

ORANGE COUNTY COMMUNITY COLLEGE

BUSINESS MANAGEMENT DEPARTMENT

**BUS 207: Introduction to International Business
SPRING 2008**

INSTRUCTOR: Mr. Eric Brooks

OFFICE LOCATION / TELEPHONE / E-MAIL: HA124 / 341-4349 /
ebrooks@sunnyorange.edu

OFFICE HOURS: As posted

DESCRIPTION: This course will introduce students to the challenges and problems involved in conducting business in global markets. Initial emphasis will be on concepts and theories of international trade, foreign investment, and economic development. After an overview of international agencies and the international monetary system, students will consider the effect of financial, economic, socio cultural, legal and political forces on the foreign business environment. Course concludes with an examination of international management practices in various areas, including marketing and labor relations.

RELATIONSHIP TO PROGRAMS:

This course is a requirement in the Business Administration AS program and a Business elective in others. Please consult your advisor or the OCCC catalog, which contains authoritative information.

COURSE OBJECTIVES:

After successful completion of this course, students will be able to:

1. Demonstrate an understanding of the challenges in conducting business in global markets.
2. Describe, discuss and otherwise demonstrate an understanding of such major components of the international business environment as international monetary system, international organizations, and various uncontrollable environmental forces.
3. Research, analyze and assess the current state of a specific foreign country's business environment.

TEXTBOOK: International Business, 11th Edition, Ball & McCullough

OTHER INSTRUCTIONAL MATERIALS: None

OUTLINE OF TOPICS/COURSE SCHEDULE:

- Chapter 1 The Rapid Change in Global Business
- Chapter 2 International Trade and Foreign Direct Investment
- Chapter 16 Entry Modes
- Chapter 3 Theories of International Trade and Investment
- Chapter 4 International Institutions
- Chapter 5 Understanding the International Monetary System
- Chapter 11 Financial Forces
- Chapter 8 Economic and Socioeconomic Forces
- Chapter 6 Sociocultural Forces
- Chapter 9 Political Forces
- Chapter 10 Legal Forces
- Chapter 15 Assessing and Analyzing Markets

GRADING:

Exams: three, including m/c, essay, and short answer	60%
Country Project	20%
Participation, homework	20%

ATTENDANCE:

Students are expected to attend all classes. Since exams are based upon class and text material, attendance is essential for students' academic success. The College requires the regular recording and reporting of attendance. Excessive absence will affect your grade.

RELIGIOUS OBSERVANCE: Students may be absent due to religious observance without penalty. You should inform me when you anticipate an absence for religious observance so that we can make arrangements for you to make up examinations, study or work missing.

ACADEMIC DISHONESTY:

Academic dishonesty – including, but not limited to cheating, fabrication, facilitating academic dishonest, plagiarism, forgery, bribery, and/or multiple submission – will not be tolerated and will be dealt with severely. Suspected cheating may also subject a student to action under the Code of Student Conduct.

WITHDRAWAL:

See the College Catalog for the procedure and dates to withdraw from a course. The instructor will not withdraw a student from the course unless it has been discussed with the student and the instructor approves.

SUPPORT SERVICES:

Students are encouraged to take advantage of all of the support services offered by the college. Your academic advisor should be a key person in academic planning. The Counseling Center and Career Services Office exist to help with academic, personal, and career concerns. The Tutoring Center is available for help with specific academic matters.

TELECOMMUNICATIONS DEVICES: The active use of any device classified as a "telecommunications device," including but not limited to pagers, cellular phones, PDA's, and messaging devices, is prohibited in classrooms, as well as in other areas where a classroom atmosphere is assumed (e.g. libraries, labs, theaters, administrative offices), except by special permission of the instructor. Passive use, including silent and vibrate mode, may be used, provided it does not compromise the educational process or promote an unethical situation. Instructors reserve the right to regulate the monitoring of such devices as necessary.

ADA STATEMENT: If you have a documented disability and anticipate needing special accommodations in this course, please contact the Office of Disability Services located on the 3rd floor of the College Commons, (845)341-4077, follow their guidelines regarding submitting documentation and bring your official Accommodation Notice to me as soon as possible.

If changes in these procedures and/or requirements are necessary, they will be announced.