



Syllabus

SCHOOL OF BUSINESS AND MANAGEMENT **BSM 413: International Trade and Logistics**

5 Credits
Effective: Fall 2017/2018

Access to the Internet is required.
All written assignments must be in Microsoft-Word-compatible formats.
See the library's APA Style Guide tutorial for a list of resources that can help you use APA style.

FACULTY

Faculty Name: FACULTY NAME

Contact Information: CONTACT INFORMATION

[INSTRUCTOR MAY INSERT PERSONAL MESSAGE IF DESIRED]

COURSE DESCRIPTION

BSM 413, International Trade and Logistics will explore the buying and selling process between parties in two or more countries. Topics include: logistics, transportation, inventory management, purchasing, warehousing and customer service and the complexities of these in an international marketplace. Students will learn practical applications and uses of contracts, dispute resolution, pricing terms, negotiation terms and communication, transportation, documentation, insurance, information resources, government regulations and international trade organizations.

COURSE RESOURCES

Required and recommended resources to complete coursework and assignments are available from the [Course Document Lookup](#).

CITYU LEARNING GOALS

This course supports the following City University learning goals:

COURSE OUTCOMES

In this course, learners:

- Explain the system of currency exchange rates, theory of exchange rate determination and exchange rate fluctuation risks
- Describe the processes involved in exporting and importing of goods between two countries
- Explain how the international monetary system affects pricing and payment terms for exports and imports
- Explain the complexities of international trade facilitating services including insurance and port services
- Explain international transportation by sea, air, land, and inter-modal transportation
- Explain the role of governments and international organizations in international trade

CORE CONCEPTS, KNOWLEDGE, AND SKILLS

- Air cargo
- Cargo handling
- Containerization and unitization of cargo
- Currency exchange rates
- Customs duty, tariffs and customs clearance
- Exporting

- Freight forwarders and shipping agents
- Freight transportation
- Importing
- INCOTERMS
- International contracts
- International logistics
- Licensing, franchising, joint ventures, subsidiaries, partnering, strategic alliances
- Ocean freight and ocean liners
- Outsourcing
- Piggyback, birdyback, and fishyback
- Supply chain management
- Trade zones and common markets
- Warehousing

OVERVIEW OF COURSE GRADING

The grades earned for the course will be derived using City University of Seattle's decimal grading system, based on the following:

| <i>Overview of Required Assignments</i> | <i>% of Final Grade</i> |
|---|-------------------------|
| Import and Export/Countertrade Paper | 20% |
| Foreign Exchange Market Analysis Report | 25% |
| Trade and Logistics Summary Paper | 35% |
| Discussion Board/Participation | 20% |
| TOTAL | 100% |

SPECIFICS OF COURSE ASSIGNMENTS

The instructor will provide grading rubrics that will provide more detail as to how this assignment will be graded.

Import and Export/Countertrade Paper

Write a 3-page paper, in APA format, on the role of government in the Export/Import environment and Countertrade. Answer the following questions with detailed examples:

- What is Countertrade?
- What are the different types of Countertrade?
- What are the advantages and disadvantages of Countertrade?
- What is a firm's Suitability to Countertrade?

| <i>Components</i> | <i>% of Grade</i> |
|--------------------------|-------------------|
| Purpose/Thesis Statement | 15% |
| Content | 30% |
| Organization | 25% |
| Writing Mechanics | 15% |
| References | 15% |
| TOTAL | 100% |

Foreign Exchange Market Analysis Report

One function of the foreign exchange market is to convert the currency of one country into the currency of another. A second function of the foreign exchange market is to provide insurance against foreign exchange risk. The most common approach to exchange rate forecasting is fundamental analysis. This relies on variables such as money supply growth, inflation rates, nominal interest rates, and balance-of-payment positions to predict future changes in exchange rates.

Identify a country outside of the U.S. and its currency and initial exchange rate. In a 5 page paper, answer the following questions:

- How stable is the currency against the U.S. dollar?
- Why is this so?
- How many other countries trade with your chosen host country?
- Are there risks involved in doing business with this country?
- What are the projections for this country's expansion over the next 10 years?
- How does the monetary system in the country affect their imports and exports?

| <i>Components</i> | <i>% of Grade</i> |
|--------------------------|-------------------|
| Purpose/Thesis Statement | 15% |
| Content | 30% |
| References | 15% |
| Organization | 25% |
| Writing Mechanics | 15% |
| TOTAL | 100% |

Trade and Logistics Summary Paper

Submit an 8-10 page paper. Select a company that you are familiar with and write a paper that evaluates all aspects of the company's organization with respect to the concepts that you learned in this course. In the Introduction, please provide some historical background of the company and its financial and international dealings. The paper should be 8-10 pages in length excluding, cover page, abstract, graphs/figures, and reference page/s. Some concepts that you may want to consider are:

- Culture of the organization – values and norms.
- Ethics in international dealings
- Foreign Direct Investment
- Entry into the markets
- Accounting practices
- How it converts currency
- Its international strategy
- Strategic positioning

i. Marketing tactics

| <i>Components</i> | <i>% of Grade</i> |
|--------------------------|-------------------|
| Purpose/Thesis Statement | 15% |
| Content | 30% |
| Organization | 25% |
| Writing Mechanics | 15% |
| References | 15% |
| TOTAL | 100% |

Discussion Board/Participation

Whether in class, online, or in a mixed mode setting, students will be graded on their participation in classroom discussions; their ability to present, explain, or defend alternative viewpoints; and the degree to which they have mastered the concepts and principles inherent in the study of accounting at this introductory level. Written work will be assessed not only on relevance to the subject presented, but also on adherence to good written form and professional presentation.

| <i>Components</i> | <i>% of Grade</i> |
|-------------------------|-------------------|
| Timeliness of responses | 20% |
| Quality of responses | 50% |
| Quantity of responses | 30% |
| TOTAL | 100% |

COURSE POLICIES

Late Assignments

LATE ASSIGNMENT

Participation

PARTICIPATION

Professional Writing

Assignments require error-free writing that uses standard English conventions and logical flow of organization to address topics clearly, completely, and concisely. CityU requires the use of APA style.

UNIVERSITY POLICIES

You are responsible for understanding and adhering to all of City University of Seattle's academic policies. The most current versions of these policies can be found in the [University Catalog](#) that is linked from the CityU Web site.

Title IX Statement

City University of Seattle and its faculty are committed to supporting our students and seeking an environment that is free of bias, discrimination, and harassment. If you have encountered any form of sexual misconduct (e.g. sexual assault, sexual harassment, stalking, domestic or dating violence), we

encourage you to report this to the University. If you speak with a faculty member about an incident of misconduct, that faculty member must notify CityU's Title IX coordinator and share the basic fact of your experience. The Title IX coordinator will then be available to assist you in understanding all of your options and in connecting you with all possible resources on and off campus.

To view CityU's sexual misconduct policy and for resources, please visit the [Campus Safety and Title IX Page](#) in the my.cityu.edu portal.

Scholastic Honesty

Scholastic honesty in students requires the pursuit of scholarly activity that is free from fraud, deception and unauthorized collaboration with other individuals. You are responsible for understanding CityU's policy on scholastic honesty and adhering to its standards in meeting all course requirements. A complete copy of this policy can be found in the [University Catalog](#) in the section titled *Scholastic Honesty* under *Student Rights & Responsibilities*.

Attendance

Students taking courses in any format at the University are expected to be diligent in their studies and to attend class regularly.

Regular class attendance is important in achieving learning outcomes in the course and may be a valid consideration in determining the final grade. For classes where a physical presence is required, a student has attended if s/he is present at any time during the class session. For online classes, a student has attended if s/he has posted or submitted an assignment. A complete copy of this policy can be found in the [University Catalog](#) in the section titled *Attendance Policy for Mixed Mode, Online and Correspondence Courses*.

SUPPORT SERVICES

Disability Services Accommodations Statement

Students with a documented disability who wish to request academic accommodations are encouraged to contact Disability Support Services to discuss accommodation requests and eligibility requirements. Please contact Disability Support Services at disability@cityu.edu or 206.239.4752 or visit the [Disability Support Services](#) page in the my.cityu.edu portal. Confidentiality will be observed in all inquiries. Once approved, information about academic accommodations will be shared with course instructors.

Library Services

CityU librarians are available to help you find the resources and information you need to succeed in this course. Contact a CityU librarian through the [Ask a Librarian](#) service, or access [library resources and services online](#), 24 hours a day, seven days a week.

Smarthinking

As a CityU student, you have access to 10 free hours of online tutoring offered through Smarthinking, including writing support, from certified tutors 24 hours a day, seven days a week. Contact CityU's Student Support Center at help@cityu.edu to request your user name and password.