of exporting including marketing and sales, quotations, payments and risks, regulations, licensing, shipping, documentation and business plan development. The process of identifying resources along with their benefits is included. Students will conduct market research for exporting a given product and/or service with online presentations.

Type of class/course: Degree credit

Text: None

Reading:

Students in this course will read and use the following web sites:

<http://www.export.gov>
<http://www.doc.gov>
<http://www.fas.usda.gov.->
<http://www.tradeport.org/>
<http://www.dmoz.org>
<http://www.gpoaccess.gov/>
<http://www.foreign-trade.com>
<http://ittc.com/>
<http://www.unzco.com/basicguide/table1.html>
<http://www.ita.doc.gov> <http://www.export.gov>
<http://www.buyusainfo.net>
<http://www.trade.gov>
<http://www.stat-usa.gov/stat-usa.html>
<http://www.exporthotline.com>
<http://www.europages.com>
<http://www.alibaba.com>

Course Objectives:

By the end of the course, a successful student will be able to

1. list reasons for exporting,

2. identify advantages and disadvantages,
3. identify resources for exporting and how each can help,
4. conduct market research for exporting a product or service, and
5. develop a plan to export a product or service.

Course Scope, Content, and Student Learning Outcomes:

Unit I Exporting Fundamentals

Learning Outcomes	Assessment
List Advantages to Exporting	Exam 1
List Disadvantages to Exporting	Exam 1
List Reasons for Exporting	Exam 1
Identify Specific Export Markets	Exam 1, Project 1
Identify Exporting Resources	Exam 1, Project 1
Define and Identify Foreign Trade zones	Exam 1
Conduct Market research	Project 2
Evaluate Markets for Best Success	Project 2
Identify Potential Problems for Exporting	Project 2
Develop a Decision to Export	Project 2

Unit II Marketing and Sales

Learning Outcomes	Assessment
Number of Products and Services	Exam 2
Product Classification	Exam 2
Product / Service Adaptation for Export	Exam 2
Target Country Research	Project 3
Marketing Profitably	Exam 2
Direct & Indirect Exporting	Exam 2
Qualifications, Agreements & Documents	Project 4
Overview of Cultural Barriers	Presentation 1

Unit III Quotations, Payments and Risks

Learning Outcomes	Assessment
International Marketing Skills	Presentation 2, Exam 3
Export Quotation Components	Presentation 2, Exam 3
Payment Methods	Presentation 2, Exam 3
Export Risk Management	Presentation 2, Exam 3

Unit IV Export Regulations, Licensing, Shipping and Documentation

Learning Outcomes	Assessment
Export Management Systems	Exam 4

Regulations & Documentation	Exam 4
Freight Forwarders	Exam 4

Unit V Develop a Business Plan

Learning Outcomes	Assessment
Business Plan Needs	Project 5 / Presentation 3
Market Research	Project 5 / Presentation 3
Market Plan Development	Project 5 / Presentation 3
International Business Plan	Project 5 / Presentation 3

Learning Activities Required Outside of Class:

The students in this class will spend a minimum of 3 hours per week outside of the regular class time doing the following:

1. Reading trade and informational magazines.
2. Practicing skills with a computer.
3. Answering assigned questions.

Methods of Instruction:

1. Lecture, demonstration, class discussion, and online research.
2. Assigned reading from the texts and references.
3. Assigned projects from the texts.

Methods of Evaluation:

1. Computational or non-computational problem-solving demonstrations, including:
 - a. Exams
 - b. Projects
 - c. Presentation