



LINCOLN UNIVERSITY

Spring Semester, 2018

Import-Export Management (BA 418)

COURSE SYLLABUS

Wednesday (12:30 pm – 3:15 pm)

Instructor: Dr. Arthur Ashurov, # 407

Level: Mastery 2 / Research (M2R)

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

Phone: (510) 628-8010

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Credit: 4 Units = 45 Lecture Hours + 1-unit individual project

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. A one-unit written research project and its oral presentation are required for the course.

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.

This is a direct classroom instruction course.



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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; individual project
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; individual project
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; individual project

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.

Individual Research Project (1 unit):

Each student registered for a 400-level course must complete a one unit research project in addition to the coursework described in this syllabus. The specific topic will be assigned by the instructor.

The project requires 45 hours of independent study with regular consultations in accordance with the schedule determined by the instructor. The project work results in a written report (not less than 15 pages; APA style) and an oral presentation during the class session.

Evaluation of the student's work on the Individual Research Project will be done using the following rubric:

WRITTEN REPORT				
	<i>Exceeds Standards</i>	<i>Meets Standards</i>	<i>Does Not Meet Standards</i>	<i>Not Present</i>
<i>Research Problem Statement</i>	The statement of a research problem is crystal clear, novel and thought	Clearly and concisely identifies a research problem	The statement of a research problem is incomplete, lacking precision.	The statement of a research problem is absent.



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	provoking			
<i>Organization</i>	The report is logically organized; ideas are exceptionally well-developed and support a thoughtful and engaging conclusion.	The development of ideas is present; the conclusion is effective and directly addresses the original thesis.	Organization is confusing, disjointed, and inconsistent; ideas, if present, are not developed; the conclusion is vague and/or does not address the original thesis.	The report lacks organization
<i>Sources and formatting</i>	A variety of high-quality sources is used; all factual claims are supported with citations. The report follows the APA style guidelines.	A few high-quality sources are used; majority of factual claims are supported with citations The report mostly follows the APA style guidelines.	Sources used are of a questionable quality; factual claims are not supported. Use of APA style is inconsistent.	Sources are not identified or of a poor quality; factual claims are unsubstantiated. The report is poorly formatted

PRESENTATION			
	<i>Exceeds Standards</i>	<i>Meets Standards</i>	<i>Does Not Meet Standards</i>
<i>Style and Organization</i>	Presentation is clear, confident and fully engaging; the use of visual aids enhances its effectiveness; the presentation is well-timed and structured.	Presentation is clear; the use of visual aids is not detrimental to audience engagement; all necessary components are given appropriate time.	Presentation lacks clarity, no attempt is made to engage the audience; visual aids are haphazard and distracting; lack of structure results in an inefficient use of time.
<i>Questions and Answers</i>	Student demonstrates extensive knowledge of the topic by providing confident, precise and appropriate responses to all audience question.	Student demonstrates knowledge of the topic by responding adequately to questions of the audience.	Student demonstrates lack of knowledge of the topic by responding inaccurately and inappropriately to audience questions.

Grading Policy:

Your grade will be determined as follows:

Grade Structure	Points
Team Presentation + Team Evaluation	70 + 30
Attendance	30



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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:

- 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.



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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.	
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

Institutional Learning Outcomes (ILOs)	
<i>A Graduates of Lincoln University MS Program should be able to</i>	
1	Recognize and be able to work with the components of reasoning and problem solving; understanding concepts, assumptions, purpose, conclusions, implications, consequences, objections from alternative viewpoints, and frame of reference.



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2	Gather and assess relevant information, using abstract ideas to interpret it effectively; being able to develop well-reasoned conclusions and solutions, and testing them against relevant criteria and standards
3	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
4	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.
5	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.
6	Continually look for, develop, and offer new or improved services, and be able to use original approaches when dealing with problems in the workplace.
7	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)