

PALOMAR COLLEGE  
COURSE OUTLINE OF RECORD FOR  
DEGREE CREDIT COURSE

X  Transfer course       X  A.A. degree applicable course  
(check all that apply)

**COURSE NUMBER AND TITLE:**

IBUS 120 Essentials of Import/Export Procedures

**UNIT VALUE:** 3

**MINIMUM NUMBER OF SEMESTER HOURS:** 48

**BASIC SKILLS REQUIREMENTS:**

Appropriate language and computational skills.

**ENTRANCE REQUIREMENTS:**

**PREREQUISITE:** None.

**COREQUISITE:** None.

**RECOMMENDED PREPARATION:** IBUS 100.

**SCOPE OF COURSE:**

Application of practical aspects of export and import procedures by international business: organization, development of foreign sales, export and import procedures, and regulations and documentation of financial operations of global trade.

**SPECIFIC COURSE OBJECTIVES:** Successful students will

- 1) identify practical recommendations for different aspects of technology control, competition, and national security for an orderly market;
- 2) determine and define the available methods of import and export on an international scale in various foreign environments;
- 3) assess and analyze the legal, financial, and cultural ramifications involved in implementing such trading theories as international trade lending, commodity control, and defense technology in relation to the Pacific Rim and other countries;

- 4) analyze the fundamentals of international trade finance, changes in U.S. trading laws, legislation, and regulations in relation to the world commercial policy;
- 5) Interpret policies and appraise dilemmas and choices in the multinational area, including:
  - a) economic diplomacy with new adversaries
  - b) risk-taking dilemmas when planning transportation of goods to new markets
  - c) problems of inland and marine insurance abroad
- 6) acquire a broad knowledge and understanding in building reasonable commercial ties with political adversaries.

**CONTENT IN TERMS OF SPECIFIC BODY OF KNOWLEDGE:**

- I. EXPORT/IMPORT CONTROL (Technology Control Recommendations)
  - A. Toward an orderly market
  - B. The trade
  - C. Technology control, competition and national security
  - D. Quotas
- II. COMPETITION AND NATIONAL SECURITY
  - A. Export Administration Act (1985)
  - B. Soviet acquisition of militarily significant Western technology
  - C. Striking the proper balance between competitive needs and national security
  - D. Export control under Japanese law
- III. TARIFFS
  - A. Theory of international trade
  - B. International trade and lending
  - C. Foreign trade organizations
  - D. Western trade
- IV. BUILDING REASONABLE COMMERCIAL TIES WITH POLITICAL ADVERSARIES
  - A. Commodity control list
  - B. Coordinating committees for multilateral export control
  - C. Defense Technology Security Administration
- V. CONFLICT AND CONSENSUS (National Security)
  - A. Evolution of export control
  - B. Balancing risks
  - C. Current and future changes in export control
  - D. World competition and technology control
  - E. National security strategy

- VI. EXPORT/IMPORT CREDIT
  - A. Forfeiting and alternative approach to export trade finance
  - B. Financing export shipment
  - C. Fundamentals of trade finance
  - D. International finance
  
- VII. TRADE FINANCE
  - A. Creative counter trade
  - B. Export trading companies
  - C. New methods of U.S. trading
  - D. Law and legislation in U.S.A.
  
- VIII. PUBLIC MONEY SOURCES FOR OVERSEAS TRADE AND INVESTMENT
  - A. Americana investments
  - B. Economic assistance
  - C. Council for Technology Advance
  - D. Foreign trade promotion
  
- IX. FOREIGN CREDITS AND COLLECTIONS
  - A. Collection of accounts
  - B. Foreign exchange and risks
  - C. New directions and development
  
- X. EXPORT/IMPORT BANKING (Documents and Financial Operation of Foreign Trade)
  - A. Foreign credits and collections
  - B. Documents and financial operations of foreign trade
  - C. Commerce, export/import credit
  - D. Foreign exchange, title
  
- XI. BANK CREDIT AND ACCEPTANCES, NEW DIRECTIONS IN CREDIT
  - A. Letters of Credit, U.S.A.
  - B. Acceptances
  - C. Export credit
  - D. New directions in credit
  
- XII. FOREIGN EXCHANGE AND FINANCE SYSTEMS
  - A. Foreign exchange and finance of foreign trade
  - B. Foreign exchange administration
  - C. Foreign trade promotion
  - D. Organization for economic cooperation
  
- XIII. GOVERNMENT SUPPORT FOR EXPORT/IMPORT
  - A. U.S. commercial policy
  - B. U.S. export competitiveness
  - C. U.S. foreign trade promotion
  - D. U.S. negotiable instruments
  
- XIV. EXPORT/IMPORT BANKING POLICY, DILEMMAS AND CHOICES
  - A. Import/export of U.S.A.

- B. Economic diplomacy
  - C. Foreign economic relations
  - D. International environment and the institution
  - E. Financing U.S. exports
  - F. The export/import banks at work and promotional financing in the public sector
  - G. Analysis of some current problems
- XV. EXPORT/IMPORT INSURANCE, INSURANCE INLAND AND MARINE
- A. Lloyd's, Great Britain
  - B. Inland, marine insurance
  - C. Interpretation of policies
  - D. U.S. and marine insurance (Maritime Law)
  - E. Insurance and marketing
- XVI. EXPORT MARKETING
- A. Export marketing, cost and services
  - B. Export management
  - C. Export basics for the small firm
  - D. Elements of export marketing
  - E. Managing export entry and expansion

**REQUIRED READING:**

No text required. Instructor will be using handouts.

**SUGGESTED READING:**

Wall Street Journal.

Asian Wall Street Journal.

Newspaper and magazine articles appropriate to the course subject matter.

**REQUIRED WRITING:**

Three to five case studies dealing with import/export procedures of three-five pages each.

**OUTSIDE ASSIGNMENTS:**

Students are expected to spend a minimum of three hours per unit per week in class and on outside assignments, prorated for short term classes.

In addition to studying the text and completing case studies, students will prepare three to five reports on current export/import business trends, three-five pages in length.

**INSTRUCTIONAL METHODOLOGY:**

Check all that apply:

- lecture
- laboratory
- lecture-laboratory combination
- directed study

A combination of lectures, case studies, films, and field trips.

This course may be offered as a distance education course and meets Title 5 regulations 55370, 55372, 55374, 55376, 55378, and 55380.

Yes  No

If yes, check all that apply. (See guidelines for preparation for definitions.)

- telecourse
- mediated instruction
- computer assisted instruction

**GRADING POLICY AND STANDARDS** (include methods of determining whether the stated objectives have been met by students):

Four (4) separate exams @ 10% each . . . . .	40%
Four (4) case studies @ 10% each . . . . .	40%
Current events reports average . . . . .	10%
One (1) final exam @ 20% . . . . .	10%
TOTAL. . . . .	100%

**IS COURSE REPEATABLE FOR REASON(S) OTHER THAN DEFICIENT GRADE?**

Yes  No  Number of times course may be taken for credit: 1.

If yes, identify specific provision of Title 5 Division 2 section(s) 55761-55763 and 58161 which qualifies course as repeatable:

**CONTACT PERSON:** Alba-Maria Armistead, ext. 2603.