

**Introduction to International Business and Trade
Austin Community College
Spring 2008
January 14-May 11, 2008**

REVISED MARCH 14

Course: Introduction to International Business and Trade
IBUS 1305

Sessions: Wednesdays
6:00 – 8:40 pm
Course synonym 12459
Room 4203 NRG

Instructor: Jerry Mitchell

Office Hours: 5:30-6:00 PM and 8:40-9:00 PM Wednesdays in the Adjunct Faculty
Lounge Second Floor Bldg. 4000

Telephone: Cell 350-8260
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Blackboard: <http://acconline.austincc.edu>

Course Description: This course is an overview of international business and trade, including cultural differences, global trade, marketing, management, finance, taxation, capital markets, economic growth, and corporate global strategies. The material covered will provide a broad foundation for understanding the international business environment.

Textbook: *International Business: Competing in the Global Marketplace, 6th Edition*, by Charles W. L. Hill. (Irwin McGraw-Hill, ISBN 0073102555)

The textbook is available at the ACC bookstore at the Northridge Campus. (There are two bookstores there, ACC and Bevo's.) You can phone the ACC store (834-9366) ahead of time to confirm they have it.

Teaching Method:

The course uses a seminar format and seeks to minimize formal lecturing. Strong emphasis is placed on the discussion and presentation of case studies, text materials, and current events. This develops the analytical ability and provides an opportunity to improve interpersonal and communication skills. The teaching style requires you to come well prepared to class, since you may be asked to discuss issues related to the assigned cases and/or readings.

Course Rational:

This course provides students with a broad understanding of international business and helps them to develop the analytical skills needed to determine and examine the strategies and structure of the international market place.

Course Objectives: At the conclusion of the course the student should have:

- A. A broader understanding of the extended boundaries of business in a global setting;
- B. A better understanding of the effects of differences in culture, religion and language on doing business globally;

- C. A realization of the complications of financial transactions across national boundaries and in different legal systems;
- D. An appreciation for different economic systems in which global business is conducted;
- E. A recognition for business flexibility in a global market.

Course Material:

- A. Course Textbook: *International Business* 6th Ed., Competing in the Global Marketplace, Charles W.L. Hill (required).
- B. Blackboard: Course announcements, useful sites, and other relevant information will be posted on the class Blackboard site at: <http://acconline.austincc.edu>
- C. Periodicals, Newspapers, Internet

Course Requirements:

- Attend and participate in class.
- Read required material
- Take 4 tests during the semester.
- Prepare 10 short written presentations on issues of current news related to the course’s content.
- Prepare 1 oral presentation on a current news issue related to the course’s content

Grading:

- 4 Tests and 1 Quiz 65%
- Participation 20%
- One oral presentation 15%

Letter grades will be earned on the following points:

A	90 – 100 points
B	80 – 89 points
C	70 – 79 points
D	60 – 69 points
F	0 – 59 points

Periodicals Focusing on International Business

Here is a small sample of well written publications that focus on issues pertaining to international business. These publications can be used for both your Research Paper. You are not limited to only these publications—they are suggestions.

You should be able to find most of these publications at your local library. I’ve also listed their websites. (Some of the sites require a subscription.)

Business Week: http://www.businessweek.com/	Foreign Policy: http://www.foreignpolicy.com/
Economist: http://www.economist.com/	Fortune Magazine: http://www.fortune.com/fortune
Far Eastern Eco. Review: http://www.feer.com/	New York Times: http://www.nytimes.com/
Financial Times: http://news.ft.com/home/us/	Wall Street Journal: http://online.wsj.com/public/us

Presentations – Oral and written

The presentations should not exceed one written page or 10 minutes in the case of the oral presentation.

- Content – extent to which the presentation is related to an important point of course content
- Clarity - organization of your paper, analysis of your key points, and persuasiveness of your position
- Grammar - use of correct grammar, spelling, and sentence structure
- Articulation – organization and articulation of your one oral presentation
- **Remember to cite your source in proper format for all presentations.** Failure to provide proper

attribution will result in reduction of points.

- Use the **APA method** for your cite format. Check the following Web site for details:
<http://library.austincc.edu/help/APA/>

Course Schedule for Introduction to International Business and Trade (16 week session):

Date	Topics	Chapter
Jan. 16	Globalization	1
Jan. 23	Differences in Culture Ethics in International Business Written article 1	3 4
Jan. 30	International Trade Theory Written article 2	5
Feb. 6	Political Economy of International Trade Terms and Concepts from Chapter 2 Review of Chapters 1-6	6
Feb. 13	Test 1 Chapters 1-6	
Feb. 20	Foreign Direct Investment The Political Economy of Foreign Direct Investment	7 8
Feb. 27	Regional Economic Integration The International Monetary System	9 11
March 5	Test 2 Chapters 7, 8, 9 and 11	
March 12	No Class – Spring Break	
March 19	Foreign Exchange Market In Class Quiz	10
March 26	The Strategy of International Business	12

	The Organization of International Business	13
April 2	Entry Strategies and Strategic Alliances	14
	Exporting, Importing, and Countertrade	15
April 9	TEST 3 on Chapters 10, 12-15	
April 16	Global Production, Outsourcing and Logistics	16
	Global Marketing and R&D	17
April 23	Global Human Resource Management	18
	Accounting in International Business	19
	Financial Management in International Business	20
April 30	TEST 4 on Chapters 16-20	
May 7	Oral Presentations	

Key Dates:

Key ACC Dates	
Feb. 4	<i>Withdraw with 70% refund</i>
Feb. 11	<i>Withdraw with 25% refund</i>
March 10-16	<i>No Class – Spring Break</i>
Apr. 21	<i>Final Withdrawal date</i>
May 11	<i>Semester Ends</i>

Late Paper

No late presentations will be accepted unless excused by me beforehand.

Missed Exam Dates

Extensions are granted on a case-by-case basis. Students taking an exam late without first receiving the instructor's consent will have their overall score reduced by 15%.

The Rule of Three: ACC has implemented a rule that will affect tuition for students who attempt a course three or more times. The rule is called "The Rule of Three," and is based on state tuition reimbursement laws. Students who attempt a course for the third (or more) time will be charged an additional \$60 per credit hour for that course. Complete information can be found at <http://www.austincc.edu/admiss/ruleofthree/>.

Third Attempt Courses - Students are charged a higher tuition rate for courses they repeat for the third or more time. The "third attempt" course tuition rate applies to majority of credit and Continuing Education courses, counting each time a student has taken a course since fall 2002. "Third attempt" tuition does not apply to Developmental Education courses and other select courses, including special topics courses.

Withdrawing from a course - Per state law, students enrolling for the first time in fall 2007 or later at any Texas college or university may not withdraw (receive a W) from more than six courses during their undergraduate college career. Some exceptions for good cause could allow a student to withdraw from a course without having it count toward this limit. Students are encouraged to carefully select courses; contact an advisor or counselor for assistance.

SCANS:

Responsibility

Exerts a high level of effort and perseverance towards goal attainment. Works hard to become excellent at doing tasks by setting high standards, paying attention to details, and displaying a high level of concentration even when assigned an unpleasant task.

Self-Management

Assesses own knowledge, skills, and abilities accurately; sets well-defined and realistic personal goals, monitors progress toward goal attainment and motivates self through goal achievement; exhibits self-control and responds to feedback unemotionally and non-defensively, is a "self-starter."

Creative Thinking

Uses imagination freely, combines ideas or information in new ways, makes connections between seemingly unrelated ideas, and reshapes goals in ways that reveal new possibilities.

Course Policies:

Attendance

Attendance at all classes is expected and required. Emergencies may arise. If an emergency arises, the student must inform the instructor of the situation by telephone or email prior to the next class so that make up arrangements can be made. If the emergency involves a test, a make up will be scheduled as soon as possible. A second missed test may not be made up. If a presentation is involved, the instructor will consider alternative arrangements.

Contacting the Instructor

You can reach me by cell phone (350-8260) or email at jmitche3@austincc.edu.

Communicating via Blackboard

The instructor has set up an electronic message board site specifically for this class. (See the URL address on the first page of the syllabus.) It is useful means for posting information that is needed by the entire class. Critical class information will be posted on the blackboard **on a regular basis**.

Student Withdrawal Policy

It is the responsibility of the student to withdraw from the class. If you are unable to complete this course, because of illness, moving, etc., please officially withdraw from the class. Not withdrawing from the class may result in the receipt of a failing grade. **See the Class Schedule for the last day to withdraw from class.**

Incomplete

Incompletes are discouraged and will only be given for extenuating circumstances. Time conflicts and poor time management are not acceptable reasons; ACC has a very liberal drop policy you can use in these circumstances.

Scholastic Dishonesty

Acts prohibited by the college for which discipline may be administered include scholastic dishonesty, including but not limited to cheating on an exam or quiz, plagiarizing, and unauthorized collaboration with another in preparing outside work. Academic work is defined as, but not limited to tests, quizzes, whether taken electronically or on paper; projects, either individual or group; classroom presentations, and homework.

Academic Freedom

Each student is strongly encouraged to participate in class. In any classroom situation that includes discussion and critical thinking, there are bound to be many differing viewpoints. Students may not only disagree with each other at times, but the students and instructor may also find that they have disparate views on sensitive and volatile topics. It is my hope that these differences will enhance the class and create an atmosphere where students and instructors alike will be encouraged to think and learn. Therefore, be assured that your grade will not be adversely affected by any beliefs or ideas expressed in class or assignments. Rather, we will respect the views of others.

Office of Students with Disabilities

Each ACC campus offers support services for students with documented physical or psychological disabilities. Students with disabilities must request reasonable accommodations through the Office for Students with Disabilities on the campus where they expect to take the majority of their classes. Students are encouraged to do these three weeks before the start of the semester.

Student Discipline

Students in the Austin Community College District ("ACCD") are recognized as responsible persons who neither lose the rights nor escape responsibilities of citizenship. Enrollment in the College indicates acceptance of the rules set forth in this policy administered through the Office of the Director of Student Services. Due process through an investigation and appeal process is assured to any student involved in disciplinary action. For more information on student discipline, please refer to the following link: <http://www2.austincc.edu/admrule/4.02.010.htm>

Student Services

Austin Community College is an institution committed to helping all students achieve their educational and career goals. This section of the Catalog provides basic information about programs and services offered by the College to increase the chances that students will succeed. Check the web address listed under *Student Services* for information about office hours, additional services, or contact people.

Student services include: advising, assessment, financial service, job referral, etc. For more information on Student Services, please refer to the following link: www.austn.cc.tx.us/resources_students/services

Departmental Information for the International Business Institute

Web site: www.austincc.edu/intlbus

Tel. 223-7290

Additional Information

It is ACC's policy not to allow smoking, food, drinks, children, drugs, alcohol, or weapons in the classroom. Use of cell phones, except at the break and to deal with emergencies, is not allowed in the classroom. Mute or turn off your cell phones before class begins.

Changes to Syllabus

The instructor reserves the right to change the lecture topics highlighted in this syllabus. If changes are deemed necessary, such changes will be conveyed to students in a timely manner.