

Note:

Course content may be changed, term to term, without notice. The information below is provided as a guide for course selection and is not binding in any form, and should not be used to purchase course materials.

COURSE SYLLABUS

BUSI 465

EXPORT MANAGEMENT STRATEGY

COURSE DESCRIPTION

An overview of international trade theories, policies, instruments and documents that affect the success of U.S. exports. Students are introduced to various resources, private organizations, and government agencies designed to facilitate American export businesses. The tools and methods for establishing a small export business model are examined.

RATIONALE

The globalization of business brings new opportunities and threats to governments, firms, and individuals. The challenge is to compete successfully in the global marketplace as it exists today and develops tomorrow. Thus, the prime objective of this course is to guide the learner through a process by which he/she can build and improve these skills from a Christian worldview. This course seeks to provide the student with academic content that supports the published Liberty University Philosophy and Mission Aims.

I. PREREQUISITE

For information regarding prerequisites for this course, please refer to the [Academic Course Catalog](#).

II. REQUIRED RESOURCES

Click on the following link to view the required resource(s) for the term in which you are registered: <http://bookstore.mbsdirect.net/liberty.htm>

III. ADDITIONAL MATERIALS FOR LEARNING

- A. Computer with basic audio/video output equipment
- B. Internet access (broadband recommended)
- C. Blackboard [recommended browsers](#)
- D. Microsoft Office
- E. [APA Style Central](#)

IV. MEASURABLE LEARNING OUTCOMES

Upon successful completion of this course, the student will be able to:

- A. Assess export regulations, trade agreements, and marketing considerations.
- B. Evaluate financial, shipping, and documentation considerations for exporting.
- C. Conclude necessary information for making informed exporting decisions.
- D. Integrate biblical concepts within the areas of trade agreements and exporting.

V. COURSE REQUIREMENTS AND ASSIGNMENTS

- A. Textbook readings and lecture presentations
- B. Course Requirements Checklist

After reading the Course Syllabus and [Student Expectations](#), the student will complete the related checklist found in Module/Week 1.

- C. Discussion Board Forums (4)

Discussion boards are collaborative learning experiences. Therefore, the student is required to provide a thread in response to the provided prompt for each forum. Each thread must be 300 words and demonstrate course-related knowledge. Each thread requires 3 scholarly citations in current APA format. In addition to the thread, the student is required to reply to 2 other classmates' threads. Each reply must be at least 200 words and supported by at least 3 scholarly citations in current APA format.

- D. Case Studies (2)

The student will write a current APA-formatted, 4–5-page paper in response to the case studies provided. The paper must integrate assigned readings, peer-reviewed resources, and personal/professional experiences. Deliverables must be supported by at least 3 properly cited and referenced resources in current APA format.

- E. Final Project: Part 1

For this part of the final project, the student will complete a bibliography and sentence outline for the export marketing plan to be created for Final Project: Part 2. The bibliography must include at least 10 scholarly sources, properly cited in current APA format.

- F. Final Project: Part 2

The student will create an export marketing plan for a product of his/her choosing that he/she wants to export to a carefully researched and selected foreign market. The export marketing plan must incorporate export management concepts and strategies studied in the course, and must be at least 15 pages, include a minimum of 10 scholarly sources, and adhere to current APA format.

G. Reflection Paper

The student will write a 3–5-page paper reflecting on the significant ideas and concepts learned in the course. The paper must be supported by at least 3 scholarly citations in current APA format. The student will discuss how the significant ideas learned will help him/her make informed professional and exporting decisions. The student will also reflect on how this course has helped to shape his/her Christian worldview.

H. Quizzes/Tests/Exams (3)

Each quiz will cover the Reading & Study material; will be open-book/open-notes; contain 25 matching, multiple-choice, short-answer, and true/false questions; and have a 1-hour time limit.

For timed quizzes/tests/exams, the student is required to complete the quiz/test/exam within the assigned time. For the student who exceeds this time limit, a penalty of 1 point will be deducted for each minute, or part thereof, he/she exceeds the assigned time limit.

VI. COURSE GRADING AND POLICIES

A. Points

Course Requirements Checklist	10
Discussion Board Forums (4 at 100 pts ea)	400
Case Studies (2 at 75 pts ea)	150
Final Project: Part 1	100
Final Project: Part 2	150
Reflection Paper	50
Quizzes (3 at 50 pts ea)	150
Total	1010

B. Scale

A = 900–1010 B = 800–899 C = 700–799 D = 600–699 F = 0–599

C. Disability Assistance

Students with a documented disability may contact Liberty University Online’s Office of Disability Academic Support (ODAS) at LUOODAS@liberty.edu to make arrangements for academic accommodations. Further information can be found at www.liberty.edu/disabilitysupport.

COURSE SCHEDULE

BUSI 465

Textbook: Nelson, *Import/export: How to take your business across borders* (2009).

MODULE/ WEEK	READING & STUDY	ASSIGNMENTS	POINTS
1	Nelson: chs. 1–2 2 presentations 5 websites	Course Requirements Checklist Class Introductions DB Forum 1 Thread	10 0 *
2	Nelson: chs. 3–4 2 presentations 4 websites	DB Forum 1 Replies Case Study 1	100 75
3	Nelson: chs. 5–6 2 presentations 4 websites	DB Forum 2 Thread Quiz 1	* 50
4	Nelson: chs. 7–8 2 presentations 5 websites	DB Forum 2 Replies Case Study 2	100 75
5	Nelson: chs. 9–10 2 presentations 3 websites	DB Forum 3 Thread Quiz 2	* 50
6	Nelson: chs. 11–12 2 presentations 4 websites	DB Forum 3 Replies Final Project: Part 1	100 100
7	Nelson: chs. 13–14 2 presentations 3 websites	DB Forum 4 Thread Quiz 3	* 50
8	Nelson: chs. 15–16 1 presentation 3 websites	DB Forum 4 Replies Final Project: Part 2 Reflection Paper	100 150 50
TOTAL			1010

DB = Discussion Board

*Grades will not be entered until the completion of each Discussion Board Forum.

NOTE: Each course week (except Module/Week 1) begins on Tuesday morning at 12:00 a.m. (ET) and ends on Monday night at 11:59 p.m. (ET). The final week ends at 11:59 p.m. (ET) on Friday.