

LEEWARD COMMUNITY COLLEGE
Business Technology Division
Course Syllabus - SPRING 2008
BUSN 279 INTERNATIONAL BUSINESS ANALYSIS (3 credits)
55807 TR 9:00-10:15 am BE-104

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|----------------------|--|-----------------------------|-------------------------------------|
| Instructor: | Stanley K. May | Office Location: | BE-221 |
| Office Hours: | MWF 10:40-11:00 a.m. TTH 10:15-10:45 a.m. 11:30-12:00 noon | Contact Information: | 808.455.0617 stanleym@hawaii.edu |

Catalog Course Description:

Analyzes international corporate environments and their impact on business dynamics. The focus is on business practices in the Asian/Pacific region; but other regions may also be included.

Co-requisites: None

Prerequisites: ENG 100 with a grade of C or better or equivalent or instructor's approval.

Recommended Preparations: None

Textbooks and Other Resources:

1. *Global Business Today*, 5th Edition, by Charles W.L. Hill. McGraw Hill Irwin. 2008. ISBN: 978-0-07-321054-4
2. Plain white bond paper (8½" by 11", 20-pound weight minimum).
3. USB flash drive of 128_{MB} minimum

Student Learning Outcomes:

Upon completion of this course, the student will be able to:

1. Analyze the role of culture and describe its effect on international business communications.
2. Define the principal elements in cross-cultural analysis and determine the implications for international business and trade programs.
3. Explain the elements of authority and what power and leadership mean in cross-cultural environments.
4. Practice verbal and nonverbal styles that provide for effective business negotiations and transactions.
5. Discuss theories such as Edward Hall's theory of High Context and Low Context Cultures and explain their implications on international business activities.
6. Outline the influences of culture on the structure of multinational organizations and evaluate the potential advantages and disadvantages of adopting a cross-cultural business identity.
7. Increase awareness of legal and ethical issues in different cultures.
8. Plan for work assignments in culturally diverse areas of the globe.
9. Minimize ethnocentrism and maximize respect for other cultures as creditable and

legitimate.

Student will demonstrate these competencies at a minimum of 70% proficiency by:

1. Passing examinations (60%) covering the competencies to be graded as follows:

| | | | | |
|---------------|---|------|---|---|
| 90 | - | 100% | = | A |
| 80 | - | 89% | = | B |
| 70 | - | 79% | = | C |
| 60 | - | 69% | = | D |
| 59% and below | | = | | F |

2. Completing projects (40%) where students research, plan, evaluate, write, and present international business analysis topics as assigned or approved by the instructor. Grading of the projects will be on content, organization, mechanics and presentation.

Grading Policy:

FINAL SEMESTER GRADING SCALE:

| | | | | |
|---------------|---|------|---|---|
| 90 | - | 100% | = | A |
| 80 | - | 89% | = | B |
| 70 | - | 79% | = | C |
| 60 | - | 69% | = | D |
| 59% and below | | = | | F |

FINAL GRADE:

The final grade will be determined by the following components:

| | |
|-------------------------|------|
| Examinations | 60% |
| Class/Research Projects | 40% |
| TOTAL | 100% |

Grades for class/research projects, oral presentations, assignments/exercises, and examinations may be graded using a point system or percentage system.

Grades will be assigned in accordance with the general policy stated in the Leeward Community College catalog.

Student with Disabilities Statement:

Leeward Community College abides by Section 504 of the *Rehabilitation Act of 1973* and the *Americans with Disabilities Act of 1990*, which stipulate that no student shall be denied the benefits of an education "solely by reason of a handicap." Students with documented disabilities who believe that they may need accommodations in this class are encouraged to contact the Coordinator of the KAKO'O 'IKE (KI) program as soon as possible to ensure that such accommodations are implemented in a timely fashion. The

KI office is located in L-208, across from the elevator in the library building or call for information at 455-0421.

BUSN 279 WI has been designated a writing intensive course. ENG 100 is a prerequisite for all writing intensive classes. Writing is an essential skill that improves with practice and has lifelong value. It is an important tool not only for academic success but also for success in the world of work. In business, writing is used in reports and correspondence to communicate ideas, inform, persuade, and build rapport. Poor grammar, misspelled words and poor structure leave the sort of highly negative first impression that can be fatal to developing business relationships. The ability to write well is an essential skill of the professional.

Office Hours: Barring an emergency, I am always in my office during posted office hours. If you wish to meet outside of office hours please schedule an appointment to be sure of meeting with me. I teach evening classes and Waianae classes and therefore am often not at the Pearl City campus during the day.

Assignments:

Global Business Plan: Each student will choose a country, and become a class expert on doing business in that country. Papers 1 and 2 will be a global business plan for selling a product or service of your choice in the country that you have chosen. The format for the global business plan is specified in the global business plan handout. Papers are to be typewritten, double-spaced, with a minimum of 1000 words each. Papers are to be free of spelling, grammatical or structural errors. Paper #1 is worth 10% of the final grade. A rough draft of Paper #1 must be turned in prior to the due date for review. The due date for the rough draft will be announced in class. Paper #2 will be the other half of the business plan and will added to Paper #1 modifying the thesis and conclusion as appropriate. Paper #2 is also worth 10% of the final grade. Students are strongly encouraged to discuss drafts of any of their papers as many times as they like with the instructor before the due date. Late papers will be graded down 10% for each week they are late. A 10% penalty will also be applied to papers where a rough draft was assigned but not turned in, or if the paper is not uploaded to the Turnitin.com website in a timely manner.

Case Study: Each student will choose a case study from the textbook following the proper format for the case study as specified in the case study handout. The case study is to be typewritten, double-spaced, with a minimum of 1000 words. It should be free of spelling, grammatical or structural errors. The case study is worth 10% of the final grade. A rough draft of the case study must be turned in prior to the due date for review. The due date for the rough draft will be announced in class. Late papers will be graded down 10% for each week they are late. A 10% penalty will also be applied to papers where a rough draft was assigned but not turned in, or if the paper is not uploaded to the Turnitin.com website in a timely manner.

Journal: Journal entries are required for each chapter (except for chapters 9 &10 which will be combined into one journal entry). Each journal entry must be a minimum of 100

words. The journal entry must relate the information presented in the chapter to the global business plan of selling a product or service in the country you have chosen. Journal entries will be graded as either credit or no-credit. Due dates will be announced in class. All of the journal entries together are worth 10% of the final grade. Late journal entries will not receive any credit.

Exams: There will be four exams, and each exam may include essay questions. To get full credit on the essay questions be sure to answer them as completely as possible, demonstrating your knowledge of the relevant course material. Each exam is worth 15% of the final grade.

Student Responsibilities:

Each student is expected to spend at least 6 hours per week preparing for class.

All chapters are to be read prior to the week assigned for discussion.

When absent, obtain discussion notes from classmates as soon as possible.

Attendance and Participation: Full participation in classroom discussion and activities is expected. Failure to comply with this policy, or four (4) or more unexcused absences may drop an individual one full letter grade, and is especially important in borderline cases. No penalty for excused absences, such as serious illness or emergencies.

Make-up exams are for excused absences only, which generally include a 10% penalty. Late exams will be penalized for each class the exam is late.

Academic dishonesty (such as cheating on an exam or handing in work that is not the student's own) will not be tolerated in this class. You will be accountable for your actions and subject to sanctions as established in *A Handbook for Students*, Leeward Community College. Please do not hesitate to see me if you are unclear as to what constitutes academic dishonesty.

Student Notification of Writing Assessment Project

"By taking this course, you are agreeing to participate in Leeward Community College's assessment of students' written communications and other academic skills. This means at least one of your papers will, in addition to being graded by your instructor, also be assessed by LCC faculty and staff to evaluate the general level of student writing and other academic skills at LCC. The assessors evaluating your paper will only use this paper for this institutional assessment process, and will not see your name on the paper. Your paper will not be used for purposes other than LCC's institutional assessment of the general level of its students' academic skills. Please fill out and return the Student Consent Form to the instructor. For more information on LCC's writing assessment project, call Ida Yoshinaga at 455-0527 or email ida@hawaii.edu."

Turnitin Policy Statement

Leeward Community College is committed to preserving academic responsibility and integrity, and as such, does not condone student cheating or plagiarism as defined in the "Academic Dishonesty" sections of the UH Student Conduct Code and the LCC Catalog . The instructor therefore reserves the right to utilize electronic means to help prevent plagiarism. Students agree that by taking this course, all assignments are subject to submission for textual similarity review to Turnitin, a plagiarism prevention program. Any

partial or whole student assignment that the instructor submits to Turnitin will be included as source documents in Turnitin's restricted access database solely for the purpose of detecting plagiarism in such documents.

| Date | Assignment |
|-------------|--|
| 1/15 | Introduction; Ch 1: Globalization |
| 1/17 | Ch 1: Globalization |
| 1/22 | Ch. 2: National Differences in Political Economy |
| 1/24 | Ch. 2: National Differences in Political Economy |
| 1/29 | Ch. 3: Differences in Culture |
| 1/31 | Exam #1 (Ch. 1-3) |
| 2/5 | Ch. 4: Ethics in International Business |
| 2/7 | Ch. 4: Ethics in International Business |
| 2/12 | Ch. 5: International Trade Theory |
| 2/14 | Ch. 5: International Trade Theory |
| 2/19 | Ch. 6: The Political Economy of International Trade Case Study Due |
| 2/21 | Ch. 6: The Political Economy of International Trade |
| 2/26 | Ch. 7: Foreign Direct Investment |
| 2/28 | Ch. 7: Foreign Direct Investment |
| 3/4 | Exam #2 (Ch. 4-7) |
| 3/6 | Ch. 8: Regional Economic Integration |
| 3/11 | Ch. 8: Regional Economic Integration |
| 3/13 | Ch. 9: The Foreign Exchange Market |
| 3/18 | Ch. 9: The Foreign Exchange Market Paper #1 Due |
| 3/20 | Ch. 10: The International Monetary System |
| 4/1 | Ch. 11: The Strategy of International Business |
| 4/3 | Ch. 11: The Strategy of International Business |
| 4/8 | Exam #3 (Ch. 8-11) |
| 4/10 | Ch. 12: Entering Foreign Markets |
| 4/15 | Ch. 12: Entering Foreign Markets |
| 4/17 | Ch. 13: Exporting, Importing, and Countertrade |
| 4/22 | Ch. 13: Exporting, Importing, and Countertrade |
| 4/24 | Ch. 14: Global Production, Outsourcing, and Logistics |
| 4/29 | Ch. 15: Global Marketing and R & D Paper #2 Due |
| 5/1 | Ch. 16: Global Human Resource Management |
| 5/6 | Ch. 16: Global Human Resource Management |
| 5/15 | Final Exam (Ch. 12-16) 9:00-11:00 a.m. |