



LINCOLN UNIVERSITY

Principles of Import and Export Management (BA 134)

COURSE SYLLABUS

Fall, 2017 – Wednesday (12:30 pm – 3:15 pm)

Instructor: Dr. Arthur Ashurov, # 407

Office Hours: Wednesdays from 11:30am to 12:30pm by arrangement

Phone: (510) 628-8010

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Credit: 3 Units = 45 Lecture Hours

Required Textbook:

David, P., 2013 International Logistics: The Management of International Trade Operations, 4th Edition. Cicero Books, Ohio. ISBN 10: 0989490602; ISBN 13: 978-0-9894906-0-3.

Course Description:

This course covers the major facets of the import-export transactions and procedures required to do business overseas successfully. The focus is on practical applications, ranging from understanding the objectives of parties involved in importing and exporting to basics of letter of credit, packaging, and transportation shipments. The instructor discusses cross-cultural differences, role of banks and freight forwarders; foreign currency management; and documents used in international trade. *Prerequisite: BA 10 or equivalent.*

Last Revision: August 16th, 2017

Course Objectives:

1. Students will understand the principles and concepts of international management that focus on international import-export trade operations.
2. Students will gain a knowledge in international logistics and its infrastructure
3. Students will learn planning, developing, and constructing a global supply chain.
4. Students will gain a knowledge in the financial transactions, regulatory, and legal issues involved in international trade.

Instructional Methods:

The course will be conducted in the form of lectures and interactive discussions on the import-export operations and international business essentials. Case studies will be provided.



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Learning Outcomes:

	Course Learning Outcome	Assessment Activity
1	Demonstrate an ability to understand and apply the concepts and applications of import-export management.	Participation in the in-class discussions; video case studies; quizzes; midterm/final exams
2	Demonstrate basic skills of understanding and improving business operations in importing and exporting products in the business world.	Participation in the in-class discussions; video case studies; quizzes; midterm/final exams
3	Demonstrate knowledge of a variety of operations in international logistics for small and large enterprises.	Participation in the in-class discussions; video case studies; quizzes; midterm/final exams

Attendance:

Students are expected to attend each class section. If you cannot attend a class due to a valid reason, please notify the instructor prior to the class.

Grading Policy:

Your grade will be determined as follows:

Grade Structure	Points
Team Presentation + Team Evaluation	70 + 30
Attendance	30
Participation in the Class	70
Midterm Exam	100
Final Exam	100
Total Points	400

Grades will be earned as follows:

Points Earned	Letter Grade
360- 400; 340-359	A; A-
320-339; 300-319; 280-299	B+; B; B-
260-279; 240-259; 220-239	C+; C; C-
180-219	D
<180	F

Exams:

We will have two exams: midterm and final exam during the course. Exams will cover all assigned chapters, any additional readings or supplementary materials covered in class. The exams are **not** “open book” or “open notes”.



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Students for whom English is not a first language may use a dictionary during exams.

ABSOLUTELY NO MAKEUP TESTS AND PROJECTS ARE ALLOWED.

Other Comments:

- Please participate. What you put into the class will determine what you get out of it – and what others get out of it.
- Please come **on time**. Late arrivals disturb everyone else. Attendance will be taken in **10-15 minutes** after the beginning of each class.
- Students may not read other materials (newspapers, magazines) during class.
- Students are to remain in class during the entire session with the exception of breaks. **Students are not allowed to come and go during class session.**
- If you miss a class, you are responsible for getting notes/slide printouts on the material covered from a classmate or the instructor.
- To avoid distracting noise in class, cellular phones **must** be turned off or the ringing mode silenced.
- All class participants are expected to exhibit respectful behaviors to other students and the instructor. All students have the right and privilege to learn in the class, free from harassment and disruption. Inappropriate or disruptive behavior will not be tolerated, nor will lewd or foul language.

The instructor reserves the right to change this syllabus



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CLASS SCHEDULE:

Date	Focus of Discussion	Homework Assignment
W: 08/23	Orientation via Syllabus. Introduction. International Trade. Chapter 1. Team Project Assignment	Ch.1
W: 08/30	Chapters 2,3. Case 1.	Ch.2,3. Case 1
W: 09/06	Chapter 4. International Methods of Entry. Chapter 5. International Contracts.	Ch.4,5
W: 09/13	Chapter 6. Terms of Trade	Ch.6
W: 09/20	Chapter 7. Case 2.	Ch. 7. Case 2
W: 09/27	Chapter 8. Managing Transaction Risks.	Ch.8
W: 10/04	Chapter 9. International Commercial Documents. Midterm Exam Review.	Ch. 9
W: 10/11	Midterm Exam (Chapters 1-9)	
W: 10/18	Chapters 10,11 Case 3.	Ch. 10,11. Case 3
W: 10/25	International Air Transportation. Chapters 12,13	Ch.12,13
W: 11/01	Chapters 14,15. Case 4	Ch.14, 15. Case 4
W: 11/08	Customs Clearance. Chapters 16.	Ch. 16
W: 11/15	Chapter 17. Team Project Presentation. Case 5.	Ch.17. Case 5
W: 11/29	Team Project Presentation. Final Exam Review	
Th: 12/06	Final Exam	

NOTE: This schedule is subject to change



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Appendix. Program and Institutional Learning Outcomes

Institutional Learning Outcomes (ILOs)	
<i>Graduates of the BA program of Lincoln University should be able to:</i>	
1a	Develop the habits and skills necessary for processing information based on intellectual commitment, and using these skills to guide behavior.
2a	Raise important questions and problems, and formulate them clearly and precisely in oral or written communication
3a	Act with dignity and follow the principles concerning the quality of life of all people, recognizing an obligation to protect fundamental human rights and to respect the diversity of all cultures.
4a	Focus on individual and organizational benefits; communicate to co-workers and company's leadership in facilitation of collaborative environment; to be honest and transparent with regard to their work, and to be respectful of the work of others.
5a	Display sincerity and integrity in all their actions, which should be based on reason and moral principles; to inspire others by showing mental and spiritual endurance
6a	Show creativity by thinking of new and better goals, ideas, and solutions to problems; to be resourceful problem solvers.
7a	Define and explain the boundaries, divisions, styles and practices of the field, and define and properly use the principal terms in the field

Program Level Outcomes (PLOs)	
<i>Students graduating our BA program will be able to:</i>	
1	Demonstrate knowledge in the principle areas of general business and specific areas of concentration, which include: general business, management, entrepreneurship, and management information business.
2	Determine the information needed to evaluate a business problem. Apply critical thinking and reasoning skills to recognize credibility and accuracy.
3	Demonstrate the ability to communicate with others using written and oral communication tools.
4	Demonstrate the ability to use analytical skills to understand business problems and make well-informed decisions.
5	Apply and comply with ethical and legal principles and evaluate different ethical perspectives.