

Greensboro College
 Division of Business
 Spring 2006
 International Business BUS420

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 Class Meeting: MON /WED 1:30-2:45
 Texts: Global Business Today 4th edition by Charles Hill published by McGraw Hill ISBN 0073191754

COURSE DESCRIPTION: Few areas in the country have seen the impact of globalization more than Greensboro. In this course we will discuss why companies globalize and some of the challenges of managing an international operation. Topics to be covered include: globalization, country differences, cross-boarder trade, global monetary systems, and global operations systems.

GRADING

Grade Weightings	%	Course Grade	%
Exams (3)	60	A	>89
Research Project	20	B	80-89
World News	10	C	70-79
Participation	10	D	60-69
		F	<60
TOTAL			100

LATE WORK: All written assignments are due within ten minutes of the scheduled start of class on the due date. Late work, unless otherwise noted, will be reduced in grade by 10% per day (including non-class days and weekends). Late work may be emailed and the time stamp of the email will determine when the “late clock” stops. You may also turn in late work to me by sliding the assignment under my office door. I will assume work found under my door was turned in immediately after my most recent departure. All assignments must be handed in prior to the scheduled final exam period if they are to be considered for grading.

RESEARCH PAPER: Concerns and advice regarding international trade with ...

You will be randomly assigned a country to research. Countries will be selected from different areas of the world. In a paper five to ten pages in length discuss the following topics: global business opportunities in the country, threats to international investment in this country, the prevailing culture of the country, communication expectations, the general ethical climate, and any additional information you regard as appropriate to share with an organization considering doing business in that country. It would be helpful to compare and contrast these items to the United States. Please provide a heading for each of the above sections. In addition to the written portion of the assignment you are expected to make a “poster” from your research and to informally present your thoughts on the panel discussion day for this assignment. Your posters may be shared with the campus at an “International Business” open session.

World News: Students will collect and present 10 news articles concerning their designated region of the world. The news article must be handed in and orally presented for credit. The presentation should consist of a brief summary of the article and the student’s interpretation of the story and the item’s impact on business in the region. Students may present only one news item per class session. The instructor will determine if the item is relevant for the assignment.

PARTICIPATION: Student participation in class discussions is a critical feature in the learning process for this course and students are expected to participate in every class session. Unless prior arrangements are made, students arriving 10 minutes after the scheduled start of the class, or departing 10 minutes prior to the completion of a class may be considered “absent.” The ceiling for the student's class participation grade will be calculated based on the percentage of classes attended. In other words, if you attend 85% of the classes, then your participation grade cannot be higher than 85% of the total participation points available, although it may be lower based upon the quality of your participation. Three exceptions follow. Students who cannot attend class due to a Greensboro College commitment and that make prior arrangements with the instructor may receive participation credit through the completion of an additional assignment. This may also be applied in the case of illness requiring a doctor’s care and a death in the immediate family. If a student is unable to make prior contact in these situations, they must contact the instructor within seven days of the missed class to request an exception.

EXAMS: Exam questions may be in any format though typically they will be essay, short answer or multiple-choice. There are currently three exams scheduled for this course. These tests are not “cumulative” however material from the early sections of the text may be required to justify your answers in later exams.

COURSE SCHEDULE: The attached course schedule is a preliminary one and is likely to change as we move through the text and reassess learning priorities. I will announce any schedule changes in class. It is the student’s responsibility to ensure he/she has the current schedule and is working on the correct assignments.

Tentative Course Schedule

	Date	BUS 420 INTL		
M	1	09-Jan	INTRO	
W	2	11-Jan	C1 GLOBALIZATION	
M	xx	16-Jan	MLK DAY NO CLASS	
W	3	18-Jan	C2 COUNTRY DIFFRENCES	
M	4	23-Jan	Library Research Day	
W	5	25-Jan	C3 CULTURE	
M	6	30-Jan	C3 CULTURE CONT	
W	7	1-Feb	C4 Ethics in International Business	UPDATED
M	8	6-Feb	C5 INTERNATIONAL TRADE THEORY	
W	9	8-Feb	TBA	
M	10	13-Feb	EXAM 1 (1-5)	
W	11	15-Feb	C6 POLITICAL ECONOMY AND INTERNATIONAL TRADE	
M	12	20-Feb	C7 FOREIGN DIRECT INVESTMENT	
W	13	22-Feb	C8 REGIONAL ECONOMIC INTERGRATION	
M	14	27-Feb	C9 THE FOREIGN EXCHANGE MARKET	
W	15	1-Mar	C9 THE FOREIGN EXCHANGE MARKET	☺
M	xx	6-Mar	SPRING BREAK	
W	xx	8-Mar	SPRING BREAK	
M	16	13-Mar	C9 THE FOREIGN EXCHANGE MARKET	☺
W	17	15-Mar	C10 INTERNATIONAL MONETARY SYSTEM	
M	18	20-Mar	EXAM 2 (6-10)	
W	19	22-Mar	C11 INTERNATIONAL BUSINESS STRATEGY	
M	20	27-Mar	C12 ENTERING FOREIGN MARKETS	
W	21	29-Mar	C13 EXPORTING, IMPORTING, AND COUNTERTRADE	
M	22	3-Apr	C13 EXPORTING, IMPORTING, AND COUNTERTRADE	☺
W	23	5-Apr	ASSESSMENT DAY NO CLASS	
M	24	10-Apr	C14 GLOBAL PRODUCTION	
W		12-Apr	C16 GLOBAL HR	UPDATED
M	25	17-Apr	C16 GLOBAL HR	
W	26	19-Apr	EXAM 3 (11-16)	UPDATED
M	27	24-Apr	Project presentations	Papers and posters due UPDATED
W	28	26-Apr	FIRST DAY of EXAMS	