

Course Syllabus and Schedule

INSTRUCTOR Dr. Vladimir Zlatev
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Office: Administrative Science Dept
808 Commonwealth Avenue
Office Hours: By appointment only

LECTURES
Days: Tuesday
Time: 6:00 – 9:00 p.m.
Room: CAS 204A

COURSE DESCRIPTION

The full name of the course AD 760 is “Going International: Importing and Exporting Operations Techniques and Procedures for Conducting International Trade.” The course focus is theoretical and practical. Topics include operations, government agencies, and import/export channel networks, and the evaluation of international opportunities. It is designed to provide students with skills and tools necessary for international trade.

COURSE OBJECTIVES

After completing the course, students will have an excellent understanding of how to discover the difficulties and opportunities of international markets. This course will examine the issues involved when companies enter foreign markets and/or are involved in importing operations. Students' basic understanding of the principles of marketing will be segmented by additional exposure to the problems marketing managers' face in the global marketplace. Special attention will be given to the process of exporting and importing procedures and techniques.

COURSE MATERIALS AND APPROACH

We will use a variety of readings, cases, and software simulations. The most important readings and cases are contained in the course calendar. Additional materials will be made available throughout the term. The readings are designed to introduce operations, techniques and procedures for conducting international trade. Cases will allow us to examine, in detail, the application of particular exporting and importing approaches and frameworks. The simulations are designed to give you hands-on experience with international trade concepts.

TEXT Required Kenneth D. Weiss, Building an Import/Export Business, Wiley, 2008 (4th edition)

Carl Nelson, Import Export: How to Take Your Business Across Borders, McGraw-Hill 2009 (4th edition)

Basic Guide to Exporting, US Dept of Commerce, Uniz&Co (updated on-line version 2008, at www.unzco.com/basicguide/index.html)

Importing into the United States, A Guide for Commercial Importers, (pdf file, BlackBoard AD 760, “Useful Books & Articles“)

Frequently Used Importing/Exporting Related Info-Sources:

U.S. Government's Export Portal: www.export.gov

U.S. Customs and Border Protection: www.cbp.gov

The Economist, at: www.economist.com

Financial Times, at: www.ft.com

Export-Import Web Sites, at: BlackBoard AD760, “Info Sources”

GRADING POLICIES

Your final grade in the course will be based on the following:

| | |
|------------------------------|--|
| A: Class Participation = 15% | C: Term Paper = 40% = (Assignment I = 20%) + + (Assignment II = 20%) |
| B: Midterm Exam = 30% | D: Presentations = 15% = (Assignment I = 7%) + + (Assignment II = 8%) |

CLASS PARTICIPATION, EXAM, PROJECT AND PRESENTATION REQUIREMENTS

A: CLASS ATTENDANCE AND PARTICIPATION

You are required to attend all classes. Class participation is assessed over the course of the semester. High quality participation includes substantial contribution to course-related discussions, insights, questions regarding relevant topics, and critical interactions with other students. In preparation for every class you shall contribute to selected discussion topics by posting your opinions or by commenting other initial posts in the BlackBoard AD 760 "Discussion Board". During our regular classes I typically ask a student to open an exercise or class discussion. This requires being prepared to: (i) recommend a solution; (ii) support it with relevant details and analyses, and (iii) discuss why obvious alternative solutions should be discounted. If you are unable to attend class or if circumstances prevent you from adequately preparing for a given class, please let me know in advance.

B: Midterm Exam

The exam will cover information provided by lectures, readings, exercises, online and in-class discussions. It will be open book and open notes. More specific information about the exam will be given during class.

C: TERM PROJECT

The **objectives** of the Term Project are:

- To familiarize you with the process of going international and exporting & importing operations, techniques and procedures for conducting international trade;
- To provide you with the opportunity to prepare an export/import plan for a product that is being considered for marketing in pre-selected regions and countries;
- To effectively reinforce key business concepts covered in this and other courses;
- To stimulate you to expand your learning horizons through the identification of materials required for completing the project.

Project **overview**:

- The project requires that a project team of students selects products and countries and write a series of two assignments – both limited to 20 pages.
- The *first* paper is a general survey and competitive analysis of the conditions in the specific industries and countries, based on pre-selected products and markets;
- The *second* paper involves the students' developing of a preliminary export & import plan for products or services under consideration for selling by countries;
- Each project team has to develop presentations for each of the two assignments to give to the class.

Project Team

Project team should consist of four students. Suggested guidelines of group formation: ideally the members need to have different academic major, different gender, and different nationality.

Selecting a Region & Countries and Products & Services

The instructor will provide starting requirements for the preparation of the Term Project in class 2.

Students will build teams, select import/export products and country in which they have some specific interest, and discuss how to structure their efforts before class 3.

Assignments and in-class presentations are due as per the course calendar.

D: PROJECT PRESENTATION

The Executive Summary of each segment (assignment) of the Term Project has to be presented in class. Each presentation should consist of a 15-minute slide presentation and a 5-minute discussion. Your presentations should reflect originality. It should serve to identify your research contribution and represent new information to the class. Outlines are due the day of the presentation. The evaluations of the presentation will be based upon personal contribution, originality, format, and substance of the presentation. More specific information about the presentation will be given during class.

GROUP WORK, PAPERS FORMAT, AND ACADEMIC STANDARDS

As in the real business situations, the students in this class will work together in teams and with their projects will compete with other groups, based on equal conditions and professional standards. To determine the efforts of each group member, I will request a group statement on the actual participation in the project.

Papers submitted in the course of the class should follow the APA (American Psychological Association) format. To learn more about APA format, please visit http://owl.english.purdue.edu/handouts/research/r_apa.html

The university's policy and the consequences on plagiarism are clearly described in the official Boston University documents, and will be enforced by me without any compromises.

COURSE INFORMATION AVAILABLE ONLINE IN BlackBoard

To access the course home page, browse at <http://blackboard.bu.edu/> , Course: 10sprgmetad760_b1

From the left-site Menu of the course home page, you can find the following information, structured by sub-sections:

| Section | Sub-Section(s) |
|----------------------|---|
| "Announcements" | |
| "Staff Information" | |
| "Course Information" | "Course Syllabus and Schedule"; "Course Calendar" |
| "Course Documents" | "Handouts", "Exercises", "Useful Definitions", "Import/Export documents", "Useful Books & Articles", "Questions & Answers", "Exam-Preparations" |
| "Assignments" | "Guidelines for All Assignments", "Info Sources: Import/Export", "Product & Market Related Info", "Simulation Software", "Term Projects" |

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|--------------------|--|
| “Communication” | “Group Pages”, “Messages” |
| “Discussion Board” | “Forums” |
| “External Links” | “International Trade”, “BU Library Search Pages”, “Book: A Basic Guide to Exporting”, “UnzExport Documentation Software”, “Culturegrams”, “Country Reports”, “Company Reports”, “World Executives”, “Business Intelligence Reports”, “Import & Export Agents - Worldwide”, “Import-Export Learning Site EXPORT911: gateways to global markets”, “US International Trade”, “Importing/ Exporting Businesses in New England”, “Shipping Rates”, “US Customs and Border Protection Forms”, others |
| “Tools” | “Calendar”, “Digital Dropbox”, “Glossary”, “My Grades” |
| “Books” | |

COURSE CALENDAR

The following list of topics, readings and assignments constitutes the content of the course.

| Session | Date | Topics | Readings | Assignments & Class Prep |
|-------------------------|-------|---|--|---|
| 1 | 01/19 | An Introduction to MET AD 760 Going International: Importing & Exporting, An Overview The concept of advantage and international trade; Going International: basic considerations, exporting model, importing model; Export-import management | Course Syllabus Nelson: Introduction & Ch 1 Weiss: Ch’s 1&2 | BlackBoard AD760, Exercise: The Standard Trade Model – an international economics prospective (reading assignment) |
| 2 | 01/26 | Exporting & Importing: Special Issues for Business → The basics of the Import/Export Transaction → How to set up an Import/Export business → Doing business worldwide Guidelines for Assignments I & II | Nelson: Ch’s 1 to 6; Weiss: Ch 3 Basic Guide to Exporting: Ch 1 | BlackBoard AD760, Exercises: 2.1. ICC 2.2. ACC Abroad 2.3. What is a Carnet Discussion Board: International Trade – Institutions and Tools |
| 3 (MET Comp Lab) | 02/02 | Going International & Market Research The Research Process: Objectives, Availability and Use of Secondary Data, Gathering Primary Data, Market Research, Problems in Analyzing and Interpreting Research Information; Responsibility for Conducting Trade Data Research | Basic Guide to Exporting: Ch 2 Nelson: Ch 2 Weiss: Ch 2 & Appendix A | BlackBoard AD760, Exercise: Plan how to start researching & preparing for the Term Project In-Class-Exercise: Research on the Internet (MET Computer Lab) |

| Session | Date | Topics | Readings | Assignments & Class Prep |
|---------|--------------|--|--|--|
| 4 | 02/09 | Exporting/Importing Practice in the United States (Export Advice, Methods & Network Channels; Making Contacts) Working with Government Institutions: Local, Foreign, and International; Approaches to Exporting/ Importing & Distribution Considerations; Indirect Exporting, Direct Exporting, Foreign Representatives & Buyers; Business Contact Programs & Institutions in US | Nelson: Ch's 7 & 8 Weiss: Ch's 6 & 11 Basic Guide to Exporting: Ch's 3 to 5 | BlackBoard AD760, Exercises: 4.1. Initial Written Communication: Letter of Introduction 4.2. Follow-up Communication: Response Letter to a Letter of Introduction Discussion Board: Exporting/Importing Practice in the United States In-Class Discussions related to Assignment I |
| | 02/16 | No Class | | |
| 5 | 02/23 | Product Preparations for Export, Service Exports, International Legal Considerations, Shipping the Product, After-Sales Service Product Adaptation (Engineering & Redesign), Branding, Labeling, Packaging, Installation, Warranties, Servicing, Training; Exporting & Marketing Services Abroad; United Nations Convention on Contracts for the International Sale of Goods | Nelson: Ch's 2 to 5 Weiss: Ch's 4, 5, 8, 9 Basic Guide to Exporting: Ch's 6 to 11; Ch's 14 to 16 | BlackBoard AD760, Exercise: 5.1. How a major US port operates as a global logistics player 5.2. Preparation of selected Export/Import documents Discussion Board: Product Preparations for Export |
| 6 | 03/02 | Pricing, Quotations, Terms of Sale Export & Import Regulations: US and Other Countries practices, Foreign Sales Corporations, International Trade Arbitration, E-Commerce | Nelson: Ch 5 Weiss: Ch's 8 & 9 Basic Guide to Exporting: Ch 11 | BlackBoard AD760, Exercise: 6.1. International legal considerations – Export regulations 6.2. Preparation of selected Export/Import documents Discussion Board: Pricing Scenario's |
| | 03/09 | No Class: BU Recess | | |
| 7 | 03/16 | Methods of Payment, Financing Export Transactions Payment Mechanisms, Documents, Techniques, Problems Review & Preparation for Exam | Nelson: Ch 5 Weiss: Ch's 7, 9, 10 Basic Guide to Exporting: Ch's 12 & 13 | BlackBoard AD760, Exercise: 7.1. Methods of payment 7.2. Financing Export/Import transactions Discussion Board: Methods of Payment DUE: Assignment I (first draft) |

| Session | Date | Topics | Readings | Assignments & Class Prep |
|----------------|-------------|---|--|--|
| 8 | 03/23 | Exam | | |
| 9 | 03/30 | In-Class Presentations (Assignment I) | | |
| 10 | 04/06 | Going International: Market Entry Strategies, Export Entry Modes, Non-Export Entry Modes Entry as a Channel Decision and as a Strategy; Selecting the Entry Mode; Export Entry Mode – Specific Issues; Non-Export Entry Mode – Specific Issues. | Nelson: Ch 6 Weiss: Ch's 6 & 10 Basic Guide to Exporting: Ch 6 | BlackBoard AD760, Exercise: Export/Import Entry Modes Discussion Board: Export/Import Entry Modes In-Class-Exercise: Preparation for Assignment II - Financial Forecasts (Software Simulation) |
| 11 | 04/13 | Going International: Market Entry Strategies, Export Entry Modes, Non-Export Entry Modes (continued) Logistics System in Different Countries/Markets, Global Distribution, Trends & Developments | | BlackBoard AD760, Exercise: UPS Global Logistics System Discussion Board: Logistics Systems in Different Countries/Markets In-Class-Exercise: Software Simulation: Developing an Export/Import Plan (Based on Assignment II) |
| 12 | 04/20 | Criteria's for evaluation of the efficiency of an Export/Import Plan (Based on Assignment II) | | In-Class-Exercise: Preparing and presenting of an Export/Import Plan (Based on Assignment II) |
| 13 | 04/27 | Course Review. Practical Aspects of Going International: Importing & Exporting | | DUE: April 30 (5 pm. BU-MET Administrative Science Department, Front Office): Assignment I (with revision) & Assignment II |
| 14 | 05/04 | Project Presentations | | |