ECONOMICS 341
GLOBAL TRADE PRACTICE
A one-term, three credit hour course targeted at seniors who have the business core curriculum already completed.
COURSE GOALS

- Complete “The Global Entrepreneur” by James Foley as preparation for taking the CGBP practice exam.
- Learn to identify external and internal trends that can affect a company or industry.
- Better understand supply chains and distribution systems.
- Fully participate in a trade show, including booth set up and representing company to customers.
- Further develop research, writing and presentation skills to support the above.
INTERNATIONAL BUSINESS MAJORS

- Participate in meetings with international buyers as part of Commerce Department buyer trade mission.
- It doesn’t get any more real than making a sale to a foreign buyer. Cost to company: $150
- Student experience: Priceless

- Communicate in target language with prospective customers.
- Applying book knowledge to the real world. “We just read about this in Chapter Nine....!” Jim Foley seems even smarter and more insightful to them now.....
Global Pet Expo

“I’ve never felt so good about what I know, because I saw it first hand—before I’ve even had a professional job.”
GLOBAL PET EXPO

“I feel I learnt more about the way retail as a whole works, for example the various methods of distribution and marketing.”
“This is by far the best class I’ve ever taken in college. Being able to see everything you’ve studied in action is the best way to learn.”
“For me as an international business exchange student I found it particularly interesting seeing products displayed from my home country.”
GLOBAL PET EXPO
WHAT DIDN’T HAPPEN

- Trial by fire: They were less prepared for their roles as booth staff and especially to walk around as “retailers” than they should have been.
- They did not get to shadow the various industry players that I had planned.
- We are way behind on Jim’s book. Ideally I would have finished it all before the show so that after it is just studying for the practice exam.
- We need to add case studies that have them develop an export plan and target specific buyers that will be in attendance.
- Maybe a year long course given all my agendas.
CAN YOU REPLICATE THIS??

- Travel to a trade show involves expense and on-campus planning potentially similar to a study abroad course.
- Getting access to a trade show requires partners. The deeper the students’ involvement with those partners, the more they will likely get out of the experience.
- Facilitating faculty need to be involved with the industry or with trade to really develop an appropriate experience.
Thank you for wanting to participate in this SIUE-sponsored Academic Affairs Field Trip. To enable participation in this activity, please read this agreement carefully before signing as this is a binding legal document. Completion of this document will allow your participation in the specific activity described below.

I hereby acknowledge that my participation in _Global Pet Expo in Orlando, Florida_, an educational field trip sponsored and administered by Southern Illinois University Edwardsville Department of Economics and Finance as part of the course Economics 341 Global Trade Practice from __March 19, 2010__, to __March 28, 2010__ hereinafter referred to as the Field Trip.

I understand that the Field Trip may involve an inherent risk of and exposure to property damage and bodily or personal injury to myself or to others. Dangers related to such Field Trip may include but are not limited to: hypothermia, broken bones, strains, sprains, cuts, abrasions, bruises, drowning, concussion, heart attack, heat exhaustion, injuries associated with travel, and death.

I acknowledge and agree that I am aware that there are risks, hazards, and dangers inherent in the Field Trip and in the training, preparation for, and travel to and from the Field Trip. I accept that it is my sole responsibility to participate only in those activities for which I have the prerequisite skills, qualifications, preparations, and training; that I have read and understand the conditions applicable to the Field Trip.

I understand and agree that the Board of Trustees of Southern Illinois University, a body politic and corporate of the State of Illinois, on behalf of Southern Illinois University Edwardsville and its members individually, and its officers, agents, and employees, hereinafter referred to as Releasees, do not warrant or guarantee in any respect the competency or mental or physical condition of any third-party affiliated with the Field Trip, including third-party teachers, leaders, instructors, volunteers, vehicle drivers, or individual participants in the Field Trip; that Releasees make no warranty as to the condition, safety, or suitability of any equipment, vehicle, property, or premises for any purpose if not owned by Releasees; and that I am solely responsible, through insurance or otherwise, for any hospital or other costs arising out of any bodily injury or property damage sustained through my participation in the Field Trip. I hereby assume any and all such risk.

For the sole consideration of Releasees arranging for and allowing my participation in the Field Trip, and in connection therewith, making available for my use certain equipment, facilities, grounds, or personnel of Releasees, I hereby waive liability, release, hold harmless, covenant not to sue, and forever discharge Releasees from any and all liability, claims, demands, rights, and causes of action of whatever kind, arising from or by reason of any personal injury, property damage, or the consequences thereof, whether caused by the negligence or carelessness of the Releasees or otherwise, resulting from or in any way connected with my participation in the Field Trip.

I understand and agree that Releasees may not have medical personnel available at the locations of the Field Trip; that Releasees are granted permission to authorize emergency medical treatment for me; that such action by Releasees shall be subject to the terms of this Agreement; and that Releasees assume no responsibility for any injury or damage which might arise out of or in connection with such authorized emergency medical treatment. I understand that acceptance of this signed Release, Waiver of Liability, Assumption of Risk, & Covenant Not To Sue Agreement by Releasees shall not constitute a waiver, in whole or in part, of sovereign immunity by Releasees; that it shall be effective during the entire period of my participation in the Field Trip; that it binds me and my heirs, executors, administrators, and assigns; that it shall be construed in accordance with the laws of Illinois; and that if any of its terms or provisions are held illegal, unenforceable, or in conflict with any law, the validity of the remaining portions shall not be affected thereby.

I have read, understand, and have freely and voluntarily signed this Release, Waiver of Liability, Assumption of Risk, & Covenant Not To Sue Agreement. I warrant that I am over the age of 18 years.

Signature __________________________ Date ____________________

Signature of witness (Must be 18 years or older)________________________
Econ 341 Global Trade Practices
Anticipating Change Assignment

General assignment
You are a staff member in a consulting firm involved in managing a panel discussion of industry executives. The panel will address the various trends that have an impact on the decisions made within the firms in the industry. You (along with other staff members) have been given to job of providing sufficient background information to enable the panel discussion. It has been decided that each staff member will discuss two trends that will impact the decision making for the firms in the industry in the next 3 to 10 years. One trend must be EXTERNAL to the industry.
For each trend:
• provide sufficient factual data to support the presence of a trend (use of tables, graphs, or charts is strongly encouraged) and
• explain with clear logic the changes in decision making¹ you expect to see as a result of the trend.

¹In areas such as: Product development, R&D, Operations, Marketing, and Human Resources Management and Policy

Structure of the paper:
Title Page
• Must include the title, your name and date
Introduction*
• Must include a clear thesis and roadmap (1/2 page, 2 paragraphs)
Discussion of the trend 1 (1 page, multiple paragraphs)
• Thorough description of a trend in the external environment, including data (longitudinal – over time).
• Logical explanation of what decisions this trend will impact and how it will impact these decisions.
Discussion of the trend 2 (1 page, multiple paragraphs)
• Thorough description of a trend in the internal or external environment, including data (longitudinal – over time).
• Logical explanation of what decisions this trend will impact and how it will impact these decisions.
Conclusion (1/2 page)*
Must provide a summary of the paper
Bibliography
Provide a complete citation of articles you referred to in the paper. Citations should be listed in alphabetical order (last name of the first author) and should be consistent.
Appendix
The appendix should include charts, tables, and graphs you refer to in the paper. These should be numbered and have a clear title.
Appearance
Use 1” margins and 12-point font. I would rather read a half page more than a small type.