



COURSE OUTLINE: BUSAD 176

D Credit – Degree Applicable

COURSE ID 005147

FEBRUARY 2019

COURSE DISCIPLINE: BUSAD
COURSE NUMBER: 176
COURSE TITLE (FULL): Import/Export within NAFTA and Latin American Countries
COURSE TITLE (SHORT): Intl Bus Latin Amer

CATALOG DESCRIPTION

BUSAD 176 discusses the special issues of doing business with North American Free Trade Agreement (NAFTA) countries (Canada and Mexico) and with Latin America. The NAFTA countries are not only geographically the closest countries to the United States but have the most favorable trading conditions. These facts make NAFTA countries strong candidates for establishing an import/export business. Other Latin American countries are also analyzed from the governmental, social, economic, and geographic systems in these business opportunities. A major part of this course is a discussion of the business aspect of the cultural views and practices necessary to do business in the Americas. Note: Students are expected to have a strong background in business and an interest in participating in the global economy. Practical business experience, especially in international business, is the best background for this course. However, it is recommended that those students without practical business experience first complete BUSAD 101 and 170.

Total Lecture Units: 3.00

Total Laboratory Units: 0.00

Total Course Units: 3.00

Total Lecture Hours: 54.00

Total Laboratory Hours: 0.00

Total Laboratory Hours To Be Arranged: 0.00

Total Contact Hours: 54.00

Total Contact Hours: 108.00

Recommended Preparation: BUSAD 101 and BUSAD 170, or equivalent.



ENTRY STANDARDS

	Subject	Number	Title	Description	Include
1	BUSAD	101	Introduction To Business	Cite the various ways the U.S. government affects, restricts, and protects business;	No
2	BUSAD	101	Introduction To Business	compare and contrast the advantages/disadvantages in each form of business ownership;	No
3	BUSAD	101	Introduction To Business	define business ethics and explain the role of social responsibility in an organization;	No
4	BUSAD	101	Introduction To Business	compare and contrast the primary economic systems;	No
5	BUSAD	101	Introduction To Business	identify how business operates in an international/global environment including legal, social, cultural, and interdependence and integrated financial markets;	Yes
6	BUSAD	101	Introduction To Business	define and describe the key management functions of planning organizing, leading, and controlling;	No
7	BUSAD	101	Introduction To Business	identify current production & operations processes. Address sustainability;	No
8	BUSAD	101	Introduction To Business	identify key human resource management functions and laws;	No
9	BUSAD	101	Introduction To Business	identify the marketing mix and key tools, terms and strategies related to each element;	No
10	BUSAD	101	Introduction To Business	describe and identify how technology impacts all the primary functions of business;	No
11	BUSAD	101	Introduction To Business	evaluate the basic components of financial statements and ratio analysis;	No
12	BUSAD	101	Introduction To Business	explain the importance of finance to the operations of business; the various types of financing; and the process of internal and external financing and controls;	No
13	BUSAD	101	Introduction To Business	identify securities markets including investment options, mechanisms of investing, and how to conduct basic analysis of business financial information;	No



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14	BUSAD	101	Introduction To Business	identify and describe the basics of business law including contracts, torts, intellectual property, and the American legal system;	No
15	BUSAD	101	Introduction To Business	summarize the components of risk management and basic insurance;	No
16	BUSAD	170	Introduction To International Business	critically evaluate the most suitable business organization forms and means of financing an international business under various circumstances;	No
17	BUSAD	170	Introduction To International Business	use currency translation and be able to critically think through the process of protecting a business from problems associated with exchange rates;	No
18	BUSAD	170	Introduction To International Business	discuss problems in marketing products in other countries and be able to critically evaluate case studies of such marketing efforts;	No
19	BUSAD	170	Introduction To International Business	describe basic legal requirements for international trade established by other countries.	Yes

EXIT STANDARDS

- 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 explain the functions of the US Customs Agency and other regulatory agencies and describe the documentation required by each agency.

STUDENT LEARNING OUTCOMES

- 1 compare business practices and business attitudes in NAFTA and Latin American countries;
- 2 describe what is needed to establish an international business enterprise in or within NAFTA and Latin American countries;
- 3 list steps necessary to do business in or within NAFTA and Latin American countries.

COURSE CONTENT WITH INSTRUCTIONAL HOURS



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	Description	Lecture	Lab	Total Hours
1	Introduction and area overview	4	0	4
2	Cultural considerations <ul style="list-style-type: none"> • Basic concepts • Culture and human motivation • Culture and social organization 	8	0	8
3	Current and Proposed U.S./Latin American trade treaties and special business programs <ul style="list-style-type: none"> • Basic concepts • Culture and motivation • Culture and social organization 	6	0	6
4	Country analysis <ul style="list-style-type: none"> • Business practices and institutions • Policies of government • Business geography • Institutions 	7	0	7
5	Country analysis <ul style="list-style-type: none"> • Business opportunities • Business Attitudes • Imports and exports • Foreign investments 	7	0	7
6	Country analysis <ul style="list-style-type: none"> • Technology • Ethics characteristics of local businesses • Country demographics • Size • Density and distribution of population 	8	0	8
7	Country analysis <ul style="list-style-type: none"> • Educational system • The workplace environment • External infrastructure • Internal infrastructure 	8	0	8



8	Country analysis <ul style="list-style-type: none"> • Management style • Customs of the workplace • Attitude and customs of the workers 	6	0	6
				54

OUT OF CLASS ASSIGNMENTS

- 1 Case studies and projects (e.g. Write a business plan for trading business in a NAFTA country.)

METHODS OF EVALUATION

- 1 Quizzes
- 2 Midterm examination
- 3 Final examination

METHODS OF INSTRUCTION

- Lecture
- Laboratory
- Studio
- Discussion
- Multimedia
- Tutorial
- Independent Study
- Collaboratory Learning
- Demonstration
- Field Activities (Trips)
- Guest Speakers
- Presentations

TEXTBOOKS

Title	Type	Publisher	Edition	Medium	Author	IBSN	Date
Import/export : how to take your business across borders	Required	New York McGraw Hill Professional	4		Carl A Nelson	9780071641388	2011