

Randolph Community College
INT 110 – International Business
Syllabus
Spring – 2008

COURSE INFORMATION: Section 01, Tuesday & Thursday 11:40-1:00 PM, BEC 103

INSTRUCTOR INFORMATION:

Dr. Raphael L. Brown – Program Head Business Administration/Global Logistics
Technology
Office – CTC 102
Telephone – 336-633-0327
Office Hours – MW 11:00-12:00 Noon; TTH 10:30-11:30 AM; TH 8:00-9:00 AM
E-mail – brownr@educator.virtualrandolph.org

Full-Time Faculty Liaison: Same as above.

COURSE DESCRIPTION: This course provides an overview of the environment, concepts, and basic differences involved in international business. Topics include forms of foreign involvement, international trade theory, governmental influences on trade and strategies, international organizations, multinational corporations, personnel management, and international marketing. Upon completion, students should be able to describe the foundation of international business.

Prerequisites/corequisites: None
Credit Hours: 3.0 Contact Hours: 3.0
Methodology: Three (3.0) lecture hours

ESSENTIAL CURRICULUM COMPETENCIES:

Randolph Community College values and integrates the following skills in all curriculum degree programs. The essential competencies listed are emphasized through general education core courses and reinforced in program specific courses.

AA/AAS degree graduates will be able to use **communication** skills to:

- C1. Express ideas clearly and logically through oral presentation
- C2. Compose documents in standard written English
- C3. Comprehend college-level readings
- C4. Work with individuals and teams

AA/AAS degree graduates will be able to use **mathematics** to:

- M1. Simplify expressions using order of operations
- M2. Solve word problems
- M3. Manipulate an equation to find all solutions

AA/AAS degree graduates will be able to use **technology** to:

- T1. Access information using the Internet

T2. Communicate with others electronically

T3. Utilize general purpose software

AA/AAS degree graduates will be able to use **critical thinking** to:

CT1. Solve problems

CT2. Make decisions

COURSE OBJECTIVES/COMPETENCIES: More specifically, upon completion of the course the student should be able to:

1. Develop an understanding of important international business terms and concepts. (C3, T1)
2. Identify the role and impact of cultural variables in international business. (C3, T1, CT2)
3. Appreciate and integrate the ethical and societal dimensions of international business. (C1, C3, T1, CT1)
4. Recognize the impact of technology in opening up global markets and changing the ways in which international business is conducted. (C1, C3, T1, T2, T3, CT1, CT2)
5. Develop a truly global approach in identifying, analyzing and solving problems. (C1, C3, M2, M3, T1, T2, T3, CT1, CT2)
6. Prepare a professional risk assessment report on an industrial sector in a target country. (C1, C2, C3, C4, M2, M3, T1, T2, T3, CT1, CT2)

TOPICS TO BE COVERED:

January 8 and 10

Chapters 1 & 2

The Rapid Change of Global Business

International Trade and Foreign Direct Investment

January 15 and 17

Chapters 2 & 3

International Trade and Foreign Direct Investment

Theories of International Trade and Investment

January 22 and 24

Chapters 3 & 4

Theories of International Trade and Investment

International Institutions form an International Business Perspective

Exam for Chapters 1-3

January 29 and 31

Chapters 4 & 5

International Institutions form an International Business Perspective

Understanding the International Monetary System

February 5 and 7

Chapter 5

Understanding the International Monetary System

Exam for Chapters 4-5

February 12 and 14
Chapters 6 & 7

Sociocultural Forces
Natural Resources and Environmental Sustainability

February 19 and 21
Chapters 8 & 9

Economic and Socioeconomic Forces
Political Forces

February 26 and 28
Chapters 10 & 11

Legal Forces
Financial Forces

March 4 and 6
Chapters 12

Labor Forces

Exam for Chapters 6-12

March 11 and 13
Chapters 13

International Competitive Strategy

March 18 and 20
Chapters 14 & 15

Organizational Design and Control
Assessing and Analyzing Markets

March 24-28

Spring Break

April 1, 2008

Last Day to Withdraw Without Grade Penalty

April 1 and 3
Chapter 15 and 16

Assessing and Analyzing Markets
Entry Modes

April 8 and 10
Chapter 17 and 18

Export and Import Practices
Marketing Internationally

April 15 and 17
Chapter 19 and 20

Global Operations and Supply Chain Management
Human Resource Management

April 22 and 24
Chapter 21

Financial Management and Accounting

Exam for Chapters 14-20

April 29 and May 1

Term Project Presentations

TEXTBOOK:

Ball, D. A., McCulloch, W. H., Frantz, P. L., Geringer, J. M., & Minor, M. S., (2008). International Business: The Challenge of Global Competition, 11th Edition, Boston, MA, Irwin/McGraw-Hill.

ADDITIONAL MATERIALS: Free online tutoring for all students in the areas of math, science, business, and writing is available through Smarthinking via CampusCruiser. Other as assigned by the instructor.

EVALUATION:

Exam 1	100%
Exam 2	100%
Exam 3	100%
Exam 4	100%
Written Term Project	100%
Term Project Presentation	100%
<u>Class Participation</u>	<u>100%</u>
Total	800%

GRADING SCALE: A	93-100
B	85-92
C	77-84
D	70-76
F	Below 70

ATTENDANCE POLICY:

A student is allotted absences based on the number of contact hours per week. For example, three contact hours per week equates to three hours of absences per semester. These absences are to be used at the student’s discretion to cover illness, emergencies, and personal need. Absences in excess of those allotted will result in a zero for graded work missed plus two points will be subtracted from the final average for each absence over the allotted number. More than 20% class absences will result in an automatic F for the course.

Research has shown that those who miss fewer classes and participate actively in the class learn more. You are encouraged to challenge my points of view. Always read the class material prior to the class meeting and be prepared for in-depth discussions of the same. Therefore, points will be awarded to those who participate. Read the following two papers to learn what positive class behavior means:

<http://www2.una.edu/gcrawford/mk-mg491/attitude.htm>

<http://www2.una.edu/gcrawford/mk360/paper.htm>

The content of these two documents will, highly likely, be on the first class exam.

CLASSROOM POLICIES: Please either turn your cell phones off or set them to vibrate. It is disrupting to the class and inconsiderate to me personally and to your other classmates. We all make mistakes but please try to remember this point about your cell phones.

ACADEMIC INTEGRITY: As stated in the Academic Dishonesty policy in the Randolph Community College catalog.

ACCOMMODATIONS: If you have a disability that may affect your academic performance and are seeking accommodations, it is your responsibility to inform the RCC Disability Coordinator as soon as possible. The RCC Disability Coordinator is Joyce Branch in Student Services (phone: 336-633-0122; email: jmbranch@randolph.edu). It is important to apply for accommodations early enough to provide time for consideration and processing.

SAFETY STATEMENT: The College is very concerned about protecting our students, employees, and visitors at all college locations. You can help the College to protect everyone by reporting any threats that you receive (or hear about) to your instructor, to security, or to another college official. The College always takes steps to protect anyone who has reason to believe that he/she is in danger. Also, remember to keep your belongings in secure places and report any suspicious activities to college officials. Together, we can help our campus to be a safer place.

The syllabus is subject to change at the discretion of the instructor.

INTERNATIONAL BUSINESS PROJECT

Objective: To complete a comprehensive environmental scan of a foreign country. Submit two countries. That is to ensure no two groups have the same country.

Project Outline

1. Executive Summary
2. Economic/Financial Forces
3. Political/Legal Forces
4. Socio-cultural Forces
5. Competitive Forces
6. Conclusion

Project Report

The report will essentially cover all topics in the outline plus an executive summary, table of contents, introduction (country and product) and recommendations. The report will be

typewritten, 20 pages (double-spaced) and will have an appendix that contains exhibits. Examples are maps of the country, tables and charts.

For a refresher, you can go to <http://www.ccc.comnet.edu/mla> . The paper should be typed in 12 point pitch (no more, not less). It should also include a cover page, Table of Contents, body of the paper (not less than five full pages), a Reference page, and Appendices as needed. The pages should be numbered.

Project Presentation

The project will be presented to the class in the week prior to the exam week. Thirty minutes will be allotted to each team. Each member will participate in the presentation. Develop appropriate visuals to aid your oral presentation.

Due Dates: Written reports are due April 24, 2008. Presentations will be scheduled for the April 29 and May 1, 2008.

CALENDAR NOTES:

January 7 (Monday) – Classes begin

January 7, 8, and 9 (Monday, Tuesday, and Wednesday) – Late registration and Schedule adjustments

January 21 (Monday) – Martin Luther King, Jr. Holiday (Campus Closed)

March 24-28 (Monday-Friday) – Spring Break

****[April 1 (Tuesday) – Last day to withdraw without grade penalty]****

April 15 (Thursday) – Early registration for summer semester – No Class

May 6 (Tuesday) - End of Spring Semester