**LOGISTICS 112: IMPORTING AND EXPORTING:**

**Lesson Plan/Course Outline, Winter quarter 2013 - DRAFT**

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| **Week, Class day and General Topics:** | **Activities and Required or Suggested Readings and Resources:** |
| **Week 1: January 3**  Outlining the main goals of this course.  Introductions and reviewing the syllabus.  Update on U.S. and Washington State exports and imports.  International Sales and Marketing Management.  The Rationale for Exporting and Importing.  The Cycle of Trade. | **Read** Johnson Ch. 1 (Organizing for export and import operations)  **Read** Chapter 1 of A Basic Guide to Exporting: <http://export.gov/basicguide/eg_main_017244.asp>  **Read** the power point lecture notes for session 1  **Post** on the Discussion Board your response to Discussion Topic 1.  **Suggested: Watch and listen** to the Export University 101 Webinar:  <http://www.export.gov/webinars/eg_main_018595.asp>  (90 minutes)  (Don’t worry if you don’t understand it all – this is just an introduction to issues to be covered in this course) |
| **Week, Class day and General Topics:** | **Activities and Required or Suggested Readings and Resources:** |
| **Week 2: January 10**  International Trade from an Entrepreneur’s and Small Business Standpoint.  How To Get Started in Importing and Exporting.  Market Entry and Distribution Strategies | **Read** Johnson Ch. 2 (Exporting: Preliminary Considerations)  **Read** Chapter 2 of a Basic Guide to Exporting: <http://export.gov/basicguide/eg_main_017244.asp>  **Read** the power point lecture notes for session 2  **Read** the John Wiley Spiers notes posted under session 2 in Angel  **Post** on the Discussion Board your response to Discussion Topic 2.  **Suggested: Explore** the website [www.export.gov](http://www.export.gov)  **Suggested: Review** Appendix A in Johnson |
| **Week, Class day and General Topics:** | **Activities and Required or Suggested Readings and Resources:** |
| **Week 3: January 17**  Issues in Exporting.  Export Procedures.  Export readiness.  Power Point presentation: Developing an Export Plan | **Read** Johnson Ch. 3 (Exporting: Sales Documentation)  **Read** Chapters 3 and 4 of A Basic Guide to Exporting: <http://export.gov/basicguide/eg_main_017244.asp>  **Read** the power point lecture notes for session 3  **Post** on the Discussion Board your response to Discussion Topic 3.  QUIZ 1 (online, open January 18 - 21) |
| **Week, Class day and General Topics:** | **Activities and Required or Suggested Readings and Resources:** |
| **Week 4: January 24**  International marketing channel management.  Contracts (individual sales, ongoing sales, and distributorships)  **Possible Guest Presenter** | **Read** A Basic Guide to Exporting, chapters 5, 6, 7, 8, 9 and 10: <http://export.gov/basicguide/eg_main_017244.asp>  **Read** Appendix B in Johnson (International Sales Agreement)  **Read** the power point lecture notes for session 4  **Post** on the Discussion Board your response to Discussion Topic 4.  **Suggested: Read** “How to find & use an Export Management Company” on [www.powerhomebiz.com/vol7/export.htm](http://www.powerhomebiz.com/vol7/export.htm)  **Suggested: Explore** this EMC site: [www.amexinc.com](http://www.amexinc.com)  **Suggested**: **Explore** [www.fita.org/tools](http://www.fita.org/tools) |
| **Week, Class day and General Topics:** | **Activities and Required or Suggested Readings and Resources:** |
| **Week 5: January 31**  Export documentation.  Commercial documents.  Payments issues. | **Read** Johnson Ch. 4 (Exporting: Other export documentation)  **Read** A Basic Guide to Exporting, chapters 11, 12, 13 & 14:  <http://export.gov/basicguide/eg_main_017244.asp>  **Read** the power point lecture notes for session 5  **Post** on the Discussion Board your response to Discussion Topic 5.  **Suggested: Read** “Understanding and Using Letters of Credit, Part I” at <http://www.crfonline.org/orc/cro/cro-9-1.html> |
| **Week, Class day and General Topics:** | **Activities and Required or Suggested Readings and Resources:** |
| **Week 6: February 7**  Export regulations.  Export compliance.  Licenses. | **Read** Johnson Ch. 5 (Exporting: Export controls and licenses)  **Read** A Basic Guide to Exporting, chapters 15, 16 and 17:  <http://export.gov/basicguide/eg_main_017244.asp>  **Read** the power point lecture notes for session 6  **Post** on the Discussion Board your response to Discussion Topic 6.  **Suggested: Explore** the websites [www.bis.doc.gov](http://www.bis.doc.gov); and [www.census.gov/foreign-trade/www/](http://www.census.gov/foreign-trade/www/)  QUIZ 2 (online, open February 8 - 11) |
| **Week, Class day and General Topics:** | **Activities and Required or Suggested Readings and Resources:** |
| **Week 7: February 14**  Issues in Importing.  Import procedures.  Harmonized Tariff System (HTS) | **Read** Johnson Ch. 6 (Importing: Preliminary Considerations)  **Read** the power point lecture notes for session 7  **Decide** on topic (product and country) for the student class project.  **Post** on the Discussion Board your response to Discussion Topic 7.  **Suggested: Peruse** Appendices D and E in Johnson (Informed Compliance: Reasonable Care, and Harmonized Tariff Schedule) |
| **Week, Class day and General Topics:** | **Activities and Required or Suggested Readings and Resources:** |
| **Week 8: February 21**  Import Management.  Letters of Credit. | **Read** Johnson Ch. 7 (Importing: Purchase Documentation)  **Read** the power point lecture notes for session 8  **Post** on the Discussion Board your response to Discussion Topic 8.  **Suggested: Read** Appendix F in Johnson (International Purchase Agreement (Import)). |
| **Week, Class day and General Topics:** | **Activities and Required or Suggested Readings and Resources:** |
| **Week 9: February 28**  Customs clearance and related issues.  Documentation. | **Read** Johnson Ch. 8 (Importing: Import Process and Documentation)  **Read** the power point lecture notes for session 9  **Post** on the Discussion Board your response to Discussion Topic 9.  **Suggested: Read** Appendix H in Johnson (Guidance on Internet Purchases), pg. 545-552.  **Suggested: Explore** the website [www.cbp.gov](http://www.cbp.gov)  QUIZ 3 (online, open March 1 – 4) |
| **Week, Class day and General Topics:** | **Activities and Required or Suggested Readings and Resources:** |
| **Week 10: March 7**  **Possible Guest Presenter** | **Read** Johnson Ch. 9 (Specialized Exporting and Importing)  **Read** the power point lecture notes for session 10  **Post** on the Discussion Board your response to Discussion Topic 10. |
| **Week, Class day and General Topics:** | **Activities and Required or Suggested Readings and Resources:** |
| **Week 11: March 14**  Wrap-up, summary and review. | **Reading TBA**  Student power point project presentations. |
| **Week, Class day and General Topics:** | **Activities and Required or Suggested Readings and Resources:** |
| **Finals’ week** | FINAL EXAM (online, open March 15 - 18)  **Turn** in student class project report by March 18, midnight (electronically: drop-box or e-mail) |