Global Trade Practices: Developing A Course

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Sell Concept to Administration

- Total belief in value
- Personal initiative to receive certification
- Provide positive examples
- Continued discussion
  - Don’t be noisy about it
- Administration’s desire to develop globally proficient professionals
- Supply chain emphasis is a good tie

Align with CBA objectives

Essential Business Knowledge
Contemporary Business Skills
Traditional Work Values

READY

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Credibility

- Instructor becomes CGBP
- Instructor has considerable international travel experience
- Utilizes resources:
  - Past conferences
  - Export
  - Import
  - NAFTA requirements
- Text: Global Entrepreneur
- Experience teaching Global Marketing and Management Courses

Course Objectives

- Global Trade Practices is designed to prepare individuals to address the complications associated with business operations in today's global economy.
- This course requires that students apply the knowledge gained through the business core courses of management, marketing, accounting, operations, and finance with particular attention on global business operations. As such, this course translates theory into practice and helps students learn the terminology and systems that support international trade.
- This knowledge can be of immediate advantage to employers involved in freight forwarding and exporting, as well as with various trade and commerce organizations.

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Professional Skills Development

1) Assist with the strategic and operational planning, development, implementation, and assessment of the international aspects of the business with respect to knowledge of environmental factors affecting international strategies, data sources for international market data, global business risk management policies, internal and external legal and regulatory compliance, and relationships with appropriate external organizations to support global activities.
2) Gain knowledge of all the integral aspects of documentation, culture, and government that impact the marketing of products and services throughout different markets. By building on marketing expertise developed in prerequisite courses, the student is able to understand how “going global” can impact the marketing strategies of a company.
3) Evaluate supply chain options to determine the best overall solution to support the international business plan while complying with all rules, regulations, and security issues from sourcing to final distribution.
4) Evaluate financial risks and payment methods, select and implement most favorable methods of payment to support global activities and ensure that all related costs are included at the time of quotation. Evaluate quantity and source of finance necessary to implement global activities.

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Course structure

- Regular semester offering
- 1 hour MWF for 15 weeks
- Multiple choice exams every 2 weeks
  - 6 exams over 3 to 4 chapters each
  - Late mid-term comprehensive exam
  - Review of earlier exams
- Final comprehensive exam

When possible:
- Guest speakers
- Conferences
- Visit to freight forwarder

Text

- The Global Entrepreneur by James F. Foley
  - Easy reading
  - Well understood by students
  - Logical sequence of study
  - Needs some support materials for areas lacking depth or detail

INCO Card

INCO Terms

- ICC Publishing Inc.
- Publication # 560
- http://www.iccbooksusa.com

Course Materials

- Power Point Presentations
- Test Presentations
- Support Materials
- Documentary Credits
- Links on Website

Sample Schedule
INCO term practice

- PurchasedquizingsoftwarefromICC
  - ISBN 92.842.1280.4
- Installed on ascpeciccomputerinspecialbusinesslab
- Studentscanutilizefrom8
to 5 Monday to Friday at
own pace

A student’s view of INCO Terms

Foreign Exchange Market
- Daily volume
- Role of banks
- Execute transactions
- Market commentary
- Risk management
  - Identify exposure
  - Quantify exposure
  - Implement RM strategies

Phoenix International

- Freight Forwarder
- Visited during term by many that
took exam in June
- Provided an overview:
  - documentationused,
  - use of INCO terms
  - Role of forwarders
  - Donated previous year’s
    harmonized code manual
  - CD of business presentations
  - China operations open to interns
    with CGBP training.

JETRO Conference

- Took 24 students by bus-
  - January 31, 2007
- Five speakers
  - Industry specific information
  - Government regulations
  - Certifications and marks
- Networked with IDED International
  Program personnel.
- Hosted conference in the fall 2007.
The Panama Canal

- Over 13,000 ships transit the Canal each year, hauling an estimated 4% of the world's goods around the globe.
- Has implemented a $1 billion improvement program to maintain the Canal and keep it competitive.
- The program includes the widening of the narrow Gaillard Cut allowing two-way traffic for even the largest ships and increasing Canal capacity. Canal currently at 95% capacity, by 2007 expected to be constrained.

Panama – Transportation Hub of the Americas

Port of Balboa, Port of Cristobal, Panama Ports Company (PPC) under the umbrella of Hutchison Port Holdings has invested $350 million, with an additional $200 million programmed over 2005-2006.

Tapping other resources

John P. Griffin, Ireland

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2008 NASBITE Conference
Washington, DC.
Multi-media Resources

- Department of Commerce video clips
- The video by Insight Media
  - “The Cultural Environment of International Business” featuring Roger Axtell
- “McDonald's Everywhere” by McGraw Hill

Exercises and Simulations

- Carnegie-simulation game on cultural clashes
  - Intercultural Press, Inc.
  - ISBN 2-877864-04-8
- Intercultural Communication Simulation
  - Daphne A. Jameson, Cornell University
  - The Bulletin, March 1993, Page 3
- A Classroom Exercise to Simulate the Foreign Exchange Market
  - Kirt C. Butler and Chuck C.Y. Kwok
  - Journal of Teaching in International Business Vol.6(2) 1994

CBA Internal Changes

- Originally taught in the Management Department for two spring semesters as experimental course named Global Trade Management
- New International Business Minor begins July 2008
- Changing in 2008 from spring to fall semester for February test date preparation
  - Can teach under new title as experimental for 3 times
  - Plans to submit next curriculum cycle as permanent offering

EXECDEV

- Abbreviated version
  - Presented in 1 day seminar
  - Once in 2007
  - Scheduled twice in 2008
- Not meant for CIIB prep
- Simply whets appetite for knowledge
- Potential for specific training program for one week or two weekends

February test group