

**Tompkins Cortland Community College**  
**Master Course Syllabus**

**Course Discipline and Number: BUAD 217**  
**Course Title: Fundamentals of Exporting**

**Year: 2023-2024**  
**Credit Hours: 3**

**Attendance Policy:** *To maintain good grades, regular attendance in class is necessary. Absence from class is considered a serious matter and absence never excuses a student from class work. It is the responsibility of all instructors to distribute reasonable attendance policies in writing during the first week of class. Students are required to comply with the attendance policy set by each of their instructors. Students are not penalized if they are unable to attend classes or participate in exams on particular days because of religious beliefs, in accordance with Chapter 161, Section 224-a of the Education Law of the State of New York. Students who plan to be absent from classroom activity for religious reasons should discuss the absence in advance with their instructors. See college catalog for more information.*

**Services for Students with Disabilities:** *It is the College's policy to provide, on an individual basis, appropriate academic adjustments for students with disabilities, which may affect their ability to fully participate in program or course activities or to meet course requirements. Students with disabilities should contact the Coordinator of Access and Equity Services, to discuss their particular need for accommodations. All course materials are available in alternate formats upon request.*

**Course Description**

This course will introduce students to the basic principles, practices, and issues related to exporting from the United States to various markets throughout the world. The practical aspects and concerns of exporting confronting businesses on a regular basis are emphasized. Prerequisites: BUAD 111; ENGL 101; RDNG 116 if required by placement testing. 3 Cr. (3 Lec.) Summer semester.

**Course Context/Audience**

Fundamental of Exporting is a required course in the International Business A.S. degree program and the International Trade option in the Business Administration A.A.S. degree program.

**Basic Skills/Entry Level Expectations**

**Writing:** WC College level writing skills are required. See course co-requisites or pre-requisites.

**Math:** MC College level math skills – Course requires college level math skills. See course description for co-requisite and/or prerequisite requirement(s).

**Reading:** R4 Before taking this course, students must satisfactorily complete RDNG 116 or have assessment indicating that no reading course was required.

**Course Goals**

To help students understand the importance of international trade in today's inter-connected world and to understand what it takes to successfully operate an import/export business.

**Course Objectives/Topics**

Objective/Topic	# Hours
International Marketing and Exporting	3 Hours
Winning the Trade Game	3 Hours
Launching a Profitable Transaction	6 Hours
Export Market Selection	3 Hours
International Marketing Decisions	3 Hours

Export Market Entry Strategies including selling with eCommerce	3 Hours
Export Entry Modes	3 Hours
Completing a Successful Transaction	3 Hours
Product Decisions	3 Hours
Pricing Decisions	3 Hours
Financing and Methods of Payment	3 Hours
Promotion and Marketing Communications	3 Hours
Export Order and Physical Distribution	3 Hours
International Marketing Activities	3 Hours

### General Education Goals - Critical Thinking & Social/Global Awareness

CRITICAL THINKING OUTCOMES	HOW DOES THE COURSE ADDRESS THE OUTCOMES (Include required or recommended instructional resources, strategies, learning activities, assignments, etc., that must or could be used to address the goal/outcomes)
<p>Students will be able to</p> <ul style="list-style-type: none"> <li>➤ develop meaningful questions to address problems or issues.</li> <li>➤ gather, interpret, and evaluate relevant sources of information.</li> <li>➤ reach informed conclusions and solutions.</li> <li>➤ consider analytically the viewpoints of self and others.</li> </ul>	<p>Student will use case studies to examine companies who are successful in international trade.</p> <p>Students will review sample data from a variety of sources, including textbook, power points, internet and videos.</p>
SOCIAL/GLOBAL AWARENESS OUTCOMES	HOW DOES THE COURSE ADDRESS THE OUTCOMES (Include required or recommended instructional resources, strategies, learning activities, assignments, etc., that must or could be used to address the goal/outcomes)
<ul style="list-style-type: none"> <li>➤ Students will begin to understand how their lives are shaped by the complex world in which they live.</li> <li>➤ Students will understand that their actions have social, economic and environmental consequences.</li> </ul>	<p>Students will spend a good portion of semester examining variations in export strategies based on location and culture in the US and the rest of the world.</p> <p>Textbook reading and ancillary reading will cover cultural issues within the US and the world. Appropriate websites will give student access to information from other parts of the world as well.</p> <p>Students will study the effect that US and other companies have on the cultures in which they attempt to sell their products.</p>

## Instructional Methods

Instructors using ***Import/Export: How to Take Your Business Across Borders*** must cover the following chapters:

Chapter 1	Winning the Trade Game
Chapter 2	Launching a Profitable Transaction
Chapter 3	Planning & Negotiating to Win
Chapter 4	Selling with e-Commerce
Chapter 5	Completing a Successful Transaction
Chapter 6	How to Set Up Your Own Import/Export Business
Chapter 9	Doing Business Through World Trade Centers
Chapter 10	Doing Business in The Integrated Americas.
Chapter 11	Doing Business in an Integrated Europe.
Chapter 12	Doing Business in Africa.
Chapter 13	Doing Business in China and India
Chapter 16	20 Keys to Import/Export Success

## Methods of Assessment/Evaluation

Method	% Course Grade
Exams	30-50%
Research Paper (each student is required to complete on their own)	20-30%
Cases	0-20%
Assignments	0-20%

## Text(s)

Import/Export: How to Take Your Business Across Borders, Dr. Carl A. Nelson, McGraw Hill Publishers, ISBN: 978-0-07-148255-4

## Bibliography

Not available at this time

## Other Learning Resources

### Audiovisual

Not available at this time

### Electronic

Various YouTube and Google opportunities.

### Other

Not available at this time