

**GREENSBOR COLLEGE
DIVISION OF BUSINESS
INTERNATIONAL BUSINESS, BUS 4210
SPRING 2008
COURSE SYLLABUS**

Instructor: Michael F. Crombie
Class Room: Cowan Lecture Hall
Office: Odell 208
Phone (Odell): Ex. 289
E-mail: mfcrombie@aol.com
Class Meeting: Tuesday and Thursday 9:45 AM to 11:15 AM
Required Text:

International Business

The Challenge of Global Competition (11th Edition) McGraw-Hill Irwin: Ball, Donald A., McCulloch, Jr. Wendell H, Frantz, Paul A, Geringer, Michael J. and Minor, Michael S.

COURSE DESCRIPTION

International Business is the study of business in different cultural, economic, political and legal environments. The course addresses how these environmental issues impact the creative choices and marketing decisions of business enterprises that make investments in foreign markets. Students will examine why international business is different and why firms enter the international marketplace. The impact of the Internet and U.S. and foreign-government trade policies and alliances, as enablers of international business, are also examined in this course.

METHODOLOGY

Students will learn the principles of international business through the chapter readings in their textbook, class room discussions of these readings, as well as exercises and case assignments that will be completed during class or assigned outside of class, per the attached schedule. The Instructor will use the video collection provided by the authors to supplement the principles in the textbook. The videos correspond to end-of-part video cases in the textbook. In addition, the Instructor will provide students, on an ongoing basis, articles on international business issues, for reading and discussion in class, from the Wall Street Journal and Business Week.

COURSE OUTCOMES AND DEMONSTRATED STUDENT COMPETENCE

Students will demonstrate the following competencies by mastering the principles in Business 4210:

- The nature and theories of globalization and its impact on international trade and investment.

- How the rapid change in international business creates increased risks and opportunities for private and organizational investors in both developed and emerging markets.
- How environmental forces impact business planning and decisions in international markets.
- Modes of entering foreign markets and the principles of importing and exporting products and services.

WRITTEN ASSIGNMENTS

Students' written assignments will be on a wide range of business, economic and environmental topics that will be assigned each week during the semester, per the attached Syllabus Schedule. Assignments will be discussed on their assigned due date in class. I will grade your assignments and return them to you in one week's time. It is the responsibility of each student to manage the timely completion of these assignments, in order to contribute to our classroom discussion. Unless I am notified in advance, assignments submitted after their due date will receive a 10-point deduction prior to grading.

Written assignments for this course must be prepared using a computer work station. Illustrations, charts and graphs must be similarly prepared (the spread sheet or desktop publishing software of your choice) and any standard style manual is acceptable for footnoting and bibliography, as long as you maintain consistency throughout the presentation. The neatness, use of the English language and professional presentation of each assignment are considered in the grading process. Generally, written assignments will be a minimum of two double-spaced pages.

BUSINESS CASE

In addition to written assignments, students will prepare a six to eight page Business Plan supporting an international expansion of an existing business operation. The case will identify the international environmental forces that exist in the region or country in which the expansion is planned. The inherent opportunities and risks of these forces will be identified along with your strategy to maximize these opportunities and mitigate the risks. The Business Plan is due at the start of class on **April 22**.

ATTENDANCE AND CLASS PARTICIATION

In this course, student attendance and participation are the components that contribute most to your learning experience. For this reason, **on-time attendance** and class participation will contribute **20%** towards your final grade.

TESTS AND EXAMINATIONS

There will be two tests, a mid term and final examination in this course. The tests are scheduled for **February 12** and **April 8**. The mid term is scheduled for **March 13** and the final on **April 26**. The two tests and exams will be given in our class room at the regular class time. Potential questions for both examinations will be identified as we progress with our class discussions. It is the student's responsibility to remain current with the potential questions for the examinations. **Students who are not ill but unable to take a test or exam must notify me prior to the test or**

exam and schedule an alternate date. Students who miss a test or exam due to illness must have a medical note to be excused and reschedule either their test or exam.

GRADE WEIGHTINGS:

Attendance and Class Participation:	20 %
Business Case:	20 %
Written Assignments:	20 %
Tests	20 %
Examinations	20 %
Total:	100 %

GRADES:

Excellent:	A = 90 to 100
Above Average:	B+ = 86 to 89
	B = 80 to 85
Average:	C+ = 76 to 79
	C = 70 to 75
Passing but Below Average:	D = 60 to 69
Failing:	Below 60

STUDENT MEETINGS: I will be available to meet with students during posted office hours on my door in Odell Hall or at other times by appointment. I encourage students to arrange to meet with me if they have questions regarding their assignments or tests or general inquiries regarding the grade they are making in the course.

HONOR CODE: Students should be familiar with the Honor Code of Greensboro College. It will be enforced in this class.

Syllabus Schedule: This Schedule includes the Topics we will discuss in class, by chapter and all assignments and due dates. It is the student’s responsibility to manage their chapter readings and written assignments in accordance with the dates on this schedule. **If there is a change in this schedule, I will issue a revision.**

Schedule

Date	Topic	Assignment/Due Date
1/17	Introduction	Read Chapter 1 Prepare a two-page summary on “World view” pages 21 through 23. Where do you Stand on the issue? Due 1/22

1/22	Chapter 1 “World view	Read Chapter 2 Due 2/24 Provide typed responses to Questions 2, 3, 5, 6, and 9 thru 14 on page 59 Due 2/29
1/24	Chapter 2	Read Chapter 3 Due 2/29
1/29	Chapter 3 Assignment Discussion	Read Chapter 4 Due 1/31 Complete Research Task 1 on page 136 Due 2/5
1/31	Chapter 4	Read Chapter 5 Due 2/5
2/5	Chapter 5	Read Chapter 6 Due 2/7 Mini Case 6.1 on page 189 Answer questions 1 thru 10 and determine your score. Video Case – The Peace Corp on page 593 Read Case and Answer Questions on page 594 Due 2/14
2/7	Chapter 6 Review for Test	Read Chapter 7 Due 2/12
2/12	Chapter 7 Test	
2/14	Review of Test Mini Case 6.1 Video Case	Read Chapter 8 Answer Questions 1, 5, 6, 8 thru 11 on page 250 Due 2/19
2/19	Chapter 8	Read Chapter 9 Due 2/21 Chapter 9 Video Case on page 597 Read Case and Answer Discussion Questions on page 598. Due 2/26
2/21	Chapter 9	Read Chapter 10

	U.S. Port Video	Due 2/26
2/26	Chapter 10 Video Case Discussion	Read Chapter 11 Due 2/28
2/28	Chapter 11	
Spring Break from March 3 thru March 7		
3/11	Review for Mid Term Examination	Prepare for Mid Term
3/13	Mid-Term	Read Chapter 12 Mini Case 12.1 Read Case and Respond to Questions Due 3/18
3/18	Chapter 12 Mid Term Review	Read Chapter 13 Due 3/20 Mini Case 12.1 on page 347 – read case and prepare response to questions. Due 3/25
3/20	Chapter 13	Read Chapter 14 Read “Vistage” and prepare two-page summary Due 3/25
3/25	Chapter 14 Video – Outsourcing	Read Chapter 15 Due 3/27 Video – Case, Outsourcing Page 601 - Read Case and respond To questions on page 602 Due April 1
3/27	Chapter 15	Read Chapter 16 Due April 1
4/1	Chapter 16	Read Chapter 17 Due 4/3
4/3	Chapter 17	Prepare for Test
4/8	Test	Read Chapter 18 and 19 Due 4/10

4/10	Chapter 18 and 19	Read Chapter 20 Due 4/15 Respond to questions 1, 4, 6, 8 and 10 on page 422. Due 4/22
4/15	Chapter 20	Read Chapter 21 Due 4/17
4/17	Chapter 21	
4/22	Review for Final Exam 4/26 Business Case due at the start of class.	Prepare for Final Exam
4/26	Final Exam	