

College of DuPage  
**BUS 2255 – International Business**

Spring 2008  
M/W/F 10 – 10:50 am  
IC2107

**Instructor**

Shannon Toler  
Associate Professor, Business/Management/Marketing  
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630-942-2593  
[tolers@cod.edu](mailto:tolers@cod.edu)

Office Hours: M/W 1 – 3 pm,  
T 10 am – 12:30 pm; Virtual (Email): 9 – 10 pm  
Th 10 am – 12:30 pm

**Credit and Contact Hours**

3 credit hours (3 lecture hours, 0 lab hours)

**Prerequisite**

BUS 1100 – Introduction to Business (*Recommended*)

**Textbook (Required)**

International Business, Competing in the Global Marketplace, 6<sup>th</sup> edition,  
Charles Hill, McGraw-Hill Irwin, ISBN 0-07-310255-5

**Course Description**

Theoretical and descriptive exploration of the interdependent world of international business. Explores globalization trends, international trade theories, regulations affecting trade, regional economic integration, and the impact these factors have on developing nations. Examines how company functions such as marketing, finance and management operate in the international setting. Special emphasis is placed on strategy development and the role of culture.

**Course Objectives**

1. Discuss the nature of international business, its forms, and characteristics
2. Describe the history of international business and globalization
3. Analyze the impact of globalization, in terms of national economics, politics, regulations, and technology
4. Summarize the elements of today's international monetary system

5. Explain economic theories pertaining to global trade, world resource utilization and allocation, and the concepts of absolute and comparative advantage
6. Explain the concepts of balance of trade and balance of payments
7. Discuss national trade policies and barriers to global trade
8. Assess the impact of the World Trade Organization and regional trade blocs on the international business environment
9. Outline similarities and differences in marketing products at home and offshore
10. Explain how the foreign exchange market impacts a firm's international business activities
11. Describe how management and human resources functions differ when conducted in an international setting
12. Report on the approaches to international business strategy
13. Explain how culture affects the conduct of international business
14. Recognize the role of American business in the global economy

## **Rules**

### Withdrawals

You have until March 14 to withdraw from the course without instructor consent. After that, you will need a special permit. I will sign permits to withdraw until May 1. Please note that a withdrawal from a course may not impact your GPA, but it can still impact the evaluation of your transcript by a transfer institution.

### Late Penalties

There are specific due dates for all assignments. Assignments (portfolios and projects) will be penalized 10% per **day**. After 5 days, a ZERO will be awarded. There are absolutely no exceptions to this. No late submissions will be accepted for Unit 4.

### Makeup Exams

You are allowed **ONE** makeup exam. The makeup exam must be taken within one week of the original exam date. An appointment to take the makeup exam is required. Students taking makeup exams are assigned the default grade weights for that unit.

### Academic Dishonesty

Any violations of College of DuPage policies regarding academic honesty and/or integrity will be referred automatically to the appropriate College authorities for disposition.

ALL work submitted for this class must be the original work of each individual (or of the group for group assignments). Submitting work from other sources, including current and previous students is considered plagiarism and academically dishonest. Academically dishonest students will receive an F for the course and will be sent to the Dean of Students for disciplinary action. This applies to the student submitting the work and, in the case of work submitted from other students, the students supplying the work to be submitted.

### Special Student Services

Students with an ID card from the Office of Special Student Services are encouraged to meet with me as soon as possible to discuss special accommodations and strategies for success in this course. If you do not have an ID card from the Office of Special Student Services, but feel that there are special accommodations you require, please contact the Office of Student Special Services located in IC2123 (630-942-2306).

## **Requirements**

### Unit Portfolios

At the start of each unit, you will be given a unit guide that describes 10+ possible elements to be included in a portfolio. You will choose 5 to include in your individual portfolio. Some elements are applications, some are research exercises, and some are reflections on in-class work. Attendance in class will greatly facilitate the assembly of the portfolio. All portfolios must be typed. Please see individual unit guides for more details.

### Unit Cases

These cases will be assigned from your text. The cases selected will tie together key objectives from the unit. Case discussions in class will help you develop strategies for approaching the unit cases. Please see individual unit guides for more details.

### Exams

Each unit exam consists of 30-40 multiple-choice questions.

### Global Issues Presentation **or** Book Presentation

You will select a current international business topic and facilitate a discussion about that topic with your classmates. **OR** You will select a current book about an international business topic and present your key findings from the book to your classmates. These discussions will be scheduled for Friday's throughout the semester. More information will be presented during Week 2.

### Reading

This course will require 50-60 pages of reading each week.

## Evaluation

Unit 1	20%
Unit 2	25%
Unit 3	20%
Unit 4	20%
Presentation	<u>15%</u>
	100%

### Grading Scale

90%+	A
80% - 89%	B
70% - 79%	C
60 % - 69%	D
< 60%	F

Each unit consists of three different grades – a Portfolio, a Case and an Exam. If you take the exam at the scheduled time, then you will determine the weight of each grade for each unit. Each piece must account for at least 10% of the final unit grade. You will be asked to assign these weights when you take each unit's exam. If you have to make up the exam or do not assign a weight when you take the exam, default weights will be assigned. The default weights are: 30% Exam, 35% Portfolio, 35% Case.

There is no comprehensive final exam for this course. You will take the exam for Unit 4 during the scheduled final exam session for this course.

## Grade Worksheet

**Unit 1**  
Exam  
Portfolio  
Case

Grade	Weight	
_____	_____	_____
_____	_____	_____
_____	_____	_____

**Unit 1 Grade:** \_\_\_\_\_

**Unit 2**  
Exam  
Portfolio  
Case

Grade	Weight	
_____	_____	_____
_____	_____	_____
_____	_____	_____

**Unit 2 Grade:** \_\_\_\_\_

**Unit 3**  
Exam  
Portfolio  
Case

Grade	Weight	
_____	_____	_____
_____	_____	_____
_____	_____	_____

**Unit 3 Grade:** \_\_\_\_\_

**Unit 4**  
Exam  
Portfolio  
Case

Grade	Weight	
_____	_____	_____
_____	_____	_____
_____	_____	_____

**Unit 4 Grade:** \_\_\_\_\_

**Final Grade:** \_\_\_\_\_

## **Calendar**

*Dates are tentative.*

### Unit 1 – Globalization and International Trade Theory

January 16 – February 8

Exam & Portfolio Due: February 8

Case Due: February 13

### Unit 2 – Country and Environment Analysis

February 11 – March 14

Exam & Portfolio Due: March 14

Case Due: March 19

### Unit 3 – International Business Strategy & Ethical Issues

March 17 – April 11

Exam & Portfolio Due: April 11

Case Due: April 16

### Unit 4 – International Business Operations

April 14 – May 9

Case Due: May 5

Portfolio Due: May 9

Exam: May 12

### Final Exam

May 12

10 – 11:50 am

## Student Contacts

Name _____
Email _____
Phone _____

Name _____
Email _____
Phone _____

Name _____
Email _____
Phone _____