



# Lincoln University

## BA 318 – Import-Export Management

### COURSE SYLLABUS Spring, 2018

**Instructor:** Prof. Arthur Ashurov, PhD  
**Lecture Schedule:** Monday, 12:30 PM – 3:15 PM  
**Credits:** 3 units / 45 lecture hours  
**Level:** Mastery 2 (M2)  
**Office Hours:** Mondays from 11:30am to 12:30pm by arrangement.  
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**Phone:** (510) 628-8010

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

**Last Revision:** January 12, 2018

#### CATALOG DESCRIPTION

Consideration of procedures and transactions involved in the import-export business. Practical financial, legal, transportation and technical aspects are considered. (3 units)  
*Prerequisite: BA 110 or BA 302.*

#### 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.

#### COURSE LEARNING OUTCOMES<sup>1</sup>

	Course LO	Program LO	Institutional LO	Assessment Activities
1	Demonstrate an ability to understand and apply the concepts and applications of import-export management.	PLO 1	ILO 1b, ILO 2b	Homework, participation in the in-class discussions; case studies;

<sup>1</sup> 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).

				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	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	ILO 4b, ILO 5b, ILO 6b	Course project presentation, course project report; case studies

### INSTRUCTIONAL METHODS

*This is a direct classroom instruction course.*

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:

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.

*The instructor reserves the right to change this syllabus*

**CLASS SCHEDULE:**

<b>Date</b>	<b>Focus of Discussion</b>	<b>Homework Assignment</b>
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	<b>Midterm Exam (Chapters 1-9)</b>	
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	Packaging for Exports. International Logistics Security.	Ch.14, 15. Case 4

	Chapters 14,15. Case 4	
M: 04/09	Customs Clearance. Chapters 16.	Ch. 16
M: 04/16	Developing a Competitive advantage. 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	<b>Final Exam</b>	

**NOTE: *This schedule is subject to change***