



Lincoln University

BA 234 – Principles of Import and Export Management

COURSE SYLLABUS
2018

Instructor:	Prof. Arthur Ashurov, PhD
Lecture Schedule:	Wednesday, 12:30 pm – 3:15 pm
Credits:	3 units / 45 lecture hours
Level:	Advanced (A)
Office Hours:	Wednesdays from 11:30am to 12:30pm by arrangement e-mail: ashurov@lincolnuca.edu Phone: (510) 628-8010
Textbooks:	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.
Last Revision:	January 13, 2018

CATALOG 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 letters of credit, packaging, and transporting shipments. The instructor discusses cross-cultural differences, role of banks and freight forwarders; foreign currency management; and documents used in international trade. (3 units)

Prerequisite: BA 110, BA 130

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 trade.

COURSE LEARNING OUTCOMES¹

	Course Outcome	PLO	ILO	Assessment Activities
1	Demonstrate an ability to understand and apply the concepts and applications of import-export management.	PLO 1	ILO 1a, ILO 2a, ILO 3a	Homework, 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.	PLO 2	ILO 1a, ILO 6a	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.	PLO 4	ILO 1a, ILO 2a, ILO 5a	Course project presentation, course project report; case studies

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.

Assignments and projects require students to actively use resources of the library. Detailed guide to business *resources of the library* as well as the description of Lincoln University approach to *information literacy* are available at the [Center for Teaching and Learning](http://ctl.lincolnuca.edu) website (ctl.lincolnuca.edu).

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:

¹ Detailed description of learning outcomes and information about the assessment procedure are available at the [Center for Teaching and Learning](http://ctl.lincolnuca.edu) website (ctl.lincolnuca.edu).

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.

COURSE SCHEDULE

Week	Focus of Discussion	Homework Assignment
1	Orientation via Syllabus. Introduction. International Trade. Chapter 1. Team Project Assignment	Ch.1
2	Chapters 2,3. Case 1.	Ch.2,3. Case 1
3	Chapter 4. International Methods of Entry. Chapter 5. International Contracts.	Ch.4,5
4	Chapter 6. Terms of Trade	Ch.6
5	Chapter 7. Case 2.	Ch. 7. Case 2
6	Chapter 8. Managing Transaction Risks.	Ch.8
7	Chapter 9. International Commercial Documents. Midterm Exam Review.	Ch. 9
8	Midterm Exam (Chapters 1-9)	
9	Chapters 10,11. Case 3.	Ch. 10,11. Case 3

10	International Air Transportation. Chapters 12,13	Ch.12,13
11	Chapters 14,15. Case 4	Ch.14, 15. Case 4
12	Customs Clearance. Chapters 16.	Ch. 16
13	Chapter 17. Team Project Presentation. Case 5.	Ch.17. Case 5
14	Team Project Presentation. Final Exam Review	
15	Final Exam	