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 students 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 RESOURCE PURCHASES
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. Microsoft Word
   (Microsoft Office is available at a special discount to Liberty University students.)

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 Syllabus and Student Expectations, the student will complete the related checklist found in Module/Week 1.

C. Discussion Board Forums (4)
The student is required to provide a thread in response to the provided prompt for each forum. Each thread must be 300 words in length 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 200 words in length and supported by 3 scholarly citations in current APA format.

D. Case Studies (2)
The student will write an 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. All responses must be supported by 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 outline for the business plan to be created for Final Project: Part 2. The bibliography must include 10 scholarly sources, properly cited in current APA format.

F. Final Project: Part 2
The student will create a business plan based on export management strategy, including a narrative section, sales and marketing strategy, financial section, and supporting documents in an appendix. The business plan must be 15 pages in length, 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 from the course. The paper must be supported by 3 scholarly citations in current APA format. The student will discuss how the significant ideas learned will help him/her make informed exporting decisions.

H. Quizzes (3)
Each quiz will cover the Reading & Study material. Each quiz will be open-book/open-notes; contain 25 matching, multiple-choice, short-answer, and true/false questions; and have a 1-hour 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. Late Assignment Policy
If the student is unable to complete an assignment on time, then he or she must contact the instructor immediately by email.
Assignments that are submitted after the due date without prior approval from the instructor will receive the following deductions:

1. Late assignments submitted within one week of the due date will receive a 10% deduction.
2. Assignments submitted more than one week late will receive a 20% deduction.
3. Assignments submitted two weeks late or after the final date of the class will not be accepted.
4. Late Discussion Board threads or replies will not be accepted.

Special circumstances (e.g. death in the family, personal health issues) will be reviewed by the instructor on a case-by-case basis.

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

**BUSI 465**


<table>
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<tr>
<th>Module/Week</th>
<th>Reading &amp; Study</th>
<th>Assignments</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Nelson: chs. 1–2 2 presentations 5 websites</td>
<td>Course Requirements Checklist Class Introductions DB Forum 1 Thread</td>
<td>10 0 *</td>
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<tr>
<td>2</td>
<td>Nelson: chs. 3–4 2 presentations 4 websites</td>
<td>DB Forum 1 Replies Case Study 1</td>
<td>100 75</td>
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<tr>
<td>3</td>
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<td>DB Forum 2 Thread Quiz 1</td>
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<tr>
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<td>DB Forum 2 Replies Case Study 2</td>
<td>100 75</td>
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<td>DB Forum 3 Thread Quiz 2</td>
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<tr>
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<td>DB Forum 3 Replies Final Project: Part 1</td>
<td>100 100</td>
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<td>DB Forum 4 Thread Quiz 3</td>
<td>* 50</td>
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<tr>
<td>8</td>
<td>Nelson: chs. 15–16 1 presentation 3 websites</td>
<td>DB Forum 4 Replies Final Project: Part 2 Reflection Paper</td>
<td>100 150 50</td>
</tr>
</tbody>
</table>

**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.