

Course Description:

BUS-059 - Introduction to Importing/Exporting Units: 3

An introductory course designed primarily to acquaint the student with the vocabulary, acronyms, and the basic information needed for an understanding of importing and exporting goods and services. In the future the growth of the American economy will depend on global sales through exporting and importing. The idea of a global consumer culture as a way of positioning products in a variety of markets is a new and interesting concept for the 21st century.

Lecture Hours: 3 Lab Hours: None Repeatable: No Grading: L

CAN: None

Advisory Level: Read: 2 Write: 2 Math: None

Transfer Status: CSU Degree Applicable: AA/AS

CSU GE: None District GE: None IGETC: None

Learning Outcomes:

1. Evaluate the reasons to import and export and assess the potential of importing and exporting a particular product or service.
2. Use and name available resources from both the private and public sectors.
3. Research a target market.
4. Identify cross-cultural considerations of a target market.
5. Identify and evaluate the various channels of distribution
6. Identify the various components of a quotation and terms of sale.
7. Describe the various export financing alternatives and where help may be obtained in financing exports.
8. Identify the several methods of payment.
9. Describe customs regulations on imports and the use of freight forwarders and customs brokers and what barriers are involved.
10. Evaluate various terms of payment and advantages and disadvantages of each.
11. Describe the U.S. Government's regulations regarding importing and exporting.
12. Identify the barriers to both importing and exporting and their effects.