



SYLLABUS, Winter 2013

Course 1724/1725 LOG 112 – Importing & Exporting

Hybrid online/full online course

Meets Thursdays, 4:00 – 6:00 pm, Bldg. 16, Room 208. 3 credits.

Instructor

Instructor: Mr. ANDREAS UDBYE

Office location & office hours: In the classroom (#208), before and after class or by appointment. You may also e-mail or phone me with any questions you have.

Contact Information

E-mail: Either through Angel, audbye@tacomacc.edu or to udbye@wamail.net

Phone: Either 253-564-2822 or 253-732-5858 (cell)

Catalog Description

Logistics 112: Importing and Exporting.

This course is an introduction to the processes and documentation used in importing and exporting products in today's international marketplace.

Course Overview

Welcome to Logistics 112 – the Exporting and Importing class at TCC! Successful importing and exporting are both an art and a science, and in this course we will introduce you to and drill you in various concepts and techniques that are useful in getting started, avoiding typical pitfalls, and creating a viable business plan. We will deal with management and strategic issues such as sales and marketing methods, as well as technical issues pertaining to documentation and regulatory compliance.

Practitioners in the field of exporting and importing work and thrive in a variety of jobs, from start-ups to multinational, billion dollar corporations. Many will work in the services sector, for companies such as freight forwarders, customs brokers, transportation companies, logistics providers, banks or consultants. A few years of work experience is recommended for someone with entrepreneurial drive who would like to start a business. Success in international trade requires both an entrepreneurial spirit and attention to detail.

You will notice occasional overlaps with other Logistics courses and some unavoidable duplication. This helps to reinforce the concepts, and you will benefit from getting slightly different perspectives from different trade professionals. Instructor Helmut Kellermann and I are comparing notes to make sure that we don't miss any major topics or saddle you with unnecessary duplication.

College Wide Student Learning Outcomes

Tacoma Community College has identified six college-wide student learning outcomes that form the foundation of our educational emphasis: 1) communication (**COM**), 2) critical thinking & problem-solving (**CRT**), 3) responsibility & ethics (**RSP**), 4) information

& information technology (**IIT**), 5) living & working cooperatively (**LWC**), and 6) core of knowledge (**COK**).

Program Learning Outcomes

The Global Logistics Concentration and Global Transportation & Secure Logistics Certificate prepare students for careers in transportation, warehousing, inventory control and import/export management. LOG 112 is one of a series of core courses that provide fundamental concepts along with related business and communication skills.

Course Learning Objectives

This course is an introduction to the processes and documentation used in importing and exporting products in today's international marketplace.

At the completion of this course, students will be able to:

- Discuss the rationale for exporting or importing and the factors that influence a company's decision to enter international markets.
- Assess when a company is export or import ready.
- Help develop an export plan.
- List the market entry and distribution strategies available to companies in the international marketplace, and the advantages and disadvantages of each.
- Understand and be able to use the terminology appropriate to importing and exporting processes
- Explain INCOTERMS and how it relates to trade
- Use the various forms of documentation used in importing and exporting
- Understand the role of the forwarder and broker in arranging imports and exports
- Discuss special considerations such as licenses and dangerous goods and how to handle them
- Explain insurance and liability as it relates to imports and exports
- Understand the various contractual terms used in international sales agreements
- Understand the various payments and risk reduction methods used in import and export transactions
- Understand the regulatory environment governing import and export transactions
- Understand the importance of cultural sensitivity in international trade and relations

More specific course content is posted in Angel.

Instructional Methods Used

The hybrid version of the course (#1725) has a weekly classroom session, supplemented with material furnished through Angel. For the online students, the weekly class sessions are recorded and can be accessed electronically via a program called Tegrity. Any printed materials available to the hybrid students will also be available (electronically through Angel or e-mail) to the online students.

Textbooks & Supplemental Materials

Required textbook:

- 1) Export/Import Procedures and Documentation, Revised 4th edition (2010), by Thomas E. Johnson. Published by the American Management Association. ISBN 9780814415504. Sold in the TCC bookstore or online. About \$90 at the bookstore.
- 2) Recommended books:
 - i) A Basic Guide to Exporting, 10th Edition. Published by the International Trade Administration, and can be purchased online through sites like Amazon (about \$20 plus S/H). **Links to require chapters are posted in Angel.**
 - ii) Dictionary of International Trade, 9th Edition. Published by World Trade Press, and can be purchased online from them. It is a super reference manual for practitioners, but relatively expensive at \$70 per copy.

Supplemental materials will be posted in Blackboard/Angel, or in the form of links to misc. websites.

Some comments on the required textbook:

The main textbook I have chosen (Export/Import Procedures and Documentation by Thomas E. Johnson) may seem like a discouraging brick at almost 600 large pages, but fortunately most of the content consists of useful forms and documents used frequently in trade. The actual text is not that long, and very concise and well written. The revised fourth edition that we'll be using is an updated version of the original 4th edition from 2002, with many updates in the regulatory and electronic area. Things change frequently, but I think you will find the Johnson book to be a great reference manual and trade dictionary that you may often go back to in your jobs. Thus it is worth the initial investment.

Supplies

No unusual supplies are necessary to complete and succeed in this course.

Technology

As this is a hybrid online course, access to a computer and an internet connection are required. The computer must have speakers. It is expected that the students know how to access their accounts and information in Angel. Please let the instructor know as soon as possible if any technical help is needed. I believe the eLearning Support people have already e-mailed you a "Welcome to Winter Quarter 2013 eLearning Student" information sheet.

TCC's Distance Learning and Multimedia Services department is very helpful in assisting students with IT related questions or problems.

Assignment: Class Project

This course will include one student project, worth 20% of the grade for the hybrid (in-class) students, and 25% of the grade for the online students. You may do this

individually or team up with one more class member. Both team members will receive the same score. Extra credit (up to 50 points = 5%) can be earned by making a short slide (e.g. power point) presentation of the paper, and presenting it to us during the last class session, March 14 (online students can e-mail it to me and I can present it to the in-class students on your behalf, or you are free to come in to present it yourself if you have time)

The project gives you plenty of latitude to be creative and inventive. You need to submit a written report by the end of the quarter (March 18). The report should be limited to 4-5 pages (2,500 words), plus necessary attachments. It can be submitted to me electronically in Angel's Dropbox or as a printed report (or both). For the optional oral briefing, you may use a very brief (3-5 slide) Power Point presentation, which should be put in the dropbox or brought to class on a memory stick. Please avoid overly wordy Power Point presentations where you just read off the slides ("Death by Power Point").

In short, what I am looking for with the class project is **a short business plan:**

- 1) Assume that your business is located here in Washington State.
- 2) Choose a product or service to **export** or to **import** (and explain why you made this choice)
- 3) Choose a market (country or region) to export to or import from (and explain why you made this choice)
- 4) Check relevant import or export regulations for your product (customs, licenses, export regulations), and attach relevant forms, filled in to the extent you are able.
- 5) Look up and specify the HTS or Schedule B number for your product.
- 6) Choose contract terms, payment terms and mode of transportation, and complete the necessary paperwork to ship and effect payment (incl. commercial and official documents)
- 7) Check tariff rates and freight rates to arrive at a landed price for the product. Suggest a markup and price for your product.
- 8) Discuss which marketing and distribution channel(s) you would use for your product.

By week 7 (February 14) I need to know which product or service you have decided on, so that I can give you feedback or suggestions. We will talk more about this project as the course progresses.

Evaluation Criteria & Grading Standards

For the hybrid version of the course (#1725) attendance every Thursday afternoon is mandatory, and counts for 10% of the grade. If you know you will miss sessions, please let me know in advance, either by telling me the week prior or by sending me a message. Please be on time: Persistent tardiness will chip away at your grade.

This is what will constitute your grade this class:

Assessment item:	Hybrid Online Students	Online Students
Attendance and participation (11 class sessions)	10%	
Angel interaction and participation on	15%	20%

discussion board		
Online quizzes, open book, using Angel (3 @ 10% ea.):	30%	30%
Class project (individually or in teams of two):	20%	25%
Online Final exam (last week of course, comprehensive):	25%	25%
Optional extra credit by submitting (and presenting) slides summarizing the project	5%	5%
Total available	100% (105%)	100% (105%)

As this is a hybrid online/online course, both physical attendance for the Thursday afternoon class sessions (HOL students) and active participation on Angel are rewarded. On a weekly basis I will add content to Angel, including the recorded class sessions and additional text. Online students should get in the habit of listening to the recordings soon after they have been posted. I will also pose questions for discussion and comment, and your participation in these discussion trails will count. There is no such thing as a dumb question, and if you are in doubt, please ask me directly or pose the question to your class members for replies and feedback. Also, any suggestions for interesting reading or websites you come across should be posted on Angel for everybody's learning and enjoyment. Your participation proves your interest (and maybe even passion!) for this subject.

The quizzes and final exam will have questions derived from the textbook and the lecture slides, and possibly other required readings that I post in Angel. Required readings and lessons will be labeled as such; in addition there will be some optional readings that I hope will enhance your learning experience (but I will not test on those). The quizzes and final exam will have multiple choice, true/false and short essay questions. The questions on the final will cover the course content for the entire quarter.

If you need to make up exams, communication is the key. I am willing to let you make up an exam if I am notified of your absence in advance, either by e-mail or a phone call or message. For the three quizzes and the final, Angel will give you a 4-day window (Friday - Monday) within which to start the tests. Once started, you will have one hour to complete them. The final exam will have a limit of three hours.

Grading:

These scores will determine your final grade (fractions will be rounded up):

- A: 92.5 – 100%
- A-: 87.5 – 92.4%
- B+: 84.2 – 87.4%
- B: 80.9 – 84.1%
- B-: 77.5 – 80.8%
- C+: 74.2 – 77.4%
- C: 70.9 – 74.1%
- C-: 67.5 – 70.8%
- D+ 64.2 – 67.4%
- D: 60.9 – 64.1%
- E: Less than 60.9%

Withdrawals and Incompletes: According to TCC policy.

Academic Dishonesty

As stated in the TCC Catalog, “Students are expected to be honest and forthright in their academic endeavors. Cheating, plagiarism, fabrication or other forms of academic dishonesty corrupt the learning process and threaten the educational environment for all students” (pg. 31). In this course, sanctions for academic dishonesty will be as follows: It may result in a zero on your quizzes, class project or final exam. Repeat violations will result in ejection from the course.

The complete Administrative Procedure for Academic Dishonesty is available on the TCC website at:

<http://www.tacomacc.edu/resourcesforstudents/studentpolicies/administrativeprocedureforacademicdishonesty.aspx>

A few words about plagiarism: We have had situations where students have copied and pasted entire sections from articles they have found on the internet into their case write-ups and even exams. This is of course a no-no, and fairly easy for the instructor to check by googling the submissions. If you feel you need to quote outside material, **do it sparingly (maybe a sentence or two) and always cite your sources in an appropriate manner** (using APA or IEEE conventions, for example). The best learning is writing things in your own words.

Withdrawal: Students may withdraw from the class before the 50th calendar day of the quarter (February 25) following the procedures detailed in the TCC Catalog. Withdrawal before the 11th day of the quarter (January 15) does not require an instructor’s signature. Withdrawal between the 11th and 50th day of the quarter requires an instructor’s signature and results in a grade of “W” for the class. Saving a grade point average is not a valid reason to withdraw. For other situations and/or circumstances affecting withdrawal, please see the TCC Catalog and the instructor.

Challenges to Your Success: If you are specially challenged to meet your learning objectives, please arrange to see me to discuss what the college and I can reasonably do to help you meet your goals. It is best to have the discussion early in the quarter.

Approved Excuse: If you are unable to meet class due dates, an approved excuse is defined as an excuse pre-approved by your instructor, a death in your immediate family or a severe illness to yourself or a member of your immediate family. In the cases of a death or a severe illness, a written verification by a third party may be required. Severe illness to a member of your immediate family will not qualify if the illness is extended and other care can be planned.

Assistance with electronic portal and Angel: See separate document on tutorials and help with the Angel Content Management system that we use.

Students with Special Needs: All students are responsible for all requirements of the class, but the way they meet these requirements may vary. If you need specific auxiliary aids or services due to a disability, please contact the Access Services office in Building 7 (253-566-5328). They will require you to present formal, written documentation of your disability from an appropriate professional. When this step has been completed, arrangements will be made for you to receive reasonable auxiliary aids or services. The disability accommodation documentation prepared by Access Services must be given to me before the accommodation is needed so that appropriate arrangements can be made.

Course Calendar: Will be posted in Angel and also handed out on the first day of class.

General Classroom Policies

Attendance/interaction:	Required and rewarded, as mentioned.
Written work:	The class project must be in a file format compatible with Windows XP, Vista, 7 or 8.
Late work:	Only accepted upon prior agreement.
Cell phone/beepers:	Must be turned off during class. No text messaging during class.
Children in class:	Please not.
Food/beverages in class:	Only beverages are accepted.
Laptops:	If you take notes using a laptop, please be considerate and tap gently.

Etiquette for Classroom Dispute Resolution

If you have questions or concerns about this class or me, please come to talk with me about your concerns. If we are unable to resolve your concerns, you may talk next with the Chair of the Program/Department, Erika Bowles, ph. 253-566-5253. The Chair can assist with information about additional steps, if needed.

Caveats

This syllabus and schedule are subject to change in the event of extenuating circumstances. If you are absent from class, it is your responsibility to check for announcements made while you were absent.

Winter Weather

If conditions are snowy or icy, please check the TCC website before heading to class. If classes are cancelled, I will still record the material for that session and post in Tegrity.

The Instructor:

My name is Andreas Udbye, and I like to label myself an international trade professional. In fact, I am Washington State's first "Certified Global Business Professional", after having passed a national exam in 2005. I am currently a doctoral student working on my dissertation in Supply Chain Risk Management. I occasionally teach courses at Pacific Lutheran University and UW Tacoma. I am gradually moving from the private sector to becoming an educator. How did I become a trade expert? I was the Executive Director of the World Trade Center Tacoma from 2001 to 2007, and before that I held several management jobs in maritime transportation, logistics and importing. I also established and ran two small companies in Seattle in the 1990's, both related to international commerce. I am originally from Norway, but now hold U.S. citizenship. I got my BBA from Pacific Lutheran University and my MBA from University of Washington in Seattle. I hope to be able to contribute to your learning and boost your interest in global trade. Of course, people have been benefiting from international trade for thousands of years, but I believe today's development towards greater globalization, more dispersed wealth, and more logistical and regulatory complexity will continue to make international trade a rewarding sector for career growth and entrepreneurial opportunities.

I want you all to succeed in this class, and encourage you to be proactive, positive and energetic participants, just as you would in the workplace. I look forward to getting to know you.