

Lansing Community College
Course syllabus for Spring 2008 semester
BUSN201: International Business
Business Careers Department

Instructor: Tom Perkin
2025 W. Brewer Rd.
Owosso, MI 48867
Office Hours: To Be Arranged
Phone: 989.725.6304
E-mail: perkint@lcc.edu
Fax: 989.725.1983

I. Course Code: BUSN201

II. Prerequisite(s): BUSN118

III. Course Description:

This Course will study the dynamic field of International Business.

Consider the last two decades within the world of business. How we learn, study and work has changed greatly. Business and the activities that are involved have new dimensions. More and more businesses – small and large – are becoming aware that the only way to remain competitive is to understand the globalization of markets and the international marketplace. Combined with advancing communications, technology and opportunities, the globalization of markets and production, and the blending of time, distance and culture international business affects us all.

IV. Responsibilities of the Student:

Required Class Attendance
Required Completion of Assignment on time.

V. Instructional Materials:

Textbook (s) Global Business Today 5th edition. Hill, Charles W. L.
McGraw-Hill.
2006. ISBN 978-0-07-321054-4

Required Website: <http://globaledge.msu.edu>

VI. Student Learning Outcomes:

1. To create an awareness of international business through current exposure to the implications, trends and future of the international business environment.
2. To stimulate interest and motivation (for leaning the global environment of the business world) through active participation involving class discussions, and innovative experiential assignments, including country study and research, current events, group debate, and marketplace map projects. These projects will supplement and apply hands-on learning to the classroom experience.
3. To develop the ability to critically read, and analyze events occurring in the field of international business, while learning to organize meaningful knowledge with comprehension and understanding of current events in the worldwide business environment.
4. To motivate and encourage students in the development of their career in the vast area of international business.

VII. Methods of Instruction:

Discussion	Skill Demonstrations
Computer Assignment	Virtual/online Methods

Comments:

This course will use combinations of the above methods

Didactic: The learning of concepts, skills, and formulas through texts, lectures, films, and study guides.

Coaching: The practicing and mastering of skills introduced by means of the Didactic format

Socratic: The Socratic Method is a seminar approach to the literature and ideas to allow for greater critical thinking, resolution of conflicts, and the application of knowledge and skills to new situations. The Socratic approach will also increase your speaking and listening skills

VIII. Student Evaluations Criteria:

The following methods are used in this class.

Your grade will be determined from the following areas:

Method:

E-Mail Instructor	20 pts
Introduction	50 pts
Investment Opportunity Notebook	175 pts
Issue Analysis Paper	50 pts
Discussion forums	105 pts
Quizzes	120 pts
Articles	120 pts
Total	640 pts

Grading Scale

91-100%	Excellent	4.0
86-90%		3.5
81-85%	Good	3.0
76-80%		2.5
71-75%	Satisfactory	2.0
66-70%		1.5
60-65%	Poor	1.0
0-59%	Failure	0.0

IX. Course Practices:

College-wide policies enforced on attendance, withdrawals, and incomplete

Additional course practices in this class are:

1. You are expected to communicate with instructor regarding extenuating circumstances that will interfere with your participation in and/or the completion of your assignments for this class.
2. You are expected to come to class prepared by completing the reading assignments and being able to discuss them.
3. You are expected to complete the assignments required by the due dates as outlined by the instructor.
4. You are responsible for initiating a course withdrawal or request for an incomplete grade. Persons who have not done so and have not completed assignments as indicated and whose total percentage as a result is less than 60% will receive a 0.0 for the final course grade.

5. Unless previously arranged with the instructor, there will be no make-up tests/exams nor any make-up for in-class assignments missed. Make-up activities must be prearranged with the instructor (before you are absent).
6. Requirements for assignments will be explained within the website of the class.

X. Assignments (Total points for all assignments = 640)

E-mail Instructor:

20 pts

Each student is to E-mail the instructor by the due date using the BUSN201 Angel site. In the subject area of the E-mail, the student must type the following: 1st assignment and your name. In the content area indicate that you have read the introductory announcement, printed-out and read the syllabus and course schedule. All assignments should use the above format in the E-mail header for work turned in. Communications to me sent outside the class site should contain BUSN201 prefix, since I teach more than one class.

Introduction:

50 pts

You will write a brief introduction of yourself. I would like to get to know who you are. You should include where you are from, how long you have been attending LCC, what is your major, are you working and is it full-time or part-time, what type of work you are doing, why you are taking this class, and what do you expect to get out of this class (not a grade, but what you want to learn in this class). You may include more if you think it is important. This should be about a page in length. This is very important to me because it helps me in the development of the class.

I would also like to know if you have traveled outside of the United States was it for the military or just visiting and where you have traveled. Because of the possible need to contact you could you also include a phone number where you can be reached?

You will need to save this as an RTF format file as described in your course syllabus and put in the drop box as an attached file.

Written Assignments:

- Written assignments are expected to be professional in presentation
- They are to be typed, double-spaced, 1 inch margins all around, and font size of 12
- The written assignments need to be submitted into the drop box for that assignment only. When submitting written assignments save the file as a "Rich Text Format" file. This is done by clicking on **File, save as...**, and selecting "Rich Text Format" in the "Save as Type" box at the bottom of the screen.
- Assignments will be due on Sundays on the dates listed by 11:55 pm.
- If you do not see a drop box for the assignment it means you are over 7 days late and the assignments will not be accepted.

The grading of the written assignments will be based in part on subject matter, organization, and presentation of material in well thought-out statements. Also, grading will take into consideration spelling, grammar, sentence structure, and punctuation.

The instructions and questions to be answered will be made available to students by accessing the lesson section of the course Website. Announcements will be posted with reminders of what is taking place that week.

Dropping from Class

- Students who wish to drop the class can do so by obtaining a drop sheet from the office in Room GB190.
- The instructor will drop students at the end of the 2nd week of classes if they have not turned in at least 50% of the required work.
- At the end of the 1st 5 weeks the instructor will drop students that have not completed at least 50% of the required work.
- At the end of the 9th week the instructor will drop students that have not completed at least 50% of the required work.

Late Assignments:

Late assignments will be accepted and scored on a declining scale until the seventh day after they are due. For each day that the paper is late your score for the paper will be reduced by 1/7th of the total score.

Issue Analysis Paper:

50 pts

The issue paper allows the student to take a topic relating to an International Business concern and research the issue. The research will result in a **3-5 page**, double spaced, typed/computer processed paper presenting both sides of the issue. A minimum of **5** current references should be cited using **APA style**. A cover page and reference page should be included with the paper.

Development of the paper:

- Introduction – indicate why this topic is timely and relevant to International Business
- Body – presentation of pro and con issues for this subject.
- Conclusion – indicate which position you personally agree with, and why.

The following are topics for consideration. Reviewing editorial pages of Fortune, Wall Street Journal, as well as other newspapers and periodicals recommended by the instructor, may be used, and are recommended.

Issue paper topic

- Is NAFTA good for the United States?
- Should the trade embargo on Cuba be lifted?
- Should the U.S. take the world leadership role in fighting terrorism?
- Should the U.S. take the lead role in Global Warming?
- How can E-markets be used to develop International Business?

Investment Opportunity Notebook

175 pts

A project exclusive to this text is the Investment Opportunity Notebook. As students progress through each chapter, they can fill in sections of the notebook for the particular company and country they have chosen for analysis (Available on course website under assignments.) By the end of the semester, students have applied all that they have learned in each chapter to a particular investment opportunity in a particular country. The second half of this assignment you will select a company and look at developing that company in your country of choice. See Class Schedule for when drafts are due. These 10 drafts are worth 10 pts each (or a total of 100 pts). This is part of 175 points for this project.

Each student will select a country (cannot use the USA). Only 1 student will have a country.

**Quizzes:
pts**

12 Quizzes @ 10 points each = 120

Quiz questions will be multiple choice or true false. Quiz questions will come from assigned chapters for that week. There will be 5 questions for each quiz and it will be a 10 minute timed quiz. It is expected that you have read the chapter and understand the material to answer the questions, **NOT** to go and look up the answers in the text.

**Discussion Forum:
pts**

7 discussion Forums @ 15 points each = 105

Seven times in the semester a new topic will be posted on the Discussion Forum. To receive full credit, students must answer two (2) of the three (3) questions posted by leaving well thought-out, detailed answers with their thoughts comments, ideas, analysis, or critique of the topic. This should be done by starting a new "Thread". The answers may take any position, for or against, the topic. Students must also read and reply to two (2) other students' answers. This should be done by replying Wednesday evening so others can respond to your postings by Sunday evening. Your contributors have limited value after the week it is due because we have usually moved on to a new topic, so be sure to participate when it is assigned and not lose points due to lateness.

Three Rules:

1. Short message, such as, "I agree," will not receive points.
2. If you disagree with something said, argue against the message or idea. Do not attack or insult other people.
3. Messages or replies may not contain derogatory statements or swearing. The opinions of other students should be respected, verbal or written attacks, or derogatory statements/criticism is not tolerated.

**Online Article Summary
pts**

12 articles @ 10 Points each = 120

Each week, starting with week 2 through week 13, each student will read an article relating to international business. Preferable the article will relate to the current or previous weeks topic or the investment opportunity notebook for your country. After the article is read, post a one paragraph summary on the discussion Board along with a link to the complete article source.

XI. Transfer potential:

For transferability information, please consult The Transfer Equivalence List located in the Admissions Office, 232 Gannon vocational Technical Center (GVT) Bldg., the Counseling and Advising Office, 103 Arts and Sciences (A&S) Bldg., the LCC department offices, or the LCC libraries. For additional transferability information contact the LCC Counseling Services Department, 517.483.1255.

XII. Student Academic Integrity and Classroom Behavior

The very nature of higher education requires that students adhere to accepted standards of academic integrity. Therefore, Lansing Community College has adopted a Code of Academic Conduct and a Statement of Student Academic Integrity. These may be found in the College Catalog. The violations of academic integrity listed and defined are cheating and plagiarism. It is the student's responsibility to be aware of behaviors that constitute academic dishonesty.

Classroom behavior that interferes with the instructional process is not tolerated. The consequences are addressed in the college Catalog under Administrative Withdrawal.

XII. Other Course information

Check Course schedule book for important dates.