



**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| Lecture | #CRN 19157**

Fall 2019 | 8 Weeks (10.21.2019-12.15.2019)

Hybrid | Angela Morales Building Rm 309 | TuTh 7 p.m.-8:20 p.m.

3 Credit Hours | 48 hours per semester

**Instructor Contact Information**

Instructor:	Ximena Murillo	Office Phone:	575-602-9376
Office:		Office Hours:	9am-7pm Monday-Friday
HCC Email:	ximena.murillo@hccs.edu	Office Location:	Email/Cell Phone

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**

I will respond to emails within 24 hours Monday through Friday; I will reply to weekend messages on Monday mornings.

You may also contact the International Business Department personnel listed below:

Program Coordinator:	Deanna Teel, <a href="mailto:deanna.teel@hccs.edu">deanna.teel@hccs.edu</a> , 713-718- 5873
Division Chair:	Ken Hernandez, <a href="mailto:kenneth.hernandez@hccs.edu">kenneth.hernandez@hccs.edu</a> , 713-718-2468
Division Admin Assistant:	Lyssa Wilson, <a href="mailto:melissa.wilson3@hccs.edu">melissa.wilson3@hccs.edu</a> , 713-718-5125

**What's Exciting About This Course**

A study of export management processes and procedures. Topics include governmental controls, licensing of products, documentation, commercial invoices, and traffic procedures. Application to human and public relations, management of personnel, finance, and accounting procedures.

**My Personal Welcome**

Welcome to Principles of Exports. I look forward to working with you over the next 8 weeks. Get ready for an exciting learning journey!

## 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>) to supplement in-class assignments, exams, and activities.

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/>

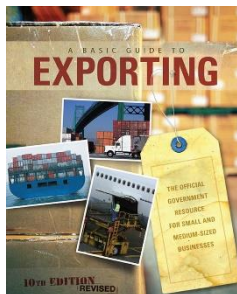
### Scoring Rubrics, Sample Assignments, etc.

Look in Canvas for the scoring rubrics for assignments, samples of class assignments, and other information to assist you in the course. <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 "GETTING STARTED" section, "RESOURCES"

### 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

At least one written assignment is required. The written assignment should be clearly linked to the course student learning outcomes and learning objectives. This written assignment will count at least 15% of the course grade or a minimum of 150 points on a 1,000-point scale (see Grading Formula below). The written assignment will be explained the first day of class.

### Exams

You will have one Final Exam which will include multiple-choice questions. A full export plan will be due in four parts as shown above. Each part will be graded and you will have the chance to correct each section as the project progresses. You will be responsible to watch videos and take quizzes in Canvas and online. There will be one case project as well.

Video Quizzes (17 total sections at 5 points each)	85 points
Final Exam	75 points
Plan Section 1	75 points
Plan Section 2	75 points
Plan Section 3	75 points
Plan Final Submission	100 points
Case	15 points

### In-Class Activities

We will have several in-class activities such as discussions, quizzes, group projects, etc.

### Final Exam

All students will be required to take a comprehensive departmental final exam consisting of 100 multiple-choice questions. Students must provide their own Scantron forms (FORM NUMBER 882-E-LOVAS). All the information students need to prepare for the exam is in the [Final Exam Handbook](#).

You must get at least 50% (50 of 100) of the items correct on the final to pass the course (departmental decision). 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 long semester will receive a final exam grade of zero and a course grade of F.

### Grading Formula

The IBUS department strongly recommends that you adopt a points-based grading system with a maximum 1,000 total points possible.

Written Assignment(s)	200 points
Exams	500 points

In-Class Activities	100 points
Departmental Final Exam	200 points
Written Assignment(s)	200 points

<b>Grade</b>	<b>Total Points</b>
A	100 - 90
B	89 - 80
C	79 - 70
D	69 - 60
F	59 and below

**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	TUES 22-Oct THUR 24-Oct	Are you Ready to Export? / For next class Read Chapters 1-3 Market Intelligence / For next class Read Chapters 4 & 5
2	TUES 29-Oct THUR 31-Oct	More Intelligence / For next class Read Chapter 6 Costing and Pricing / For next class Prepare Plan Submission 1
3	TUES 5-Nov THUR 7-Nov	Online Class: Approaching the Market / For next class Read Chapters 7-8 Online Class: Tradeshow / For next class Read Chapters 9-10
4	TUES 12-Nov THUR 14-Nov	Incoterms / For next class Read Chapters 11 Payment Terms / For next class Prepare Plan Submission 2
5	TUES 19-Nov THUR 21-Nov	SBA Export Financing / For next class Read Chapters 12-13 Website Globalization / For next class Read Chapters 14-15
6	TUES 26-Nov  THUR 28-Nov	Risk Management / For next class Read Chapters 16 & Export Documents / For next class Prepare Plan Submission 3 11/28 - Thanksgiving Day - No Class
7	TUES 3-Dec THUR 5-Dec	Field Visit <i>*Subject to change*</i> FINAL EXAM
8	TUES 10-Dec THUR 12-Dec	FINALIZE PLAN SUBMISSION AND PRESENTATIONS

### 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

There will be "no makeups" for final exam or final presentations. Makeups will be allowed only if accompanied by a late-work penalty. Documentation of an emergency will be required to allow a make-up. Please note that a make-up exam is not a retake.

### Academic Integrity

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**

If a student miss the first 12.5% of this course (i.e. the period before the Official Date of Record/Approve Roster date) HCC will drop them 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**

It is expected that for this Hybrid class all students promote a positive and learning environment, free from harm and unwanted disruptions. It is expected that we all respect each other and present proper social behavior.

### **Instructor's Course-Specific Information (As Needed)**

#### **Electronic Devices**

All electronics must be used for the purpose of in-class researching and learning.

### **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