

**BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY**

Part A

*School of Business**Programme: Continuing Education***MKGT 1325  
Importing**

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<b>Hours/Week</b>	3	<b>Total hours:</b>	<b>Term/Level:</b>
<b>Lecture:</b>	2	<b>Total Weeks: 12</b>	<b>Credits:</b>
<b>Lab:</b>	1		

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**Prerequisites**

None

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**Instructor: Rich Pender**

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**Course Goals**

An introductory course designed to provide the student with an overview of importing. It is course designed for people who are considering sourcing a product from overseas. Whether the intention is to create a completely new enterprise, (full or part time), add to existing product lines, or meet in-house needs for a manufacturing or service industry, the entire importing process will be revealed. No previous importing experience is required.

Topic that will be covered include where to sources the right product at the right prices, and how to get it into your possession with the least possible cost and hassle.

The course will focus maily on importing from Asian suppliers, *but* participants will be provided with the tools to import from virtually anywhere in the world.

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**Course Description**

The student is encouraged to focus on a real life objective to take advantage of the opportunity to develop practicable and useable strategies. *All* information revealed in class is considered confidential and the instructor may require students to sign a non-disclosure agreement to protect such information. This will encourage free discussion on the topics discussed.

All units are designed for three hours, generally consisting of two hours of lectures and one hour of lab work. Lab time is used for exercises, case studies, and videos where appropriate.

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**Evaluation**

Final Examination	35%
Mid-Term	25%
Project/Presentations	30%
Participation/Attendance & Labs	10%*

## **COURSE OUTCOMES**

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On successful completion of the course, the student will be able to:

1. Assess the suitability of entering the importing business
2. Effectively carry out domestic market research to ensure success of the venture
3. Assess the the suitability of the product for the domestic market
4. Correctly calculate the costs of the products
5. Understand the effects of trade barriers
6. Decide which functions can be accomplished by themselves & which should be left to others
7. Choose the most appropriate method of payment
8. Understand the use and application of documents
9. Confidently do business with foreign cultures

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The student must obtain a passing grade (50%) on the final exam in addition to passing the aggregate exam component of the course (midterm(s) and final). A student missing more than 2 labs without a valid excuse will receive a failing grade.

# BRITISH COLUMBIA INSTITUTE OF TECHNOLOGY

Part B

School of Business

Program:

Option:

**MKGT 1325**

**Importing**

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## Effective Date

January 1998

Taught to: Continuing Education

Sets:

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## Instructor

Rich Pender

Office No:

IBM 302

Phone: 451-6771

Email

rpender@bcit.bc.ca

Office hours:

As posted on door or by appointment

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## Text(s) and Equipment

Required:

TBA

Recommended:

Rich Pender, *Importing - Right From the Start*

Vern Terpstra, *International Dimensions of Marketing*

T. Zimmerer, N. Scarborough, *Essentials of Small Business Management*

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## Course Notes (Policies and Procedures)

### **Plagiarism**

In the face of clear evidence, both students in question shall receive a grade of zero.

### **Attendance Requirements**

"Attendance requirements will be enforced as per BCIT policy on page 7 of the calendar. Excessive absence will be deemed to be missing more than 2 labs, for reasons within the student's control. Upon notification of excessive absence and failure to provide adequate explanation, the student will be disqualified from writing the final examination.

## MKGT 1325 Importing

**Schedule** \*subject to instructor's discretion

Session	Subjects	Lab	Refs
1	Introduction: A short history of importing including basic principles and the theory of comparative advantage	TBA	
2	Why consider importing? Topics to be closed or inhibited domestic channels. Strategies for sourcing offshore. Stand alone enterprise or support for an existing business. Grey markets		
3	Domestic Market Research: Successful techniques used to ensure the products you source find domestic acceptance. NAFTA's influence. Dead ends & pitfalls. Basic marketing strategy, including selling to the sellers		
4	Sourcing the right products: Information on where to obtain current & timely product information. Elimination. Initial & subsequent contact with potential suppliers. To visit the potential suppliers or not. Negotiating terms and conditions.		
5	Landed costs: Practical hands-on exercises to determine the <i>real</i> cost of the products. Exchange rates, fees, that influence your costs and pricing		
6	Midterm Examination		
7	Tariff & Non-Tariff barriers: Actual duties & taxes levied by Revenue Canada, "hidden" barriers to imported products. Anti-dumping		
8	Getting it from there to here: Complete shipping transaction from the factory to your door. Comparison of do-it-yourself versus freight forwarders. Shipping terms & documentation using various transport modes		
9	Paying for the Goods: Various forms of payment and their implications. Letters of Credit, promissory notes, (i.e. timed financial documents). Counter-trade options, foreign currency strategies		
10	When the documents arrive: What to do after your bank has received the documents. Recourse for faulty/unsuitable products. Organizing the inventory and when to re-order		
11	Cross cultural Communications: The "language within a language", attitudinal differences doing business, and faux pas' that can be avoided. Also the ten most common mistakes that importers make: Identifying an avoiding pitfalls in Sourcing, transporting, financing and marketing imported goods		
12	Final Examination		