



LINCOLN UNIVERSITY

Spring Semester, 2018

Import-Export Management (BA 318)

COURSE SYLLABUS

Monday (12:30 pm – 3:15 pm)

Instructor: Dr. Arthur Ashurov, # 407

Level: Mastery 2 (M2)

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

Phone: (510) 628-8010

E-mail: ashurov@lincolnuca.edu

Credit: 3 Units = 45 Lecture Hours

Required Textbook:

David, P., 2017 International Logistics: The Management of International Trade Operations, 5th Edition. Cicero Books, Ohio. ISBN: 978-0-9894906-4-1.

Course Description:

Consideration of procedures and transactions involved in the import-export business. Practical financial, legal, transportation and technical aspects are considered. *Prerequisite:* BA 110 or BA 302.

Last Revision: January 12th, 2018

Educational 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 supply chains.

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.

Course 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



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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”.

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:



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- 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

CLASS SCHEDULE:

Date	Focus of Discussion	Homework Assignment
M: 01/22	Orientation via Syllabus. Introduction. International Trade. Chapter 1. Team Project Assignment	Ch.1
M: 01/29	Chapters 2,3. Case 1.	Ch.2,3. Case 1
M: 02/05	Chapter 4. International Methods of Entry. Chapter 5. International Contracts.	Ch.4,5
M: 02/12	Chapter 6. Terms of Trade	Ch.6
M: 02/19	NO CLASS	
M: 02/26	Chapters 7, 8. Managing Transaction Risks.	Ch. 7,8. Case 2
M: 03/05	Chapter 9. International Commercial Documents. Midterm Exam Review.	Ch. 9
M: 03/12	Midterm Exam (Chapters 1-9)	
M: 03/19	Chapters 10,11 Case 3.	Ch. 10,11. Case 3
M: 03/26	International Air Transportation. Chapters 12,13	Ch.12,13
M: 04/02	Chapters 14,15. Case 4	Ch.14, 15. Case 4
M: 04/09	Customs Clearance. Chapters 16.	Ch. 16
M: 04/16	Chapter 17. Case 5.	Ch.17. Case 5
M: 04/23	Team Project Presentation.	



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M: 04/30	Team Project Presentation. Final Exam Review	
M: 05/07	Final Exam	

NOTE: This schedule is subject to change

Appendix. Program and Institutional Learning Outcomes

BA 318 – Import-Export Management

	Course Outcome	PLO	ILO		Assessment
		Number	Level		
1	Demonstrate an ability to understand and apply the concepts and applications of import-export management.	PLO 1	M2	ILO 1b, ILO 2b	Homework, participation in the in-class discussions; 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.	PLO 3	M2	ILO 2b, ILO 7b	Participation in the in-class discussions; case studies; quizzes;
3	Demonstrate knowledge of a variety of operations in international logistics for small and large enterprises.	PLO 4	M2	ILO 4b, ILO 5b, ILO 6b	Course project presentation, course project report; case studies

Institutional Learning Outcomes (ILOs)

MBA Graduates of Lincoln University should be able to:

1b	Recognize and be able to work with the components of reasoning and problem solving; understand concepts, assumptions, purpose, conclusions, implications, consequences, objections from alternative viewpoints, and frame of reference.
2b	Gather and assess relevant information, using abstract ideas to interpret it effectively; to develop well-reasoned conclusions and solutions, and test them against relevant criteria and standards



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3b	Be exemplary business professionals and try to ensure that the products of their efforts will be used in socially responsible ways, will meet social needs, and will avoid harmful effects to health and welfare
4b	Lead by example in order to create highly collaborative organizational environment, and be able to develop and use strategies to encourage employees at all organizational levels to do the same.
5b	Set goals and have a vision of the future. The vision should be owned throughout the organization. As effective leaders, they should habitually pick priorities stemming from their basic values.
6b	Continually look for, develop, and offer new or improved services, and be able to use original approaches when dealing with problems in the workplace.
7b	Demonstrate fluency in the use of tools, technologies and methods in the field. They should know how to evaluate, clarify and frame complex questions or challenges using perspectives and scholarship from the business discipline.

Program Level Outcomes (P.L.Os)