Degree Applicable
 Glendale Community College
January 2012

COURSE OUTLINE

BUSINESS ADMINISTRATION 175
Import/Export Business in the Pacific Rim

I. Catalog Statement

Business Administration 175 is a project course teaching the real-world process of establishing an Import/Export business. The student is guided in preparing a business plan for an Import/Export activity. Each country in the Pacific Rim is discussed in terms of their current business conditions and Import/Export opportunities. The special business cultures and techniques contributing to Asia's success and the success of its firms are presented. A major part of the course is a discussion of the business aspect of the cultural views and practices necessary to do business in these countries.

Units – 3.0
Lecture hours – 3.0

Recommended Preparation: BusAd 101 and 170, or equivalent.

II. Course Entry Expectations

Skills Level Ranges: Reading 5, Writing 5, Listening- Speaking 5, Math 2.

III. Course Exit Standards

Upon successful completion of the required coursework, the student will be able to:
1. describe establishment of an international business enterprise in or with Pacific Rim countries;
2. prepare themselves to do business in a Pacific Rim or other Asian country;
3. analyze and compare business practices and attitudes in Pacific Rim countries.

IV. Course Content — Total Contact Hours = 48

A. Introduction and Area Overview — 3 hours

B. Country Analysis — 30 hours

1. Business practice and institutions
   - (a) policies of government
   - (b) business geography
   - (c) institutions
   - (d) business opportunities
2. Business attitudes
   - (a) imports & exports
   - (b) foreign investments
   - (c) technology
3. Characteristic ethics of local business
4. Country demographics
   - (a) size
   - (b) density & distribution of population
5. Educational system

6. The workplace environment
    (a) external infrastructure
    (b) internal infrastructure
    (c) management style & customs of the workplace
    (d) attitude & customs of the workers

C. Cultural Considerations — 12 hours
1. Basic concepts
2. Culture and motivation
3. Culture and social organization

D. International Negotiation Techniques — 3 hours

Current international economic opportunities will determine the emphasis placed on each area. The following countries are to be included in the discussion. Japan, Republic of Korea, Republic of China, Peoples' Republic of China, Hong Kong, Singapore, Malaysia, Philippine Islands, Indonesia, Australia & New Zealand, Thailand, Burma, India, Nepal, Sri Lanka, & Bangladesh.

V. Methods of Presentation

1. lecture/demonstration;
2. assignments and projects;
3. multimedia;
4. online.

VI. Assignments and Method of Evaluation

1. Midterm examination
2. Case studies and projects (e.g. create a mock business in the Pacific Rim).
3. Final examination

VII. Textbook

Seyoum, Export-Import Theory, Practices & Procedures, 2nd edition
Haworth Publishing: 2009
10th Grade Textbook reading Level. ISBN: 0-7890-3420-4

VIII. Student Learning Outcomes

Upon successful completion, the student will be able to:

1. list the reasons for importing and exporting, evaluate the pros and cons, describe obstacles to importing and exporting, and list organizational requirements to import and export;
2. evaluate cross-cultural issues of marketing a product or service;
3. list and describe the various methods of importing, and exporting and evaluate the advantages and disadvantages of each;
4. identify terms of payment and evaluate the advantages and disadvantages of each.