

## COURSE INFORMATION SHEET

**COURSE TITLE: International Management & Marketing (Bus 250)**

**SEMESTER: Spring 2008**

**PROFESSOR: John Striebich**

[www.monroecc.edu/go/jstriebich](http://www.monroecc.edu/go/jstriebich)

**OFFICE: Building 4, Room 522**

**PHONE: 292-2000, x3267**

**EMAIL: [jstriebich@monroecc.edu](mailto:jstriebich@monroecc.edu)**

**OFFICE HOURS: Mondays 5:00 – 6:00 pm, Wednesdays 10:00 am – noon, Tuesdays & Thursdays, 9:30 – 10:30 am**

**REQUIRED TEXT: International Business, 6<sup>th</sup> edition, Hill, 2007**

**COURSE DESCRIPTION:** This seminar has been designed to provide students with an opportunity to develop knowledge and understanding of the processes, procedures and challenges that arise in conducting business across national borders. Representatives from business or government involved in international trade will be invited to present information and conduct a discussion in various areas of international business expertise. Spring semester only. Three class hours.

**PREREQUISITES:** This course is intended for students who are in the last semester of the degree program or who have completed a minimum of 45 hours of program related courses or equivalent international experience. Permission of the coordinating faculty member of the International Business Degree program is required. Prerequisites: BUS 104 and 30 hours of program courses or permission of instructor.

**COURSE OBJECTIVES:**

**Students will develop an understanding of the political and economic environment for international organizations.**

**Students will learn how international operations affect the management functions of planning, organizing, planning and controlling.**

**Student will learn the issues and skills necessary to manage a multicultural workforce and market successfully in a global economy.**

**Respect** for self and others in words and deeds

**Responsibility** for one's own success through personal accountability

**Reality** of the expectations and standards in a college environment

## **Course Requirements**

Students will be assessed on their knowledge of the course materials through:

- 4 tests
- Team Case studies (paper & presentation)
- End-of-Chapter Critical Thinking and Discussion Questions
- Lead Current Event Discussion

These assessment tools will be discussed more fully during the course.

Students are expected to read the assigned material (see attached reading list) before class and be prepared to participate in discussions. It is also strongly recommended that students read Business Week, and recommended that students peruse The Economist, Barrons, Fortune and Forbes.

## **E-mail Communications**

I will send out PowerPoint slides for each chapter, projects, articles and other supplementary materials via MCC student e-mail. I will also accept the submission of papers and projects through e-mail. It is your responsibility to learn how to access your MCC email on campus and/or at home.

## **Make-up Policy**

Students MUST notify the instructor that they will be unable to take a quiz on the assigned date as soon as possible. A make-up date will be negotiated between the instructor and student, but must happen as soon as possible after the quiz date. No makeup quizzes will be given unless the instructor has been notified that the student will miss the original quiz.

## **Class Attendance Policy**

Students cannot miss more than 1 class where the professor has not been notified of the planned absence and the reason for the absence. If the student misses more than 1 class without notifying the professor or formally withdrawing from the course, the Professor will withdraw the student from the course. Refer to the College catalog and handbook for Withdrawal procedures.

## **Academic Honesty**

In the academic process, it is assumed that intellectual honesty and integrity are basic responsibilities of any student. However, faculty members should accept their relative responsibility to regulate academic work and to conduct examination procedures in such a manner as not to invite violations of academic honesty. Such violations consist mainly of cheating and plagiarism.

Refer to the College catalog and student handbook for the definitions of cheating and plagiarism, disciplinary action and procedure for appeal.

## **Grading**

Total Course Points = 250

4 Tests = 100 points (25 points each)

Team Case = 40

End-of-Chapter assignments = 110 (10 points each)

Lead Discussion = 10

### Cumulative Grading Scale

A	93%-100%
A-	90-92
B+	87-89
B	83-86
B-	80-82
C+	77-79
C	73-76
C-	70-72
D+	67-69
D	63-66
D-	60-62
F	-59

## **Learning Centers**

Monroe Community College has a number of Learning Centers at Brighton (for example, Accounting, Math, Nursing, Psychology, Writing, the Electronic Learning Center, etc.) and at Damon (for example, the Integrated Learning Center, the Electronic Learning Center, and the Legal Learning Resource Center).

Learning Centers are staffed with instructional personnel and may be equipped with computers to assist students. It is recommended that students use these Learning Centers to get additional assistance with concepts learned in the classroom.

A brochure with details on Learning Centers is available:

Brighton - the Brighton Learning Center, Bldg. 11, Room 106

Damon - the Damon Integrated Learning Center in 4-130, the Electronic Learning Center in 4-071 and the Student Services Office on the fifth floor

## **Emergency Closings**

If the College is **closed** due to inclement weather or some other emergency, all Rochester area radio and television stations will be notified no later than 5:30 a.m. In addition, the homepage on the MCC website ([www.monroecc.edu](http://www.monroecc.edu)) will display a message indicating the College is closed. Please do not call the College to avoid overloading the telephone lines.

**Class cancellation** information is available daily on the web or through the telephone. Simply go to the MCC website ([www.monroecc.edu](http://www.monroecc.edu)) and under the “Quick Links” window on the homepage, click on “Class Cancellations”. Additionally, class cancellation information is available by dialing 292-2066, press “1” for the Brighton Campus and “2” for the Damon Campus. If possible, please use the web as there could be delays in the voice recordings based on the number of cancellations.

## Reading Schedule

Week #1	Chapter 1	Globalization
Week #2	Chapter 2 Chapter 3	National Difference in Political Economy Differences in Culture
Week #3	Chapter 4	Ethics in International Business
Week #4	Chapter 5 <b>Test #1</b>	International Trade Theory <b>Chapters 1 – 3</b>
Week #5	Chapter 6	The Political Economy & International Trade 2 Case Presentations
Week #6	Chapter 7	Foreign Direct Investment Case Presentation
Week #7	Chapter 10 <b>Test #2</b>	The Foreign Exchange Market <b>Chapters 4 – 6</b>
Week #8	Chapter 11	The International Monetary System Case Presentation
Week #9	Chapter 12	The Strategy of International Business Case Presentation
Week #10	Chapter 14 <b>Test #3</b>	Entry Strategy & Strategic Alliances <b>Chapters 7, 10, 11, 12</b>
Week #11	Chapter 15	Exporting, Importing & Countertrade Case Presentation
Week #12	Chapter 16	Global Production Case Presentation
Week #13	Chapter 17	Global Marketing and R&D Case Presentation
Week #14	<b>Test #4</b>	<b>Chapters 14 - 17</b>