



**Business Center of Excellence  
International Business Department**

<https://www.hccs.edu/programs/areas-of-study/business/international-business/>

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**IBUS 1301: Principles of Exports | Online WS | #24195**

Fall 2020 | 8 Weeks (8.24.2019-10.18.2019)

Online WS | Online | Monday and Wednesday 5:30 – 8:20 p.m.

3 Credit Hours | 48 hours per semester

**Instructor Contact Information**

|             |                            |                  |                |
|-------------|----------------------------|------------------|----------------|
| Instructor: | Beth Heyn Kennedy          | Office Phone:    | 713-858-5959   |
| Office:     | By appointment             | Office Hours:    | By appointment |
| HCC Email:  | Elizabeth.kennedy@hccs.edu | Office Location: | By appointment |

Please feel free to contact me concerning any problems that you are experiencing in this course. Your performance in my class is very important to me. I am available to hear your concerns and just to discuss course topics.

**Instructor's Preferred Method of Contact**

elizabeth.kennedy@hccs.edu. You may also text me or call my cell at 713-858-5959 I will respond to emails within 24 hours Monday through Friday; I will reply to weekend messages on Monday mornings.

If you need to escalate an issue, please contact:

Program Coordinator: Deanna Teel, [deanna.teel@hccs.edu](mailto:deanna.teel@hccs.edu), 713-718- 5873  
Division Chair: Ken Hernandez, [kenneth.hernandez@hccs.edu](mailto:kenneth.hernandez@hccs.edu), 713-718-2468  
Division Admin Assistant: Lyssa Wilson, [melissa.wilson3@hccs.edu](mailto:melissa.wilson3@hccs.edu), 713-718-5125

**What's Exciting About This Course**

Do you ever wonder how the things we make in the United States get to other countries? This course will teach you how the entire process works. We will cover the practices and processes of export operations, understand the laws and regulations and do a model business plan for an export product of your choosing. You will gain a better understanding and build your skills in the preparation and understanding of export documents such as customs invoices, packing lists, and commercial invoices.

**My Personal Welcome**

Welcome to IBUS 1301 - Principles of Exports! I look forward to a great course. I have taught this course before and really enjoyed it, so I hope you will come ready to learn and have a little fun. If there are any questions you have, please call me.

This semester, there are three modalities for HCC courses: Online Anytime, Online on a Schedule, and Flex Campus.

- **Online Anytime** classes are traditional online courses; coursework is online, and there are no meetings at specific times.
- **Online on a Schedule** classes are online courses with traditional meeting components; coursework is online, and there are specific times to log in for scheduled class meetings.
- **Flex Campus** are in-person classes; coursework is online, and students have the choice to come to campus or to participate online during scheduled class meetings.

This section of IBUS 1301 is Online on a Schedule and meets on Mondays and Wednesdays from 5:30 pm to 8:20 pm. I look forward to seeing you on Monday, August 24, at 5:30 p.m. online. As you read and wrestle with new ideas and facts that may challenge you, I am available to support you. The fastest way to reach me is by my HCC email or text message. My goal is for you to walk out of the course with a better understanding of Exports and trade in general.

### Prerequisites and/or Co-Requisites

IBUS 1301 requires students to be placed into GUST 0342 in reading, ENGL 0300 or 0347 in writing and MATH 0306 in math. If you have enrolled in this course having satisfied these prerequisites, you have a higher chance of success than students who have not done so. Please carefully read and consider the repeater policy in the [HCCS Student Handbook](#).

### Canvas Learning Management System

This section of IBUS 1301 will use [Canvas](https://eagleonline.hccs.edu) (<https://eagleonline.hccs.edu>) to supplement assignments, exams, and activities. Assignments, quizzes and other materials are organized in the course section to enable and supplement your learning. HCCS Open Lab locations may be used to access the Internet and Canvas. **USE FIREFOX OR CHROME AS THE INTERNET BROWSER.**

### HCC Online Information and Policies

Here is the link to information about HCC Online classes including the required Online Orientation for all fully online classes: <http://www.hccs.edu/online/>

### Scoring Rubrics, Sample Assignments, etc.

Look in Canvas for the scoring rubrics for assignments, samples of class assignments, and other information to assist you in the course.

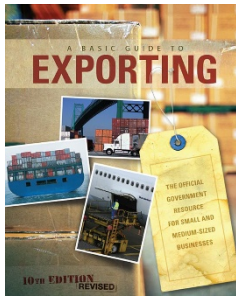
|                    |             |
|--------------------|-------------|
| Cases and Articles | 200         |
| Quizzes            | 200         |
| Exams (3)          | <u>600</u>  |
|                    | <b>1000</b> |

<https://eagleonline.hccs.edu/login/ldap>

## Instructional Materials

### Textbook Information

The textbook listed below is **required** for this course.



**"A Basic Guide to Exporting: The Official Government Resource for Small and Medium-Sized Businesses"** (11th Edition) (U.S. Department of Commerce, International Trade Administration/ITA Commercial Service)  
ISBN: 9780160907845

The free .pdf file of the textbook can be found on the front page of the course under the "FILES" section in Canvas.

### Other Instructional Resources

#### Tutoring

HCC provides free, confidential, and convenient academic support, including writing critiques, to HCC students in an online environment and on campus. Tutoring is provided by HCC personnel in order to ensure that it is contextual and appropriate. Visit the [HCC Tutoring Services](#) website for services provided.

#### Libraries

The HCC Library System consists of 9 libraries and 6 Electronic Resource Centers (ERCs) that are inviting places to study and collaborate on projects. Librarians are available both at the libraries and online to show you how to locate and use the resources you need. The libraries maintain a large selection of electronic resources as well as collections of books, magazines, newspapers, and audiovisual materials. The portal to all libraries' resources and services is the HCCS library web page at <http://library.hccs.edu>.

#### Supplementary Instruction

Supplemental Instruction is an academic enrichment and support program that uses peer-assisted study sessions to improve student retention and success in historically difficult courses. Peer Support is provided by students who have already succeeded in completion of the specified course, and who earned a grade of A or B. Find details at <http://www.hccs.edu/resources-for/current-students/supplemental-instruction/>.

## Course Overview

IBUS 1301: Export management processes and procedures. Includes governmental controls and compliance, licensing of products, documentation, commercial invoices, and traffic procedures. Emphasizes human and public relations, management of personnel, finance, and accounting procedures.

### Secretary's Commission Addressing Necessary Skills (SCANS)

The Secretary's Commission on Achieving Necessary Skills (SCANS) was appointed by the U.S. Secretary of Labor to determine the skills that U. S. employers want most in entry-level employees. The commission identified seven skills, (motivation to learn, basic skills, communication, teamwork, critical thinking, career development and leadership). These workplace competencies and foundation skills have been designed into this course and into the curriculum for each program of study.

### Program Student Learning Outcomes (PSLOs)

Can be found at:

<https://www.hccs.edu/programs/areas-of-study/business/international-business/>

### Course Student Learning Outcomes (CSLOs)

Upon completion of IBUS 1301, the student will be able to:

1. Explain documentation, logistics, and transportation of export management.
2. Prepare appropriate export documents and responses to requests for quotation.
3. Apply export processes and procedures to public, customer and employee relationships.
4. Apply export processes and procedures to such functional areas as finance and accounting.

### Learning Objectives

Learning Objectives for each CSLO can be found at [HCC Learning Web for International Business](#)

## Student Success

Expect to spend at least twice as many hours per week outside of class as you do in class studying the course content. Additional time will be required for written assignments. The assignments provided will help you use your study hours wisely. Successful completion of this course requires a combination of the following:

- Reading the textbook
- Attending class in person and/or online
- Completing assignments
- Participating in class activities

There is no short cut for success in this course; it requires reading (and probably re-reading) and studying the material using the course objectives as a guide.

### Instructor and Student Responsibilities

As your Instructor, it is my responsibility to:

- Provide the grading scale and detailed grading formula explaining how student grades are to be derived
- Facilitate an effective learning environment through learner-centered instructional techniques
- Provide a description of any special projects or assignments
- Inform students of policies such as attendance, withdrawal, tardiness, and making up assignments
- Provide the course outline and class calendar that will include a description of any special projects or assignments
- Arrange to meet with individual students before and after class as required

As a student, it is your responsibility to:

- Attend class in person and/or online
- Participate actively by reviewing course material, interacting with classmates, and responding promptly in your communication with me
- Read and comprehend the textbook
- Complete the required assignments and exams
- Ask for help when there is a question or problem
- Keep copies of all paperwork, including this syllabus, handouts, and all assignments
- Attain a raw score of at least 50% on the final exam
- Be aware of and comply with academic honesty policies in the HCCS Student Handbook

## Assignments, Exams, and Activities

### Written Assignment

You will have written assignments in class to cover case studies, as well as some homework requiring you to demonstrate your understanding of the course content.

### Exams

**You will have 2 tests and one final exam in this course.** Each test will be composed of multiple choice, matching and short answer questions, each will be clearly marked on the exam showing the points for each question. These three tests are 600 points of your total 1000 points for the course. You will not need Scantron sheets for this class. Test 1 has 30 multiple choice questions: 30 (6 points each = 180 points and one short answer question worth 20 points. Test 2 has 30 multiple choice questions worth 5 points each. The final has 40 multiple choice questions worth 4 points each and short answer questions worth 40 points.

### In-Class Activities

Expect to participate in case studies and class discussions for grades during the course.

### Final Exam

The final has 40 multiple choice questions worth 4 points each and short answer questions worth 40 points. Students who are absent from the final exam without discussing their absence with the instructor in advance or within 24 hours afterward will receive a course grade of Incomplete. Any student who does not take a makeup exam by the end of the following semester will receive a final exam grade of zero and a course grade of F.

### Grading Formula

|                    |             |
|--------------------|-------------|
| Cases and Articles | 200         |
| Quizzes            | 200         |
| Exams (3)          | <u>600</u>  |
|                    | <b>1000</b> |

### Incomplete Policy:

In order to receive a grade of Incomplete ("I"), a student must have completed at least 50% of the work in the course. In all cases, the instructor reserves the right to decline a student's request to receive a grade of Incomplete.

**HCC Grading Scale can be found on this site under Academic Information:**  
<http://www.hccs.edu/resources-for/current-students/student-handbook/>

## Course Calendar

| Week | Dates  | Topic / Assignments Due  |
|------|--|--|
| 1    | Aug 24,<br>2020<br><br>Aug 26,<br>2020             | 7 Videos and 7 quizzes from Export U (US Commercial Service) <ol style="list-style-type: none"> <li>1. Are you Ready?</li> <li>2. Market Intelligence</li> <li>3. More Intelligence</li> <li>4. Costing and Pricing</li> <li>5. Market Approach</li> <li>6. Tradeshow</li> <li>7. Incoterms</li> </ol> Article and questions about the ExIm Bank |
| 2    | Aug 31,<br>2020<br><br>Sept 2,<br>2020             | 7 Videos and 5 Quizzes <ol style="list-style-type: none"> <li>1. Payment Terms</li> <li>2. SBA Financing</li> <li>3. Website Globalization</li> <li>4. Risk Management</li> <li>5. Export Documents</li> <li>6. GDPR</li> <li>7. Matrix Market Analysis</li> </ol> Study for Exam #1<br>Exam #1 September 2, 2020                                |
| 3    | NO CLASS<br>Sept 2,<br>2020<br><br>Sept 9,<br>2020 | Read:<br>Chapter 1 Introduction - The World Is Open for Your Business<br>Chapter 2 Developing an Export Strategy<br>Chapter 4 Export Advice<br>Chapter 5 Methods and Channels<br>Chapter 6 Finding Qualified Buyers<br>Chapter 8 Preparing Your Product for Export<br>Individual Case Assignment   |
| 4    | Sept 14,<br>2020<br><br>Sept 16,<br>2020           | Read:<br>Chapter 10 International Legal Considerations<br>Chapter 11 Going Online: E-Exporting Tools for Small Businesses<br>Chapter 12 Shipping Your Product<br>Case Study Home Instead<br>Case Study Avazzia   |
| 5    | Sept 21,<br>2020<br><br>Sept 23,<br>2020           | Study for Exam #2<br>Exam #2<br>Read<br>Chapter 13 Pricing, Quotations, and Terms<br>Chapter 14 Methods of Payment   |
| 6    | Sept 28,<br>2020<br><br>Sept 30,<br>2020           | Read:<br>Chapter 16 Business Travel Abroad<br>Chapter 17 Selling Overseas and After-Sales Service<br>Chapter 18 Rules of Origin for FTAs   |
| 7    | Oct 5,<br>2020                                     | Study for Exam #3 - Final Exam   |

| <b>Week</b> | <b>Dates</b>    | <b>Topic / Assignments Due</b> |
|-------------|-----------------|--------------------------------|
|             | Oct 7,<br>2020  |                                |
| 8           | Oct 12,<br>2020 | FINAL EXAM                     |

### **Syllabus Modifications**

The instructor reserves the right to modify the syllabus at any time during the semester and will promptly notify students in writing, typically by e-mail, of any such changes.

## **Instructor's Practices and Procedures**

### **Missed Assignments**

I will allow makeups if you make arrangements with me but you will be penalized 10 points or 10% of the total points for any late work. A make-up exam is not a retake. That is, make-up exams are allowed only for missed exams.

### **Academic Integrity**

I expect complete honesty and integrity from all students. Failure to comply with the HCCS policy below will result in disciplinary action, up to and including a failing grade for the course. Scholastic Dishonesty will result in a referral to the Dean of Student Services. See the link below for details.

Here's the link to the HCC information about academic integrity (Scholastic Dishonesty and Violation of Academic Scholastic Dishonesty and Grievance):

<http://www.hccs.edu/about-hcc/procedures/student-rights-policies--procedures/student-procedures/>

### **Attendance Procedures**

Success in this course depends on regular attendance in class and staying current with online assignments. Hybrid courses require you to monitor your own assignments and stay current. It is your responsibility to drop the course if you deem it necessary. I will take attendance early in the class, if you are marked absent, but arrived late, it is your responsibility to see me after class to have your tardy recorded and your presence updated to avoid being marked absent and possibly being dropped by the system. If you miss the first 12.5% of any course (i.e. the period before the Official Date of Record/Approve Roster date) HCC will drop you due to non-attendance. Students need to attend the first day of class and to log on to online classes on the first day of class. THIS IS A STATE OF TEXAS POLICY. It is not an instructor, department, or college created policy.

### **Student Conduct**

I expect students to conduct themselves appropriately in class. I reserve the right to deal with any disciplinary issues as I see fit.

### **Instructor's Course-Specific Information**

I will grade most assignments within a day or two of the due date. Grades are posted in Canvas real time.



## Electronic Devices

You may bring electronic devices such as laptops and phones to class but please be respectful of both the instructor and your fellow students. For Exam reviews, I like to use a system called Kahoot! Which requires a laptop, smartphone or tablet. It is not required that you have a device to participate in the review, but it is encouraged if you have access to a device to bring it for reviews.

## International Business Program Information

It is strongly recommended that students of this course ensure that their major is listed as International Business and that you notify the school of which certificate or degree plan you are following.

Scholarships are available every spring with the International Transportation Management Association (ITMA), the Houston District Export Council (HDEC) and the Houston International Trade Development Center (HITDC). Check with the International Business Program Coordinator, Deanna Teel, at [deanna.teel@hccs.edu](mailto:deanna.teel@hccs.edu).

This program includes a Co-Op class, IBUS 2280. Students must complete 30 semester credit hours for the AAS degree or 15 semester credit hours in the Certificate before enrolling in this course. Once you have met the requirements, you will contact the Division Chair's office at 713-718-5125 to get the permission code to enroll in this class. Please note that the Co-Op course requires you to have a position in the International Business industry, paid or volunteer. IBUS 2380 requires that you must work a minimum of 10 hours per week.

## HCC Policies

Here's the link to the HCC Student Handbook <http://www.hccs.edu/resources-for/current-students/student-handbook/> In it you will find information about the following:

- Academic Information
- Academic Support
- Attendance, Repeating Courses, and Withdrawal
- Career Planning and Job Search
- Childcare
- disAbility Support Services
- Electronic Devices
- Equal Educational Opportunity
- Financial Aid TV (FATV)
- General Student Complaints
- Grade of FX
- Incomplete Grades
- International Student Services
- Health Awareness
- Libraries/Bookstore
- Police Services & Campus Safety
- Student Life at HCC
- Student Rights and Responsibilities
- Student Services
- Testing

- Transfer Planning
- Veteran Services

### **EGLS<sup>3</sup>**

The EGLS<sup>3</sup> ([Evaluation for Greater Learning Student Survey System](#)) will be available for most courses near the end of the term until finals start. This brief survey will give invaluable information to your faculty about their teaching. Results are anonymous and will be available to faculty and division chairs after the end of the term. EGLS<sup>3</sup> surveys are only available for the Fall and Spring semesters. -EGLS3 surveys are not offered during the Summer semester due to logistical constraints.

<http://www.hccs.edu/resources-for/current-students/egls3-evaluate-your-professors/>

### **Campus Carry Link**

Here's the link to the HCC information about Campus Carry:

<http://www.hccs.edu/departments/police/campus-carry/>

### **HCC Email Policy**

When communicating via email, HCC requires students to communicate only through the HCC email system to protect your privacy. If you have not activated your HCC student email account, you can go [to HCC Eagle ID](#) and activate it now. You may also use Canvas Inbox to communicate.

### **Housing and Food Assistance for Students**

Any student who faces challenges securing their foods or housing and believes this may affect their performance in the course is urged to contact the Dean of Students at their college for support. Furthermore, please notify the professor if you are comfortable in doing so.

This will enable HCC to provide any resources that HCC may possess.

## **Office of Institutional Equity**

Use the link below to access the HCC Office of Institutional Equity, Inclusion, and Engagement (<http://www.hccs.edu/departments/institutional-equity/>)

### **disAbility Services**

HCC strives to make all learning experiences as accessible as possible. If you anticipate or experience academic barriers based on your disability (including long and short term conditions, mental health, chronic or temporary medical conditions), please meet with a campus Abilities Counselor as soon as possible in order to establish reasonable accommodations. Reasonable accommodations are established through an interactive process between you, your instructor(s) and Ability Services. It is the policy and practice of HCC to create inclusive and accessible learning environments consistent with federal and state law. For more information, please go to <http://www.hccs.edu/support-services/disability-services/>

### **Title IX**

Houston Community College is committed to cultivating an environment free from inappropriate conduct of a sexual or gender-based nature including sex discrimination, sexual

assault, sexual harassment, and sexual violence. Sex discrimination includes all forms of sexual and gender-based misconduct and violates an individual's fundamental rights and personal dignity. Title IX prohibits discrimination on the basis of sex-including pregnancy and parental status in educational programs and activities. If you require an accommodation due to pregnancy please contact an Abilities Services Counselor. The Director of EEO/Compliance is designated as the Title IX Coordinator and Section 504 Coordinator. All inquiries concerning HCC policies, compliance with applicable laws, statutes, and regulations (such as Title VI, Title IX, and Section 504), and complaints may be directed to:

David Cross  
Director EEO/Compliance  
Office of Institutional Equity & Diversity  
3100 Main  
(713) 718-8271  
Houston, TX 77266-7517 or [Institutional.Equity@hccs.edu](mailto:Institutional.Equity@hccs.edu)  
<http://www.hccs.edu/departments/institutional-equity/title-ix-know-your-rights/>

### **Office of the Dean of Students**

Contact the office of the Dean of Students to seek assistance in determining the correct complaint procedure to follow or to identify the appropriate academic dean or supervisor for informal resolution of complaints.

<https://www.hccs.edu/about-hcc/procedures/student-rights-policies--procedures/student-complaints/speak-with-the-dean-of-students/>

### **Department Chair Contact Information**

Division Chair: Ken Hernandez, [kenneth.hernandez@hccs.edu](mailto:kenneth.hernandez@hccs.edu), 713-718-2468  
Division Admin Assistant: Lyssa Wilson, [melissa.wilson3@hccs.edu](mailto:melissa.wilson3@hccs.edu), 713-718-5125