

College of San Mateo
Official Course Outline

1. **COURSE ID:** BUS. 127 **TITLE:** Fundamentals of International Trade

Units: 3.0 units **Hours/Semester:** 48.0-54.0 Lecture hours; 96.0-108.0 Homework hours; 144.0-162.0 Total Student Learning hours

Method of Grading: Letter Grade Only

Recommended Preparation:

Eligibility for ENGL 100, or Eligibility for ENGL 105

2. **COURSE DESIGNATION:**

Degree Credit

Transfer credit: CSU

3. **COURSE DESCRIPTIONS:**

Catalog Description:

This course covers basic procedures to start an international trading business and provides information about the practices and procedures used in the U.S. to export and import merchandise. Students will learn to evaluate market conditions and channels in other countries, and will be introduced to export and import controls, logistics, customs, methods of payments, and international trade agreements, leading to the ability to craft a short export or import plan.

4. **STUDENT LEARNING OUTCOME(S) (SLO'S):**

Upon successful completion of this course, a student will meet the following outcomes:

1. Explain the process of importing products into the U.S. and exporting products to other countries.
2. Examine the role of trade organizations and their impact on trade.
3. Define the role of international intermediaries.
4. Develop an export/import plan.

5. **SPECIFIC INSTRUCTIONAL OBJECTIVES:**

Upon successful completion of this course, a student will be able to:

1. Describe the history of international trade.
2. Evaluate trade agreements and import and export controls.
3. Draft a business plan for an exporting or importing business.
4. Inspect international contracts and their implications.
5. Evaluate currency exchange rate risk for exporting and importing.
6. Discuss the importance of intermediaries.
7. Summarize the impact of logistics in international trade.
8. Explain the risks and challenges of intellectual property rights in a global environment.

6. **COURSE CONTENT:**

Lecture Content:

Introduction. A Brief History of International Trade

I. Overview of International Trade

1. Growth and Direction of Trade
2. International and Regional Agreements Affecting Trade

II. Export Planning and Strategy

3. Setting Up the Business
4. Planning and Preparations for Export
5. Export Channels of Distribution
6. International Logistics, Risk and Insurance

III. Executing the Transactions

7. Pricing in International Trade
8. Export Sales Contracts
9. Trade Documents and Transportation.

- IV. Payment Terms and Procedures
- 10. Exchange Rates and International Trade
- 11. Methods of Payment
- 12. Countertrade

- V. Financing Techniques and Vehicles
- 13. Capital Requirements and Private Sources of Financing
- 14. Government Export Financing Programs

- VI. Export Regulations and Tax Incentives
- 15. Regulations and Policies Affecting Exports

- VII. Import Procedures and Techniques
- 16. Import Regulations, Trade Intermediaries, and Services
- 17. Selecting Import Products and Suppliers
- 18. The Entry Process for Imports
- 19. Import Relief to Domestic Industry
- 20. Intellectual Property Rights

7. REPRESENTATIVE METHODS OF INSTRUCTION:

Typical methods of instruction may include:

- A. Lecture
- B. Activity
- C. Discussion
- D. Guest Speakers
- E. Other (Specify): Team projects.

8. REPRESENTATIVE ASSIGNMENTS

Representative assignments in this course may include, but are not limited to the following:

Writing Assignments:

Research paper about the legal profile for a specific country including its treaties and trade agreements. In addition, students will write an import/export plan.

Reading Assignments:

Assigned readings from a textbook. Reading briefs of international trade cases.

Other Outside Assignments:

A group or individual project during which students create an export or import plan.

9. REPRESENTATIVE METHODS OF EVALUATION

Representative methods of evaluation may include:

- A. Class Participation
- B. Class Performance
- C. Class Work
- D. Exams/Tests
- E. Final Class Performance
- F. Group Projects
- G. Homework
- H. Oral Presentation
- I. Papers
- J. Projects
- K. Quizzes
- L. Research Projects
- M. Written examination

10. REPRESENTATIVE TEXT(S):

Possible textbooks include:

- A. Seyoum, B.. *Export and Import Theory, Practices and Procedures*, 4th ed. New York: Routledge, 2021

Origination Date: October 2023
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