

INTERNATIONAL BUSINESS AND TRADE PROGRAM

INTERNATIONAL BUSINESS AND TRADE 1305-8701

A GLOBAL STUDIES COURSE

Spring 2008 COURSE OUTLINE

COURSE DESCRIPTION

The techniques for entering the international marketplace are covered. The impact and dynamics of Sociocultural, demographic, economic, technological, and political-legal factors on the foreign trade environment are emphasized. Topics include patterns of world trade, internationalization of the firm, and operating procedures of the multinational enterprise. NOTES: IBUS 1305 may transfer. Please check with Business & Technical Counselors, T162, Thunder duck Hall, for up-to-date information; see specific notes at the end of the course outline. Eighty-five credit hours including all IBTR courses do transfer to the BAAS degree program at Texas A&M Program at Commerce and the University of North Texas, and 24 credit hours of IBTR courses transfer to the BAIS Program at UT Arlington.

TEXTBOOK AND COURSE MATERIALS

INTERNATIONAL BUSINESS: AN INTEGRATED APPROACH, (includes global websites) Wild, Wild, & Han, 3rd. Edition, Prentice-Hall, Inc.

SUGGESTED READINGS AND SOURCES: The National Trade Data Bank: See STAT USA, GLOBUS, NATIONAL TRADE DATA BASE in the LRC or the Educational Computing Lab, D229, and all intermitted computers at Richland and all other DCCCD locations; includes country guides and trade opportunities (Country Guides and Country watch). The NTDB is compiled from 30 government agencies and The World Bank by the U.S. Department of Commerce. You may also access nearly 500,000 pages from the NTNB along with other mega-sites from your home or office through Richland's E-library.

Government agencies may be reached separately. Also, see countrywatch.com

OTHER REFERENCES: THE DALLAS MORNING NEWS; THE DALLAS BUSINESS JOURNAL; THE WALL STREET JOURNAL; FORTUNE; FORBES; BUSINESS WEEK; JOURNAL OF COMMERCE; BUSINESS AMERICA; FOREIGN POLICY; FOREIGN AFFAIRS; FINANCIAL TIMES; THE ECONOMIST; GLOBAL BUSINESS (formerly EXPORT TODAY); and such references as CULTURGRAMS; BACKGROUND NOTES (State Dept.); THE WORLD FACT BOOK (CIA manual); PBS international news programs, Channel 13, BBC World, 5 a.m./12:00 midnight.; Satellite: News World International, CNN International, CNBWorld (Cable, NBC World), LINK (documentaries), History Channel, Discovery, National Geographic, Animal Planet, Travel; National Public Radio, 90.1 FM, and various other programs.

OBJECTIVES OF THE COURSE

-Global and Asian Studies. You will relate international business and trade terminology and economic theories to business, trade, economic development, and investment in foreign environments with an emphasis on Asia, particularly China, India, and the Middle East.

-You will familiarize yourself with numerous Global and Asian e-commerce/e-business sites (e-biz notations).

-You will utilize GLOBAL STUDIES PROGRAM focus areas of social and economic justice, culture, democracy, ecology, technology, and peace to the societal international business strategic planning issues of political-legal, economic, socio-cultural, technological, and ecological/geographical external forces. Note: These factors match those of the external global environment used in strategic planning.

-You will resolve country/company problems utilizing such international organizations as the United Nations (UN), World Trade Organization, (WTO, formerly GATT), European Union (EU), North American Free Trade Association (NAFTA), and others.

-You will complete individual projects for companies to market internationally including competitive and distributive forces as well as export/import practices and procedures,.

Business and Technical Counselors: Thunderduck Hall, T162, 972-238-6366/6391
Counseling, Scheduling, Degree Planning, Transfer Info, etc.; **T180: Admissions,**
Student Records, Registration. btec@dcccd.edu
T170, Continuing Education Registration or call 972-238-6144 and pay by credit card.

E093, Career Center, El Paso Hallway, E093, 972-238-6921: Career workshops, Job opportunities, Employment Websites, Workshops, Resume' development, On-line Applications, Job fairs, etc.

-Throughout the course, you will identify and discuss trends and new directions in international business and trade as well as political risk assessment issues from web and printed sources with a special emphasis on Asian factors.
-In addition to individual and group participation, you will prove understanding of theory and applications through multiple-choice exams.

SCANS: The US Department of Labor recommends **SCANS**, the Secretary's Commission on Achieving Necessary Skills, to enhance employability. You will apply the basic **SCANS** skills of reading, writing, arithmetic, speaking, listening, critical thinking, decision making, and problem solving in IBTR courses. Students will also apply computer skills acquired in International Information Systems--E-Commerce and Information Technology for special projects and research. You will utilize a systems approach in international strategic planning. **SCANS SKILLS**: You will integrate personal and interpersonal **SCANS** skills with systems, information, and critical, creative, and logical thinking **SCANS** skills in the development of a country research project, an international strategic plan, case study resolution. Employers want to know your interpersonal, communications, and team skills along with job-required skills and knowledge. These skills are equally important for client-or customer-based success for employees and entrepreneurs.

STUDY HINTS

Read page 1 and 2 of each chapter carefully for specific learning objectives. vocabulary, business incidents, a summary, and case studies are included. Limited test questions on textbook charts, numbers, calculations, names, or dates. A test review handout will be provided.

EVALUATION FOR IBUS 1305

Two exams, and an individual project along with a grade for participation will be used for evaluation.

EXAM I _____
 II _____

GRADING SCALE:

- A - 450 points
- B - 400 points
- C - 350 points
- D - 300 points

International Strategic Plan
PARTICIPATION/

INTERNATIONAL STRATEGIC PLAN.

You will choose one company or product group (manufacturing or service). (Or, the class may also choose one company or entrepreneurial project, one product or service, and one country to which to export.) Choose one country, and review several references, which provide country-information for an international strategic plan, or references on the National Trade Data Base, Richland's E-Library/ and the DCCCD Wide Area Network. Review the directly interactive and indirectly interactive competitive external forces in assuming the role of International Marketing or Product Manager or Entrepreneur for a particular (one) product or service exported to one country; assume that the class is your Board of Directors, or Executive Council, and explain how you would export this product/service and internationalize the various processes or departments. Create a sentence outline including the following:

Your name and title, your company name, statement of purpose, legal organization, and management positions

**Marketing activities, strategies, tactics; limit to four activities (4).
Finance, your source of funds, customers method of payment, simple budget, profit estimate; limit to these four (4).
Legal arena: state important laws or regulations involved; two (2) are OK. You will cover many more legal applications in IBUS 2335
Transportation/logistics, & supply chain management; two (2) are OK. You will cover many more logistics applications in IBUS 1300, or 1341.
Human resource management, Are you self employed? A member of a product group? or Will you hire nationals in the foreign country? Will you outsource in the foreign country?
Include a list of references; three-five (3-5) would be OK.**

The project should be submitted to me via the assignment module by Week 10.

CAPSTONE EXPERIENCE:

All IBTR Program projects and other international activities will be incorporated into a portfolio (notebook) in International Comparative Management (IBUS2341) for presentation to prospective employers, present employers, clients, or investors. **KEEP YOUR PROJECTS!**

TENTATIVE SCHEDULE OF Study and Discussion

Week One: March 3 Chapter One Globalization

Week Two: March 10 Spring Break No Classes

Week Three: March 17 Chapter Two and Three

Week Four: March 21 Chapter Four and Five

Week Five: March 31 Chapter Six and Seven including Exam I

Week Six: April 7 Chapter Eight and Nine

Week Seven: April 14 Chapter Ten and Eleven

Week Eight: April 21 Chapter Twelve and Thirteen

Week Nine: April 28 Chapter Fourteen and Fifteen: We will not cover sixteen

Exam II due

Individual Project due

**Final Exam NO FINAL EXAM; NO Exit Interviews,
a Human Resource Management (HRM) technique.
Grades will be on E-Connect 1-2 weeks after class is over.**

TRANSFER NOTES: Northwood University may accept up to 15 credit hours IBTR.

Amberton University accepts up to 85 Richland credit hours, including most IBTR.

Dallas Baptist College accepts 90 credit hours, including 30 hours life experiences.

The University of Texas at Arlington accepts 24 IBTR credit hours in its BAIS, Bachelor of Arts in Interdisciplinary Studies; The UTA IB BBA program requires 8 semesters language. You may test out for about four semesters of the language requirement.

Texas A & M Commerce accepts **85 credit hours from Richland only, including up to 36 credit hours in IBTR/IBUS courses and other career fields.**

Admissions/Student Records/Registration, T170, 972-238-6101 Counselors in the Business and Technology, T162, Thunderduck Hall, can assist you with transferability as well as counseling, registration, scheduling, degree planning, etc.

Career Center: E093 Job postings/on-line searches, workshops, resume development, on-line applications, etc.

WORLD PEACE THROUGH WORLD TRADE

Tom Watson, Jr.

Former CEO, IBM

IMPORTANT SPECIAL INFORMATION:

A. ADA Statement--"If you are a student with a disability and/or special needs who requires ADA accommodations, please contact the Richland College Disability Services Office." Special Services is located in Thunderduck Hall.

B. Religious Holidays--"Students who will be absent from class for the observance of a religious holiday must notify the instructor in advance. Please refer to the college catalog Student Obligations section."

C. Financial Aid Statement--"Students who are receiving any form of financial aid should check with the Financial Aid Office prior to withdrawing from classes. Withdrawals may affect your eligibility to receive further aid and could cause you to be in a position of repayment for the current semester. Students who fail to attend or participate after the drop date are also subject to this policy.

D. Scholastic Dishonesty--"Scholastic dishonesty is a violation of the Code of Student Conduct. Scholastic dishonesty includes, but is not limited to, cheating on a test, plagiarism, and collusion. Your enrollment indicates acceptance of the DCCCD Code of Student Conduct published in the DCCCD Catalog." Please review <https://www.dcccd.edu/cat0506/ss/code.cfm>

E. Withdrawal Policy: "If you are unable to complete this course, it is your responsibility to withdraw formally. The withdrawal request must be received in the Registrar's Office by Thurs., Nov. 16. Failure to do so will result in your receiving a performance grade, usually an "F." If you drop a class or withdraw from the college before the office drop/withdrawal deadline, you will receive a "w" (Withdrawal) in each class dropped."

Repeating this course. "Effective for Fall Semester 2005, the Dallas County Community Colleges will charge additional tuition to students registering the third or subsequent time for a course. All third and subsequent attempts of the majority of credit and Continuing Education/Workforce Training courses will result in additional tuition to be charged."