

SAULT COLLEGE of ARTS and TECHNOLOGY
SAULT STE MARIE, ONTARIO

COURSE OUTLINE

COURSE TITLE: International Business

CODE: INT200 SEMESTER: 1997W

PROGRAM: Business

PROFESSOR: James Siltala

DATE: Jan 1997 PREVIOUS OUTLINE DATE: April 1996

CREDITS: _3 TOTAL CREDIT HOURS: J5

PRE-REQUISITE: None

APPROVED: 0/5&ec*>?^
of AN, SCHOOL OF DATE
BUSINESS & HOSPITALITY

I. DESCRIPTION/PHILOSOPHY

This course will introduce the student to the terminology and dynamics of international trade. This course requires a significant amount of self-direction on the part of the participant. The student will be encouraged to develop an export plan on a product to be selected by the student.

H. LEARNING OUTCOMES AND ELEMENTS OF THE PERFORMANCE

A Learning Outcomes

1. Prepare for export
2. Select an export strategy
3. Prepare for export research
4. Choose an export distribution method
5. Analyze export agency and distribution agreements
6. Modify the export product, packaging, costing and pricing
7. Prepare an export promotional strategy
8. Select the best export transportation
9. Ensure export payment
10. Prepare export documentation and insurance
11. Clear export trade barriers
12. Use government as well as private export assistance
13. Prepare your export plan for a specific export market.
14. Demonstrate by means of regular attendance, punctuality, respect for fellow students as well as equipment, willingness to assume the responsibility of employment

B. Learning Outcomes and Elements of the Performance

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

Outcome 1: Prepare for export

Elements of the performance

- i) Obtain a top management commitment to export
- ii) Assess the company's export potential and production capacity
- iii) Appoint an Export Manager
- iv) Ready all company resources for exporting

This learning outcome will constitute 10% of the course's grade 2:

Outcome 2: Select an export strategy

Elements of the performance

- i) Prepare a strategy for the product to be exported
- ii) Prepare a distribution strategy for the product
- iii) Prepare a promotion strategy
- iv) Prepare and cost for pricing strategy

This learning outcome will constitute 10% of the course's grade

Outcome 3: Prepare for export research

Elements of the performance

- i) Research all available secondary research data
- ii) Prepare necessary primary research needed
- iii) Prepare for a visit to the export country

This learning outcome will constitute 6% of the course's grade

Outcome 4: Choose an export distribution method

Elements of the performance

- i) Choose between direct or indirect exporting
- ii) Select the method of exporting
- iii) Choose channels of distribution within the Foreign country

This learning outcome will constitute 6% of the course's grade

Outcome 5: Analyze export agency and distribution agreements

Elements of the performance

- i) Study agency and distribution agreements
- ii) Prepare an acceptable working agreement

This learning outcome will constitute 6% of the course's grade

Outcome 6: Modify the export product, packaging, costing and pricing

Elements of the performance

- i) Design export product modifications
- ii) Proceed with patent protection in foreign country, if applicable

This learning outcome will constitute 6% of the course's grade

Outcome 7: Prepare an export promotional strategy

Elements of the performance

- i) Define the role of the foreign agent or distributor
- ii) Select your promotional blend
- iii) Design each of its components

This learning outcome will constitute 6% of the course's grade

Outcome 8: Select the best export transportation

Elements of the performance

- i) Consider all physical transportation methods and select the best for your product
- ii) Detail all export shipping terms

This learning outcome will constitute 6% of the course's grade

Outcome 9: Ensure export payment

Elements of the performance

- i) Draft your payment terms
- ii) Select and make plans available for your export banker
- iii) Investigate forms of Canadian government guarantees

This learning outcome will constitute 6% of the course's grade

Outcome 10: Prepare export documentation and insurance

Elements of the performance

- i) Obtain all forms needed for export
- ii) Design all forms which are your company specific
- iii) Select your insurance agent and purchase coverage suited to your product

This learning outcome will constitute 6% of the course's grade

Outcome 11: Clear export trade barrier

Elements of the performance

- i) Analyze all forms of trade barriers for your product and destination
- ii) List all items which must be accommodated or changed to suit

This learning outcome will constitute 6% of the course's grade

Outcome 12: Use government as well as private export assistance

- i) Investigate all forms of Canadian government assistance
- ii) Investigate all forms of private assistance
- iii) Design strategies to obtain this assistance

This learning outcome will constitute 6% of the course's grade

Outcome 13: Prepare your export plan for a specific export market.

Elements of the performance:

- i) The export plan is to be completed,
- ii) We will substitute acceptable alternatives as time is limited

This learning outcome will constitute 22% of the course's grade.

Outcome 14 : Demonstrate by means of regular attendance, punctuality, respect for fellow students as well as equipment, willingness to assume the responsibility of employment

Elements of the performance:

- i) be present for all scheduled classes
- ii) be present in the lab or classroom within 5 minutes of the scheduled starting time
- iii) be present for the taking of attendance
- iv) provide a satisfactory reason for leaving the class early
- v) provide a reasonable excuse to the professor for being absent from the class
- vi) provide a written statement to the professor explaining the reason(s) for being absent on assignment due dates or the date of a scheduled class test,
- vii) demonstrate behavior that does not interfere with or obstruct the over-all learning environment.

- viii) actively participate in all course assignments and projects,
- ix) operate any and all lab/classroom equipment according to guidelines prescribed by the college and/or professor

This learning outcome will constitute 6% of the course's grade.

HI TOPICS TO BE COVERED

1. Export strategies
2. Export research
3. Export distribution: methods and agreements
4. Logistics
5. Payments, documentation and insurance
6. Trade barriers to exporting
7. Assistance for Canadian exporters
8. The Export Plan

IV REQUIRED RESOURCES/TEXTS/MATERIALS

TEXT: Canadian Exporting - Third Edition
Maurice Archer
Maurice Archer Books
ISBN 0-9691546-6-6

VI EVALUATION PROCESS/GRADING SYSTEM

Major assignments and testing

Students will be evaluated on a minimum of two written tests (2 @ 30 = 60%)

Students will also submit assignments and a final export plan valued at 30%. These may be subject to revision and re-submission.

A mark of 10% is based on Outcome 14.

TIME FRAME

The course involves three periods per week for the entire semester. Students are expected to attend class and participate in class activities

METHOD OF ASSESSMENT(GRADING SYSTEM)

Students will be assessed on the basis of their tests, assignments, and participation mark. The following letter grades will be assigned in accordance with Business Department guidelines.

A+	Consistently outstanding	(90%-100%)
A	Outstanding achievement	(80%-89%)
B	Consistently above average	(70%-79%)
C	Satisfactory or acceptable achievement	(60%-69%)
R	Repeat~the student has not achieved the objectives of the course and the course must be repeated	(less than 60%)
X	A temporary grade, limited to situations with extenuating circumstances, giving a student additional time to complete course requirements	

Vffl SPECIAL NOTES

Special Needs

Students with special needs(e.g. physical limitations, visual impairment, hearing impairments, learning disabilities) are encouraged to discuss required accommodations confidentially with instructor and/or contact the special Needs Office so that support services can be arranged for you.

Plagiarism

Students who engage in "academic dishonesty" will receive an automatic failure for that submission and/or such other penalty, up to and including expulsion from the course, as may be decided by the professor.

Advanced Standing

Students who have completed an equivalent post-secondary course should bring relevant documents to the Coordinator, Business Department

Retention of Course Outlines

It is the responsibility of the student to retain all course outlines for possible future use in gaining advanced standing at other post-secondary institutions.

Substitute course information is available at the registrar's office.

Revisions

Your instructor reserves the right to modify the course as he/she deems necessary to meet the needs of the students.