Auburn University – College of Business
Fundamentals of Global Trade – IBUS 3100
Fall Semester - 2009

INSTRUCTOR:  
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OFFICE HOURS:  
TTH 3:00 – 4:30 p.m. and by appointment

CLASS HOURS:  
TBD

COURSE OBJECTIVE:  
The primary purpose of this class is to help you understand the fundamental skills involved in export management including key research, pricing, shipping, and payment issues. You will learn practical aspects regarding the impact of tariffs, trade agreements, and foreign exchange rates on export sales. You will develop a vocabulary of terms and organizations used on a daily basis by exporters. The course will also highlight specific jobs and skills required in international trade operations.

TENTATIVE SCHEDULE:

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<th>Week</th>
<th>Topic</th>
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<tr>
<td>1</td>
<td>Course overview – The Global Economy</td>
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<td>2</td>
<td>Impact of tariffs and trade agreements</td>
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<td>3</td>
<td>Exchange rates</td>
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<td>4</td>
<td>Export readiness and successful exporters</td>
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<td>5</td>
<td>Finding export markets - methods and sources</td>
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<td>Export assistance organizations and resources</td>
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<td>Distribution methods</td>
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<td>Distribution management</td>
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<td>Contracts and Test I</td>
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<td>10</td>
<td>Pricing, incoterms and quotations</td>
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<td>Shipping and documents</td>
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<td>Export finance – methods of payment</td>
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<td>13</td>
<td>Export finance – sources and Test II</td>
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<td>14</td>
<td>Thanksgiving break</td>
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<td>15</td>
<td>Legal aspects of exporting</td>
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MATERIALS:  
*Text*: Global Entrepreneur by James Foley  
*Calculator*: A calculator is required for some material (including exams).

PREREQUISITES:  
Junior standing; MKTG 3310 (for business majors) or MKTG 3810 (for non-business majors)  
All students enrolled in undergraduate business courses at the 3000 level and above are required to have a cumulative grade point average of 2.2 or higher.
GRADING:
- Exams (2 at 25% each) 50%
- Final Exam (comprehensive) 25%
- Written assignments (2 at 12.5%) 25%
- 100%

GRADING SCALE:
- A 90 – 100, B 80 – 89, C 70 – 79, D 60 – 69
- F Below 60

Announcements
Be sure to check Blackboard for any missed work and upcoming assignments. I will provide important announcements and responses to questions either via e-mail or Blackboard. It is imperative that you have a valid e-mail account and that you check it on a regular basis. If you use a different e-mail account than auburn.edu, forward your Auburn account to the e-mail address you check regularly.

Attendance
You are expected to be in class and on time. You are expected to be an active participant in the class including answering questions when called upon.

Academic Honesty
Any violation of the academic honesty code as defined in the student handbook (Tiger Cub) will be treated in accordance with the student discipline code policy and procedures. I verify all excused absences. All assignments should be your own work. Copying another student’s assignment or allowing another student to copy yours constitutes dishonesty.

Students with Disabilities
Students needing special accommodations should arrange to meet with me as soon as possible. If you do not have an Accommodation Memo, but need special accommodation, contact the Program for Students with Disabilities in 1244 Haley Center (844-2096).

Calendar Revisions
The accompanying calendar is tentative. Any necessary revisions to the projected schedule will be posted promptly on Blackboard and/or via e-mail. It is your responsibility to check Blackboard and your Auburn e-mail account regularly.

Exams
There will be three exams during the semester consisting of short problems, multiple part problems, multiple choice, and discussion questions. Bring a financial calculator to each exam. The last exam will be comprehensive.

Make-up Exams
Any student with prior knowledge of a university excused absence must arrange to take the exam before the scheduled exam. Scheduled make-up dates and times are posted on the calendar. You are expected to take the make-up exam as scheduled unless you have a university excuse for this date and time. A student who misses an exam and is unexcused (see Tiger Cub for guidelines on what constitutes a university excused absence) will receive a grade of 0 on that exam. Makeup exams may be in a different format from the original exam.