

OAKTON COMMUNITY COLLEGE
 ITR-101-SECTION 0C1
 INTRODUCTION TO INTERNATIONAL BUSINESS
 SPRING 2006
 REVISED COURSE SYLLABUS

I. Course	Course	Course	Credit: Lecture Lab		
<u>Prefix</u>	<u>Number</u>	<u>Name</u>			
ITR	101	Introduction to	3	3	0
	S/0C1	International Business			

II. Prerequisite:

Recommended: BUS 101 - **Introduction to Business** prior to, or simultaneously with this course.

III. Course Description:

This course is an entry-level overview of current world trade activities, practices and issues. It is designed to provide the student with a basic, practical understanding of international business operations in the context of global competitiveness, regional trading blocs and the globalization of world markets.

Economic, geographic, political, financial, marketing and transportation aspects will be addressed as well as socio-cultural differences affecting international commerce.

Students who successfully complete this course will have the necessary foundation for courses in international traffic, documentation, finance and marketing as well as other advanced courses and seminars on international trade.

IV. Learning Objectives:

At the conclusion of this course the student will be able to:

1. Understand aids and barriers to trade provided by: US and foreign governments; multilateral institutions; bilateral agreements; and regional economic integration initiatives.
2. Understand the terminology and definitions in use in international trade today.
3. Understand in general terms international financing, foreign exchange considerations, insurance, and transfer of funds as applied to imports and exports.
4. Understand the fundamentals of international marketing and cultural awareness.

5. Understand the US Balance of Payments predicament with respect to its impact on Foreign Direct Investments and US global competitiveness, now and in the future.
6. Understand the necessity for and the challenges of operating corporations with a global perspective.
7. Understand how their lives and livelihoods, today and in the future, are affected by global competition.

V. Academic Integrity:

The very nature of higher education requires that students adhere to accepted standards of academic integrity. Therefore, Oakton Community College has adopted a Code of Academic Conduct and a Statement of Academic Integrity. These may be found in the Student Handbook. You may also find a summary of the Code of Academic Conduct in the College Catalog. Among the violations of academic integrity listed and defined are: cheating, plagiarism, falsification and fabrication, abuse of academic materials, complicity in academic dishonesty, falsification of records and official documents, personal misrepresentation and proxy, bribes, favors and threats.

It is the student's responsibility to be aware of behaviors that constitute academic dishonesty.

Pursuant to the due process guarantees in the Policy and Procedures on Student Academic Integrity; the minimum punishment for the first offence for a student found in violation of the standards of academic integrity is failure in the assignment. In addition, a disciplinary record will be established and kept on file in the office of the Vice President for Student Affairs for a period of 3 years.

VI. Outline of Topics:

1. INTRODUCTION: Objectives; methods of instruction; grading; review of Syllabus and Assignment Calendar; review of weekly assignments; review of Term Project assignment; review of texts.
2. INTERNATIONAL BUSINESS TODAY: A Global Mindset; The Global Business Environment; Globalization; Forces Driving Globalization; The Backlash Against Globalization; Key Players in International Business.
3. CULTURE IN BUSINESS: What is Culture? Components of Culture; Classifying Cultures.
4. POLITICS & LAW IN BUSINESS: Political Systems; Political Risk; Legal Systems; Global Legal Issues; Business and International Relations. ECONOMIC SYSTEMS AND DEVELOPMENT: Economic Systems; Development of Nations; Economic Transition.
5. INTERNATIONAL TRADE: Overview of International Trade; Theories of International Trade. BUSINESS-GOVERNMENT TRADE RELATIONS: Why do Governments Intervene in Trade? Methods of Promoting Trade; Methods of Restricting Trade; Global Trading System.

6. FOREIGN DIRECT INVESTMENT: Patterns of Foreign Direct Investment (FDI); Explanations for FDI; Managing Issues in the FDI Decision; Government Intervention in FDI; Government Policy Instruments and FDI.
7. REGIONAL ECONOMIC INTEGRATION: What is Regional Economic Integration? Effects of Regional Economic Integration; Integration in Europe; Integration in the Americas; Integration in Asia; Integration in the Middle East and Africa.
8. INTERNATIONAL FINANCIAL MARKETS: International Capital Market; Main Components of the International Capital Market; Foreign Exchange Market; How the Foreign Exchange Market Works; Foreign Exchange Market Today; Currency Convertibility. INTERNATIONAL MONETARY SYSTEM: How Exchange Rates Influence Business Activities; What Factors Determine Exchange Rates? Forecasting Exchange Rates; Evolution of the International Monetary System; European Monetary System.
9. PLANNING AND ORGANIZING INTERNATIONAL OPERATIONS: International Planning and Strategy; International Organizational Structure.
10. ANALYZING INTERNATIONAL OPPORTUNITIES: Screening Potential Markets and Sites; Conducting International Research.
11. SELECTING AND MANAGING ENTRY MODES; Exporting, Importing and Countertrade; Contractual Entry Modes; Investment Entry Modes; Strategic Factors in Selecting an Entry Mode.
12. DEVELOPING AND MARKETING PRODUCTS: Globalization and Marketing; Developing Product Strategies; Creating Promotional Strategies; Designing Distribution Strategies; Developing Pricing Strategies.
13. LAUNCHING AND MANAGING PRODUCTION: Production Strategy; Acquiring Physical Resources; Key Production Concerns; Financing Business Operations.
14. HIRING AND MANAGING EMPLOYEES: International Staffing Policy; Recruiting and Selecting Human Resources; Training and Development; Employee Compensation; Labor-Management Relations.

VII Methods of Instruction:

This course is viewed as a collaborative, interactive undertaking between the instructor and the students. Students are expected to come prepared to discuss the assigned topics. Each class will be conducted as an interactive seminar; thus, students must be prepared and contribute to the discussions. In addition to class discussions, the instructor may provide appropriate handout materials, topical video presentations and guest speakers.

VIII. Course Practices Required:

1. Reading Assignments: extensive in text book, supplemental text, additional outside sources for weekly summaries and term project.
2. Writing Assignments: 1-page weekly summaries, term project and final exam.
3. Oral Presentations: Required weekly article summaries. 4
4. **Mathematics: Negligible**
5. **Computer Use: Required for weekly summaries, weekly online discussions, final exam and term project. Internet access required.**
6. **Lab Practices: Not applicable.**

7. **Field Work: Not applicable.**

8. **Clinical: Not applicable.**

9. **Other: None.**

IX. Instructional Materials:

1. ***International Business (IB)*, 2nd Edition, Wild, Wild & Han. Pearson Education, Inc./Prentice Hall, 2003. ISBN: 0-13-035311-6.**
2. ***Annual Editions (AE), International Business 05/06*, 13th Edition, Fred Maidment, Editor, McGraw-Hill/Dushkin, ISBN: 0-07-310208-3.**

X. Methods of Evaluating Student Progress:

Progress is measured equally by:

- **Class participation in online discussions: 40%**
- **Term project, part 1: 20%**
- **Term project, part 2: 20%**
- **Final Exam: 20%**

Each component will be graded on a full range of grades, A=4, B=3, C=2, D=1 and F=0 points. The final grade will be the average of all the components.

XI. Other Course Information:

1. **Attendance is required. Attendance means active participation in online discussions on at least three different days each week. An unexcused absence will result in a grade of F for that week's class participation. Should it become necessary that you miss a class for a legitimate reason, you can contact me within 48 hours of the class to make an alternative arrangement and avoid penalty.**
2. **Students are expected to make arrangements with the instructor for all matters affecting their academic standing in the class, including: absences, approval of term project topics; failure to meet course deadlines as set forth in the Assignment Calendar; and incomplete grades. Plagiarism and cheating will not be tolerated. The College Catalog specifies various actions in the event of academic integrity violations.**
3. **Support Services: Oakton offers a variety of learning support and tutorial services. Additionally, the instructor is available to meet with students or speak by phone.**

4. Instructor: Lawrence H. Rubly

Office: Rm 2817 Hours: By appointment Phone: 847-295-0608 e-mail: lrubly@oakton.edu

XII. Administrative Information:

Effective beginning Spring Semester 2005

Syllabus prepared by: Lawrence H. Rubly Date: 8/3/05

Reviewed by Dept./Program Chair Date:

Approved by Dean
Course Syllabus ITR 101

Date:

**OAKTON COMMUNITY COLLEGE ITR 101-
SECTION 050 SPRING 2005 INSTRUCTOR:
LAWRENCE H. RUBLY ASSIGNMENTS AND
GRADES**

This course is designed to give you a practical understanding of the broad field of international business. We will use a combination of readings from the texts, summaries of articles from current periodicals, individual term papers and a comprehensive takehome final exam. There is a lot to cover in this course and you will need to keep pace each week. You will need to complete the reading assignments and be prepared to discuss them for each class. You will also need to select and submit a 1-page summary of an article related to international business and be prepared to discuss it each class. Each class session will generally follow the format:

**Review of homework questions and discussion of articles
Presentation of new material
Wrap-up and preview of coming week.**

The two texts provide the basic framework and points of reference for the basic knowledge that you will acquire in this course. The real learning takes place, when you do something with what you read. Each week we will take a discussion question from the text and explore it in greater depth in open classroom discussions. You will get more out of the course, the more you participate in these discussions. You are encouraged to make notes on these questions as you answer them and refer to you notes in the classroom discussions.

You will gain additional insights into the practicalities of international business through the analysis, summarization and discussions of articles from current periodicals. These can be daily newspapers, weekly news magazines or periodic trade journals. You will be expected to bring to each class one article related to international business and submit a 1-page word-processed summary that addresses the following points:

What is the article all about?

How is it relevant to international business? What does it mean to you?

Please attach a copy of your article to your summary, as I cannot evaluate your summary without first reading the article. We will discuss the articles in class and your write-up and contribution to classroom discussion will become part of your weekly class participation grade. I will evaluate your summary and return it the following class. If you

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must miss a class, please contact me within 48 hours of the scheduled class to make alternative arrangements.

You will have an opportunity to apply what you are learning through the development and presentation of a term project. There are 2 parts to the term project, each counting 25% toward your final grade. Each part should be word-processed and be in the range of 8-12 single-spaced pages in 12-point font. This total should include your footnotes and bibliography. The Academic Integrity policy applies to the project. Documentation is critical. Plagiarism will not be tolerated. The two parts of the project are as follows:

- **Part One:** Select a country and write a Country Overview. The Country Overview sets the stage for Part Two of your project. Your Overview should include basic geographic and demographic facts about the country you select and discuss the cultural, political and economic environment of the country. You should also discuss the country's government's attitudes toward international trade and investment. There are very good resources for this type of information at the websites for the CIA, State Department and Commerce Department as well as the trade and investment offices of the selected country. This part of the project is due at mid-term.
- **Part Two:** Building on your Country Overview, develop a topic that involves your country in some form of international transaction. Your topic may involve: importing or exporting specific products; some form of investment; creating a joint venture, starting a new business or any similar topic. You and I need to agree on the topic before you may proceed. The written project is due the final night of class. At that time you will also present your project to the class orally.

We will use the wrap-up portion of each class to discuss your progress on the project. Chances are that if you have a question about your project, your classmates will have similar questions.

The last component of your grade will be a comprehensive take-home final exam. You may use the texts or external sources to support your answers, as long as you document them. You will receive the exam questions one week before the end of the term and your responses will be due the final night of class. Your exam should be wordprocessed.

Good luck this semester. Let's get started!

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SECTION 050 SPRING 2005 INSTRUCTOR:

LAWRENCE H. RUBLY ASSIGNMENT

CALENDAR

Date	Topics	Assignments for next class:
1/25/05	INTRODUCTION	Read IB Chapter 1 and AE Articles 4 & 5. Prepare Question for Discussion (QD) #3, IB . 27
2/1/05	INTERNATIONAL BUSINESS TODAY	Read IB Ch 2, AE Article 45. Prepare QD 3, 1B . 73
2/8/05	CULTURE IN BUSINESS	Read 1B Ch 3&4, AE Articles 6 & 30. Prepare QD 1, 1B pg. 105 & QD 1, pg 132.
2/15/05	POLITICS & LAW IN BUSINESS ECONOMIC SYSTEMS AND DEVELOPMENT	Read IB Ch 5 & 6, AE Articles 10 & 22. Prepare QD 2, IB pg 161.
2/22/05	INTERNATIONAL TRADE BUSINESS-GOVERNMENT TRADE RELATIONS	Read IB Ch 7, AE Article 9. Prepare QD 2, IB pg 214.
3/1/05	FOREIGN DIRECT INVESTMENT	Read IB Ch 8, AE Articles 15 & 18. Prepare QD 1, IB pg 245.
3/8/05	REGIONAL ECONOMIC INTEGRATION	Read IB Ch 9 & 10, AE Articles 16 & 17. Prepare QD 2, IB pg 274. Submit Project Part 1.
3/15/05	SPRING BREAK	NO CLASS
3/22/05	INTERNATIONAL FINANCIAL MARKETS INTERNATIONAL MONETARY SYSTEM *****Project Part 1 Due*****	Read IB Ch 11, AE Articles 41 & 42. Prepare QD 2, IB pg. 335. Define & submit your topic for Project Part 2.
3/29/05	PLANNING AND ORGANIZING INTERNATIONAL OPERATIONS	Read IB Ch 12, AE Articles 34 & 35. Prepare QD 1, IB pg 364.
4/5/05	ANALYZING INTERNATIONAL OPPORTUNITIES	Read IB Ch 13, AE Articles 33 & 36. Prepare QD 1, IB 397
4/12/05	SELECTING AND MANAGING ENTRY MODES	Read IB Ch 14, AE Articles 37 & 39. Prepare QD 1 IB 423.
4/19/05	DEVELOPING AND MARKETING	Read IB Ch 15 & 16, AE

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	PRODUCTS	Articles 40,43,44 & 47, Prepare QD 2, IB pg 447
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4/26/05	LAUNCHING AND MANAGING PRODUCTION/ HIRING AND MANAGING EMPLOYEES	Complete Term Project Part 2.
5/3/05	PROJECT PRESENTATIONS FINAL EXAMS DUE	Submit Final Exam.

* Please note a 1-page article summary is due every week except 5/3/05.