

Discipline: Business

Degree Credit  [X]  
Non Credit  [ ]  
Nondegree Credit  [ ]  
Comm Service  [ ]

## **Riverside Community College District Integrated Course Outline of Record**

### **Business 90**

BUS-90: International Logistics

College: R\_\_\_ M\_\_\_ N\_ X\_\_

Lecture Hours: 54

Lab Hours: 0

Units: 3.00

#### **COURSE DESCRIPTION**

Prerequisite: None.

An introduction to the role of logistics in global business; including the economic and service characteristics of international transportation providers, the government's role, documentation and terms of sale used in global business, and the fundamentals of effective export and import management. 54 hours lecture. (Letter Grade, or Pass/No Pass option.)

#### **SHORT DESCRIPTION FOR CLASS SCHEDULE**

An introduction to the role of logistics in global business.

#### **ENTRY SKILLS**

None.

#### **STUDENT LEARNING OUTCOMES**

Upon successful completion of the course, students should be able to:

**Explain the role of Logistics in a global environment, along with the key influences impacting global logistics operational and system effectiveness.**

- Application of Knowledge - Maintain and transfer academic and technical skills to workplace
- Communication Skills - Speak with precision and clarity to express complex thought
- Breadth of Knowledge - Understand the basic content and modes of inquiry of the major knowledge fields

- Global Awareness - Demonstrate understanding of alternative political, historical and cultural viewpoints

**Explain the specific functional elements involved in a global logistics process, along with the rationale for requiring that each key functional element must be integrated into the overall global process.**

- Application of Knowledge - Maintain and transfer academic and technical skills to workplace
- Communication Skills - Write with precision and clarity to express complex thought
- Critical Thinking - Integrate knowledge across a range of contexts
- Critical Thinking - Analyze and solve complex problems across a range of academic and everyday contexts
- Breadth of Knowledge - Understand the basic content and modes of inquiry of the major knowledge fields
- Global Awareness - Demonstrate understanding of alternative political, historical and cultural viewpoints

**Design various transportation and logistics global networks for both Shippers and Carriers.**

- Breadth of Knowledge - Understand the basic content and modes of inquiry of the major knowledge fields
- Critical Thinking - Analyze and solve complex problems across a range of academic and everyday contexts
- Global Awareness - Demonstrate understanding of alternative political, historical and cultural viewpoints
- Global Awareness - Demonstrate understanding of ethnic, religious and socioeconomic diversity
- Application of Knowledge - Maintain and transfer academic and technical skills to workplace

**Describe roles and value added by global logistics intermediaries.**

- Communication Skills - Speak with precision and clarity to express complex thought
- Breadth of Knowledge - Understand the basic content and modes of inquiry of the major knowledge fields
- Global Awareness - Demonstrate understanding of alternative political, historical and cultural viewpoints
- Application of Knowledge - Maintain and transfer academic and technical skills to workplace

**Identify the meaning of each of the 13 definitions of INCOTERMS which are used in every transaction involving International Commerce.**

- Communication Skills - Read college-level materials with understanding and insight
- Critical Thinking - Integrate knowledge across a range of contexts

**Ascertain the key role of Governments (U.S. and others) in a global economy, and the implications of government regulations, policies, and strategic value which can significantly impact Business operating on a global basis.**

- Breadth of Knowledge - Understand the basic content and modes of inquiry of the major knowledge fields
- Global Awareness - Demonstrate appreciation for civic responsibility and ethical behavior
- Application of Knowledge - Maintain and transfer academic and technical skills to workplace

**Relate the importance of the accuracy and critical timing of documentation in the global transaction via all modes of transportation.**

- Breadth of Knowledge - Understand the basic content and modes of inquiry of the major knowledge fields
- Application of Knowledge - Maintain and transfer academic and technical skills to workplace

**Recognize the critical importance of Cargo Insurance and Liability in a global transaction, and the complexity of dealing with each, due to differing cultures, monetary exchanges, political climates, languages, time zones, weather, metric systems, safety, as well as numerous laws and regulations within each country.**

- Global Awareness - Demonstrate understanding of ethnic, religious and socioeconomic diversity
- Global Awareness - Demonstrate understanding of alternative political, historical and cultural viewpoints
- Application of Knowledge - Maintain and transfer academic and technical skills to workplace
- Breadth of Knowledge - Understand the basic content and modes of inquiry of the major knowledge fields

## **COURSE CONTENT**

1. International Logistics Background
  - a. International Trade Growth
  - b. International Trade Milestones
  - c. Largest Exporting and Importing Countries
  - d. International Trade Drivers
  - e. International Trade Theories
  - f. The International Business Environment
2. International Supply Chain Management
  - a. Historical Development of International Logistics
  - b. Definitions of Logistics and Supply Chain Management
  - c. Definition of International Logistics
  - d. Definition of International Supply Chain Management
  - e. Elements of International Logistics
  - f. The Economic Importance of Logistics
  - g. The Economic Importance of International Logistics

3. International Logistics Infrastructure
  - a. Definitions
  - b. Transportation Infrastructure
  - c. Communication Infrastructure
  - d. Utilities Infrastructure
4. Methods of Entry into Foreign Markets
  - a. Entry Strategy Factors
  - b. Indirect Exporting
  - c. Active Exporting
  - d. Production Abroad
  - e. Parallel Imports
  - f. Counterfeit Goods
  - g. Other Issues in Methods of Entry
5. International Contracts
  - a. Lex Mercatoria
  - b. International Sales Contracts and the CISG
  - c. Agency versus Distributorship Legal Issues
  - d. Elements of an Agency or Distributor Contract
  - e. Termination
  - f. Arbitration
  - g. Mediation
  - h. Terms of Trade or Incoterms
  - i. Incoterm Strategy
  - j. Electronic Data Interchange
  - k. Common Errors in Incoterm Usage
  - l. Incoterms as a Marketing Tool
6. Terms of Payment
  - a. Characteristics of International Payment Issues
  - b. Alternative Terms of Payment
  - c. Risks in International Trade
  - d. Cash in Advance
  - e. Open Account
  - f. Letter of Credit
  - g. Documentary Collection
  - h. Procurement Cards
  - i. TradeCard
  - j. Bank Guarantees
  - k. Terms of Payment as a Marketing Tool
7. Currency of Payment (Managing Transaction Risks)
  - a. Sales Contract's Currency of Quote
  - b. The System of Currency Exchange Rates
  - c. Theories of Exchange Rate Determinations
  - d. Exchange Rate Forecasting
  - e. Managing Transaction Exposure
  - f. International Banking Institutions
  - g. Currency of Payment as a Marketing Tool
8. International Commercial Documents
  - a. Documentation Requirements
  - b. Invoices
  - c. Export Documents

- d. Import Documents
  - e. Transportation Documents
  - f. Electronic Data Interchange
  - g. Document Preparation as a Marketing Tool
9. International Insurance
- a. Pitfalls of International Insurance
  - b. Insurance Glossary
  - c. Perils of the Sea
  - d. Perils Associated with Air Shipments
  - e. Insurable Interest
  - f. Risk Management
  - g. Marine Insurance Policies
  - h. Coverages under a Marine Cargo Insurance Policy
  - i. Elements of an Airfreight Policy
  - j. Filing an Insurance Claim
  - k. Lloyd's
  - l. Commercial Credit Insurance
10. International Ocean Transportation
- a. Types of Service
  - b. Size of Vessels
  - c. Types of Vessels
  - d. Flag
  - e. Conferences
  - f. Liability Conventions
  - g. Non-Vessel-Operating Common Carriers
  - h. Security Requirements
11. International Air Transportation
- a. Types of Service
  - b. Types of Aircrafts
  - c. International Regulations
  - d. Freight Tariffs
12. International Land and Multi-Modal Transportation
- a. Truck Transportation
  - b. Rail Transportation
  - c. Intermodal Transportation
  - d. Freight Forwarders
  - e. Project Cargo
  - f. Alternative Means of Transportation
13. Packaging for Export
- a. Packaging Functions
  - b. Packaging Objectives
  - c. Ocean Cargo
  - d. Air Transport
  - e. Road and Rail Transport
  - f. Security
  - g. Hazardous Cargo
  - h. Refrigerated Goods
  - i. Domestic Retail Packaging Issues
  - j. Packaging as a Marketing Tool
14. Customs Clearance

- a. Duty
  - b. Non-Tariff Barriers
  - c. Customs Clearing Process
  - d. Foreign Trade Zones
15. Using International Logistics for Competitive Advantage
- a. Communication Challenges
  - b. International English
  - c. Special English
  - d. Metric System
  - e. Cultural Sensitivity
  - f. Specific Advice

### **METHODS OF INSTRUCTION**

Methods of instruction used to achieve student learning outcomes may include, but are not limited to:

- Create and have students participate in cooperative learning tasks such as small group exercises to identify issues that relate to course content and utilize the content to offer opinions, solutions and analysis with respect to those issues.
- Present case studies to provide students with the opportunity to utilize concepts learned in class to analyze international logistics situations.
- Develop and assign tasks/activities such as presentations in order to assess students understanding of international logistics concepts.
- Facilitate discussions regarding relevant current issues in business to encourage students to make appropriate connections to the course content.
- Present lectures to describe the essentials of logistics management concepts and their applications to international business.
- Develop and assign exercises to reinforce concepts and encourage students to apply them to current international logistics trends and events.

### **METHODS OF EVALUATION**

Students will be evaluated for progress in and/or mastery of learning outcomes by methods of evaluation which may include, but are not limited to:

- Quizzes designed to assess the student learning outcomes.
- Written reports designed to assess the application of International logistics principles.
- Individual web projects designed to assess student proficiency in achieving the student learning outcomes.
- Examination designed to provide objective evidence that students have attained the level of understanding expected in the areas detailed in the student learning outcomes.
- Individual or class projects designed to evaluate the application of logistics principles to simulations of real international business situations.
- Individual, small group, or paired activities designed to allow students to

demonstrate understanding of basic international logistics concepts.

- Quizzes and in-class participation demonstrating proficiency in the subject matter.

## **SAMPLE ASSIGNMENTS**

### **Outside-of-Class Reading Assignments**

- Students are expected to read all assigned chapters from the textbook and other course material in advance of the class covering that material.
- Other outside reading requirements may be assigned as appropriate and may include specific journal articles relating to role of logistics in a global environment, along with the key influences impacting global logistics operational and system effectiveness.

### **Outside-of-Class Writing Assignments**

- Quizzes/examinations designed to assess ability to explain the specific functional elements involved in a global logistics process.
- Written reports designed to assess the application of design principles for various transportation and logistics global networks for both shippers and carriers.
- Essays presenting detailed material related the value-added roles of global logistics intermediaries.
- Final projects designed to demonstrate how global logistics intermediaries can and should interact most efficiently with each other.

### **Other Outside-of-Class Assignments**

- Individual, small group, or paired activities designed to allow students to demonstrate understanding of each of the 13 definitions of INCOTERMS which are used in every transaction involving International Commerce.
- Individual web projects designed to assess student proficiency in ascertaining the key role of governments (U.S. and others) in a global economy.
- Individual or small group projects designed to relate the importance of the accuracy and critical timing of documentation in the global transaction via all modes of transportation.

## **COURSE MATERIALS**

All materials used in this course will be periodically reviewed to ensure that they are appropriate for college level instruction. Possible texts include:

Pierre, David. International Logistics: The Management of International Trade Operations. 3rd ed. Atomic Dog Publishing, 2010.

Wood, Barone, Murphy and Wardlow. International Logistics. 2nd ed.  
Amacom, 2002.

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