

Export Trade Fundamentals

TRD-505

4 Semester Credit Hours

Course description

This course forms a foundation and understanding of the globalization of markets, particularly from the view of the exporter, focusing on general export practices, documentation requirements and global supply chain realities. It also examines global supply chain issues and practical concerns confronting the logistics specialist, including logistics regulations, and logistics procedures and supply chain issues common among exporters in all nations.

Course outcomes

By the end of this course, students will be able to:

- Develop and refine graduate writing conventions
- Critically assess the elements of an export plan
- Determine market research required to enter foreign markets, discuss issues related to international channels of distribution
- Discuss global supply chain processes and issues and explain documentation requirements for exporting

Pre Requirements

Acceptance into the graduate trade compliance program.

Materials Needed

Publication Manual of the American Psychological Association, 7th Edition

IIEI Global Desk Reference Handbook IIEI Press
Designing and Managing the Supply Chain. 3rd Edition,
(2008) Simchi-Levi, David, Philip Kaminsky, and Edith
Simchi-Levi. Irwin/McGraw-Hill: San Francisco ISBN#: 0-07-334152-5

Export-Import: Everything You and Your Company Need to Know to Compete in World Markets: Zodl, Joseph A., (current edition) IIEI Press, Phoenix, AZ
Importing Into the United States, (Current), U.S. Customs Service, Washington, DC. available in the classroom

Additional materials, including websites, articles, and videos are posted in the classroom.

Learning Resources

Students should utilize library resources provided at the main level of the classroom to support their learning and

Contact the advising team at DSU with any questions:
602.648.5750
or info@dunlap-stone.edu

Grading Scale

92-100 A	72-74 C
89-91 A-	69-71 C-
85-88 B+	65-68 D+
82-84 B	62-64 D
79-81 B-	<62 F
75-78 C+	

Instructor Expectations

Faculty members may post additional materials, requirements or make changes to this syllabus. Please contact your instructor with questions about specific criteria.

The Learning Environment

This course is delivered fully online using distance education best practices. Students are expected to actively engage with their peers and instructor at least five (5) days each week. All courses are offered in English to students who meet the minimum entrance requirements and meet any published prerequisite requirements or program admission.

The classroom is accessed through the Moodle platform. Technical support is available during business hours by calling 602.648.5750.

Discussion Boards

The DSU learning model is built on a foundation of discussion. Students should actively participate in the discussion questions each week. At the end of the week, students will affirm that they have met the posting requirements. Students are expected to post four direct answers to discussion questions, one per day, for at least four days during the week. Students must also post substantive responses to their peers, at least one per day, for at least five days of the week. This should be a total of nine posts over five days. Points are assigned for discussion questions based on their completeness. Students should cite learning materials, outside articles or other materials whenever possible to demonstrate their mastery of course outcomes within the discussion questions.

to master the course learning objectives.

Grading Criteria

Grades are determined by grading rubrics and grading guides throughout the course materials. Generally, students who meet or exceed the stated expectations for an assignment will receive the total number of points possible for that assignment. Deductions from the total number of points possible occur because of a lack of content or clarity, errors, failure to integrate course materials into the assignment or failure to complete the assignment.

Academic Integrity, Privacy and Identity

By signing into the electronic classroom with your unique username and password, you affirm that you are the individual who registered for the course and that the work you submit is your original work. Students are expected to maintain standards of academic integrity.

Plagiarism is a serious offense. Presenting another's work as your own could jeopardize your enrollment at the university. Please refer to the catalog for more information.

Intellectual Property

Unless otherwise noted, materials within the classroom belong to the noted copyright holder. There is no expectation of privacy or ownership of the posting of the students or faculty members. Please use good judgment when posting within the classroom. In some courses, you may wish to carefully consider what information you choose to disclose about your organization or your organization's activities. Contact your organization's legal representation for more information about your company's intellectual property and disclosure rules. Refer to the catalog for more information about the expectations of student behavior.

Study Suggestions and Estimated Time to Complete Work

Depending on the level of this course and the number of credit hours assigned for this course, the estimated time to complete work varies. Each credit hour assigned in this course has been designed to represent 15 hours of direct engagement with course materials and 30 hours of preparation. *This course is four credit hours in length and therefore represents 60 hours of engagement and 120 hours of preparation. In an eight week course, you should spend about 7.5 hours working in the classroom and about 15 hours in preparation.* You may need more or less time to complete this course.

Preparation can be classified in a number of ways. Reading assignments are based on the number of pages you are expected to read each week and the level of

complexity of those reading materials (whether they contain a large number of technical terms or difficult concepts). Written assignments are generally based upon the number of pages you are expected to produce as noted in the assignment description. Studying for exams is estimated by the number of hours you would be expected to spend reviewing materials.

Direct engagement includes reviewing website, posting and participating in discussion forums, reading materials, listening to audio content, and taking exams.

The following page's recommendations may help you develop a plan to successfully complete this course.

Institutional Outcomes

This course supports the following general education outcomes:

Critical Analysis and Reasoning: Competency in critical analysis and reasoning includes the ability to arrive at reasoned and supportable conclusions using sound research techniques, including inference, analysis and interpretation.

Information Literacy: Information Literacy includes the ability to identify, locate and effectively use information from various print and electronic sources.

Written Communication: Competency in written communication includes the ability to communicate effectively in written language, the ability to use a variety of modern information resources and supporting technologies, the ability to differentiate content from style of presentation, and the ability to suit content and style to the purpose of communication.

Program Outcomes

This course supports the following program outcomes:

[Master of Science: Regulatory Trade Compliance]

- Demonstrate ability to work in industry, government, and a wide range of other settings in administrative and management roles, overseeing all aspects of the export and import of regulated goods and services.
- Demonstrate mastery of the major components, relationships, and terminology associated with the regulatory trade compliance industry
- Possess the regulatory knowledge needed to effectively manage trade compliance activities in a wide variety of settings
- Utilize legal precepts, regulations and best practices to demonstrate competency in maintaining regulatory compliance.

Student Success Strategies

Week 1	Review the syllabus thoroughly and make sure you understand the course expectations and how to navigate the classroom. Accessing Moodle, familiarizing yourself with the layout of the classroom, accessing materials and printing them if you choose, and posting a brief introduction and biographical information in the classroom are tasks you should complete prior to or on the first day of class. Review your peers' posts and any from your instructor. If you feel uncomfortable navigating, please contact DSU and schedule a time to have a staff member walk you through the classroom. These tasks should take about an hour.
Weekly	Review your Lecture and Assignments document and plan your activities for the week. Carefully note assignments and their due dates and expectations for the week. Note any questions you may have for your instructor. Confirm that you have all of the assigned readings and can access any supplemental materials noted. You may wish to review your personal and professional obligations each week and designate what times you can schedule to complete the week's coursework. This step should take about one hour each week.
Weekly	Reading the lecture, textbook, and supplemental materials. Depending on the length of the lectures within the weekly assignment document, reading, reviewing and understanding the lecture for the week may take half an hour to an hour. Generally, the lecture highlights areas within your other assigned readings that are most critical. Many classes may also require you to read textbooks, watch video presentations, review websites, legal documents, or other supplemental materials. The average student spends about an hour reading 30 pages of a textbook designated at their degree level. More complex materials or legal documents may reduce this to 20 to 25 pages per hour. You may wish to allocate more time to make notes or review important points.
Weekly	Participation in discussion forums. Online classroom discussions should take about five hours per week. To meet the discussion question and participation requirements for this course, you should answer the designated number of questions completely, referencing your reading whenever possible. Be sure to read each of your classmates' posts, commenting meaningfully whenever possible and review your instructor's posts within the discussion questions as well. This is an opportunity to bring in your experiences and demonstrate your understanding of the course materials.
Weekly	Submitting assignments. Assignment submissions should take about a half an hour each week, depending on the number of assignments. Assignments are submitted through the Moodle assignment description. Before submitting your assignment, carefully review the assignment and any rubrics that are included for grading. Read through your submission carefully, checking for errors in grammar or spelling and to ensure that the content fully addresses the assignment. Give yourself extra time for a thorough review.
Other Actions	<p>Research in preparation for a written assignment. Typically, students take about three hours to research the materials for one page of a research paper.</p> <p>Preparing for an article review. Typically, students spend about an hour and a half to research and summarize materials for an article review.</p> <p>Preparing a case study. Typically, students spend about an hour to two hours preparing to complete a case study.</p> <p>Completing other assignments. The time required to complete other assignments may vary depending on the assignment type. You may wish to ask your instructor how much time to plan to spend on an assignment.</p> <p>Studying for quizzes or exams. Depending on the course, the amount of time you spend preparing for an exam will vary. If you spend time each week reviewing the material as suggested above, the time spent preparing for a midterm or final exam may be lower, between two and four hours.</p> <p>Taking quizzes or exams. Depending on the course, the typical open-book exam should take about an hour for each 20-30 questions.*</p> <p>Group work or peer interaction. Depending on the assignment, collaborative or group assignments may vary greatly. Students should expect to spend about an hour collaborating with their peers for every page of a group assignment.</p> <p>Faculty interaction. Receiving and incorporating faculty feedback from your assignments, asking questions, and clarifying concepts are critical elements of interaction with your instructor.</p>

*When a final project is used in lieu of an exam, the steps that you take to complete a final project may include research, identifying appropriate sources, brainstorming, outlining, creating a first draft, editing, incorporating feedback, and formatting a final draft for submission.

Course Assignment and Topic Matrix

Week 1	Export Plan <ul style="list-style-type: none"> ● Critically assess the elements of an export plan International Markets ● Understand the process of introducing a product (or products) to the international market ● Critique the importance of a “slow introduction” of products to a new market Market Research and Entry <ul style="list-style-type: none"> ● Explore methods of determining target markets ● Assess choosing a research strategy ● Assess the importance of market research when introducing a product to a foreign market ● Evaluate basic logistical and distribution methodologies used in moving goods into the foreign market. Export Distribution <ul style="list-style-type: none"> ● Assess the value and importance of various international distribution methods ● Critically analyze the value of distribution agreements Export Pricing <ul style="list-style-type: none"> ● Evaluate pricing models for goods in an international market ● Critically assess the differences between domestic and international pricing 	Post your bio Read lecture and assigned readings Participation (5 points) Discussion Questions (4 points) Written Assignment 1 (4 points) Written Assignment 2 (4 points) Short Answer (5 points)	22 points possible
Week 2	Getting Paid <ul style="list-style-type: none"> ● Assess the methods of payment involved in the exporting of goods ● Evaluate the risks factors involved with different payment methods International Law, Duty and Taxes <ul style="list-style-type: none"> ● Critically evaluate various international legal issues impacting international trade ● Discuss Agency Agreements ● Recognize patent and intellectual property legal considerations & issues ● Assess international licensing issues ● Assess export tax incentives ● Evaluate Free Trade Zone benefits ● Distinguish when special laws for “controlled goods” apply 	Read lecture and assigned readings Participation (5 points) Discussion Questions (4 points) Written Assignment 1 (4 points) Written Assignment 2 (4 points) Short Answer (5 points)	22 points possible
Week 3	Supply Chain Management <ul style="list-style-type: none"> ● Define SCM ● Determine the purpose of SCM Logistics Network Planning <ul style="list-style-type: none"> ● Understand how a logistics network is configured ● Identify the parts of a logistics network ● Comprehend the importance of data collection Supply Chain: The Value of Information <ul style="list-style-type: none"> ● Recognize how the supply chain is being integrated ● Know the conflicting objectives within the supply chain 	Read lecture and assigned readings Participation (5 points) Discussion Questions (4 points) Written Assignment 1 (4 points) Written Assignment 2 (4 points) Short Answer Questions (5 points)	22 points possible
Week 4	Packing and Crating <ul style="list-style-type: none"> ● Assess packaging and crating needs ● Identify types of packing and crating available ● Discuss packing and crating considerations ● Understand labeling considerations International Documentation	Read lecture and assigned readings Participation (5 points) Discussion Questions (4 points) Written Assignment 1	17 points possible

	<ul style="list-style-type: none"> Identify Commercial Documents and their usage Understand the need for Transportation Documents Know the use of legal documents Know the proper use hazardous material documents Know Letters of Credits <p>International Issues in Supply Chain Management</p> <ul style="list-style-type: none"> Discuss global market forces impacting SCM Review the risks and advantages of international SCM <p>Supply Chain Design</p> <ul style="list-style-type: none"> Assess economic package designs Understand the value of Concurrent and Parallel Processing Examine SCM Mass Customization 	(4 points) Written Assignment 2 (4 points)	
Week 5	<p>International Logistics Issues</p> <ul style="list-style-type: none"> Discuss Cultural Logistics Differences <p>Infrastructure Insurance</p> <ul style="list-style-type: none"> Discuss Hague Rules Know the COGSA Assess issues related to Ocean Claims 	Read lecture and assigned readings Participation (5 points) Discussion Questions (4 points) Written Assignment 1 (5 points) Written Assignment 2 (4 points) Short Answer Questions (5 points)	23 points possible
Week 6	<p>Port Authority</p> <ul style="list-style-type: none"> Identify the elements that make up a port Understand the use of a port as an import-export Portal Discuss control through transaction request <p>Information Technology and SCM</p> <ul style="list-style-type: none"> Understand the goals of SCM information technology and databases Review how ERP (Enterprise Resource Planning) impacts SCM Determine how DSS (Decision Support Systems) helps logistics planners <p>DSS (Decision Support Systems)</p> <ul style="list-style-type: none"> Define how a DSS can be integrated with your logistics systems Discuss forecasting, analytical tools and presentation tools as they relate to SCM issues <p>Need for Documentation</p> <ul style="list-style-type: none"> Identify the needs for documentation Assess the applicability of specialized documentation to an export or import <p>Responsibility for Documentation and Communication</p> <ul style="list-style-type: none"> Predict the risks and responsibilities of handling documentation 	Read lecture and assigned readings Participation (5 points) Discussion Questions (4 points) Written Assignment 1 (4 points) Written Assignment 2 (4 points) Short Answer Questions (5 points)	22 points possible
Week 7	<p>Exporter's Responsibility</p> <ul style="list-style-type: none"> Interpret the documentation responsibilities of the exporter <p>Export Compliance</p> <ul style="list-style-type: none"> Articulate the need for effective export compliance and utilize the principal steps required. Recognize the importance of maintaining compliance documentation <p>Commercial Documents: Invoice and Packing List</p> <ul style="list-style-type: none"> Determine appropriate preparation of commercial documents for export purposes <p>Transportation Documents</p>	Read lecture and assigned readings Participation (5 points) Discussion Questions (4 points) Written Assignment 1 (4 points) Written Assignment 2 (4 points) Short Answer Questions (5 points)	22 points possible

	<ul style="list-style-type: none"> ● Distinguish among the logistics related documents for export and properly construct them. ● Understand the use of various bills of lading/waybills and implement them according to the transactional need. 		
Week 8	<p>Exporter's Responsibility</p> <ul style="list-style-type: none"> ● Interpret the documentation responsibilities of the exporter <p>Export Compliance</p> <ul style="list-style-type: none"> ● Articulate the need for effective export compliance and utilize the principal steps required. ● Recognize the importance of maintaining compliance documentation <p>Commercial Documents: Invoice and Packing List</p> <ul style="list-style-type: none"> ● Determine appropriate preparation of commercial documents for export purposes <p>Transportation Documents</p> <ul style="list-style-type: none"> ● Distinguish among the logistics related documents for export and properly construct them. ● Understand the use of various bills of lading/waybills and implement them according to the transactional need. 	<p>Read lecture and assigned readings</p> <p>Participation (5 points)</p> <p>Discussion Questions (4 points)</p> <p>Final Paper (40 points)</p>	49 points possible

Grades are posted in the gradebook section of your Moodle class.