



**School of Business and Creative Design**

Business and Business Administration Department

**Course Outline – Fall 2013**

**Course Code:** INT 4103

**Course Title:** International Trade Seminar

*Prepared By:* Robert M. Henry

*Date:* November 2008

*Revised By:* Robert Pavey

*Date:* August 2013

*Approved By:* Yvonne Clarke, Associate Dean

*Prerequisite:* None

*Corequisite:* None

*Prerequisite for:* None

## 1. Course Description

*The success of a new trade opportunity is greatly enhanced by conducting thorough market research. Successfully penetrating foreign markets is only possible if they are thoroughly researched beforehand and if promising business opportunities are identified. Sound business decisions are based on data and information. This course shows how to find the right tools and sources to develop an accurate, in-depth understanding of target markets. Emphasis will be placed upon Internet-based research, the research planning process and data analysis.*

## 2. General Education and Essential Employability Skills

**This course provides the following provincial Essential Employability Skills:**

- #1: Communication
- #2: Numeracy
- #3: Critical Thinking and Problem Solving
- #4: Information Management
- #5: Interpersonal
- #6: Personal

**Is this course approved as a General Education course?**

**No**

**Yes**

Students should refer to their program's restricted General Education courses for final determination.

## 3. Learning Outcomes

Upon successful completion of this course, the learner will be able to:

1. Understand the role of market research in decision making.
2. Prepare basic legal documents and contracts.
3. Recognize the trade-off between the cost and the value of research.
4. Identify key trade questions and considerations.
5. Differentiate between the data collection techniques, their difficulties and costs.
6. Know where to look for sources of information.
7. Describe how to use market information to develop marketing and promotional strategies.

#### 4. Course Objectives

(The number in brackets at the end of each objective refers to the learning outcome from section 3.)

	<i>Learning Outcome Reference Number</i>
<b>Unit 1</b>	
1. Describe the value and role of research in International Trade decisions;	[1]
2. Identify the challenges involved in International Trade Research	[1]
3. Identify opportunities	[1]
4. Identify cultural differences	[1]
5. Identify and describe the trade-off between research cost and research value	[1]
<b>Unit 2</b>	
1. Prepare broad, strategic questions	[1,7]
2. Arrange the questions into a research “map” to guide further research and analysis	[1,7]
<b>Unit 3</b>	
1. Identify the key questions and considerations for various types of trade data at each stage of market assessment	[1,6]
2. Evaluate and prioritize export markets	[1,3]
3. Define various economic measures	[1,6]
<b>Unit 4</b>	
1. Evaluate alternative data collection techniques in terms of methodological difficulty and cost	[5]
2. Identify when and how to use secondary and primary data source	[4,5]
<b>Unit 5</b>	
1. Explain how to apply Internet tools	[5]
2. Identify what these tools can do for International Trade	[5,6]
<b>Unit 6</b>	
1. Explain the role of basic statistics	[6]
2. Explain the importance of written report	[4,2]
3. Explain the importance of presentations	[7,4]

## Unit 7

1. Define market intelligence [7,1]
2. Prepare appropriate questions and identify where to find the answers [1,6]

## Unit 8

1. Identify strategies based on MIS [7]
2. Identify Internet Marketing strategies [7]

## Unit 9

1. Explain how to structure market intelligence for concrete situations [4,7]
2. Use market intelligence to guide product development [4,7]

## Unit 10

1. Explain how to develop market-specific promotional campaign [7]

## 5. Resources and Supplies

### a. Required

FITT, International Trade Research, 5<sup>th</sup> Edition, Ottawa  
ISBN: 1-894566-05-X

### b. Supplemental

Additional materials may be assigned by the professor.

## 6. Methodology

Professors will use a combination of lectures, group discussions, visual aids, electronic media, case studies, presentations, field trips, guest speakers or any other instructional tools/methods.

## 7. Student Evaluation

The criteria for grading and evaluation are as follows:

Test 1	20%
Test 2	25%
Test 3	25%
Assignments (3 @ 10% each)	30%
<b>Total</b>	<b>100%</b>

**Terms:** An overall percentage of 60% must be achieved to successfully complete this course.

The round off mathematical principle will be used. Percentages are converted to letter grades and grade points as follows:

Mark (%)	Grade	Grade Point	Mark	Grade	Grade Point
94-100	A+	4.0	67-69	C+	2.3
87-93	A	3.7	63-66	C	2.0
80-86	A-	3.5	60-62	C-	1.7
77-79	B+	3.2	50-59	D	1.0
73-76	B	3.0	0-49	F	0.0
70-72	B-	2.7			

## 8. Related Items

### ***Students with Disabilities***

If you are a student with a disability please identify your needs to the professor and/or the Accessibility Centre so that support services can be arranged for you. You can do this by making an appointment at the SSD, Room L103 ext.3427 or by arranging a personal interview with the professor to discuss your needs.

### ***Student Rights and Responsibility Policy***

*Acceptable behaviour in class is established by the instructor and is expected by all students. Any form of harassment or violence will not be tolerated. Action will be taken as outlined in Lambton College policy.*

*Cheating and plagiarism are serious academic offences subject to disciplinary action. It is the student's responsibility to be aware of the cheating policy as described in the Lambton College Student Rights and Responsibilities policy. For further information on all of these policies, links may be found on the Lambton College website.*

### ***Prior Learning Assessment Statement***

*This course is eligible for Prior Learning Assessment*

**Yes**       **No**

*If yes has been selected, you may choose to contact the Counselling Department for advice on Prior Learning Assessment.*

### ***Date of Withdrawal without Academic Penalty***

*Please consult the Academic Regulations and Registrar's published dates.*

### ***Waiver of Responsibility***

*Every attempt has been made to ensure the accuracy of this information as of the date of publication. The content may be modified, without notice, as deemed appropriate by the College. Note: It is the student's responsibility to retain course outlines for possible future use to support applications for transfer of credit to other educational institutions.*