



**INT 110 – INTERNATIONAL BUSINESS**

Revised: August 01, 2007

Fall 2007

**Instructor:**

**Phone:**

**Office Location:**

**Email:**

**Office Hours:**

**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.

**Credits, Hours, Prerequisites:**

Three (3) Semester Hours Credit.

Three (3) Class Hours Per Week; Zero (0) Laboratory Hours Per Week.

Prerequisites: None

Corequisites: None

**Student Outcomes:**

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

- Define and demonstrate the effect of culture's various dimensions on global business.
- Understand the traditional arguments as to how and why global trade improves the welfare of countries.
- Understand the measurement of international trade and the balance of payments.
- Define what an exchange rate is and differentiate between free and floating exchange rates.
- Compare and contrast types of economic integration and explain advantages and disadvantages of each type.
- Identify types of trade barriers and understand their relation to domestic policy and the legal and political environment of a country.
- List and define various ways to enter the global marketplace.
- Discuss global challenges within each of the marketing functions: product, price, promotion, and distribution.

**Student Materials Required:**

Textbook: Donald Ball, International Business: The Challenge of Global Competition, 11th Edition, McGraw-Hill Publishing.

**Evaluation:**

This course will include a final exam which will be given during the college Exam Week as noted on the Academic Calendar. An Exam Schedule is attached to this syllabus. Please note the day and time of your final exam. The evening exam schedule will follow the regular semester class schedule. Students will take their final exam in their regularly scheduled classroom unless notified otherwise. Any exceptions or rescheduling must be approved in advance by the instructor.

The final exam and the five tests and will represent 80% of final grade. Homework, projects, etc. will count for 20% of the final grade.

Students are expected to attend all classes and take all exams when scheduled. If a student is forced to miss an exam due to illness or emergency, the student must contact the instructor to schedule a make-up exam at a mutually agreed upon time. The make-up exam must be taken within one (1) week of the scheduled test date; otherwise, a zero (0) grade will be assigned for that test. Make-up exams may be different from the test taken by the students in the scheduled testing session.

A student's final grade in this course will be based on the following scale:

Letter Grade	Numerical Grade	Explanation	Quality Points for Credit
A	93-100	Excellent	4 quality points per semester hr.
B	85-92	Good	3 quality points per semester hr.
C	77-84	Average	2 quality points per semester hr.
D	70-76	Below Average	1 quality points per semester hr.
F		Failing	0 quality points per semester hr. Student did not meet minimum course objectives. Course must be repeated.
I		Incomplete	0 quality points per semester hr. Student did not meet course objectives due to unusual circumstances; requires <b>written</b> agreement between instructor and student. Work must be completed prior to the end of the following semester/term.
WP		Withdrew Passing	Officially withdrew on or before 80% of the class with a grade of "D" or better.
WF		Withdrew Failing	Officially withdrew on or before 80% of the class with a grade less than 70.
AU		Audit	Enrollment as a non-credit student. Changing registration status to Audit is not possible after the 10% point of a course.
CE		Credit by Exam	0 quality points per semester hr.

#### **Student Behavior Standards:**

Students are expected to be familiar with and to abide by the student behavior standards as noted in the current RCCC Catalog and Student Handbook.

#### **Attendance Policy:**

Students are expected to be present and on time for every class meeting. If an instructor observes a pattern of excessive absences by a student, the instructor should speak to the student, try to discover the cause of the absences, and offer advice or assistance as indicated. **Student failure to maintain contact with the instructor the equivalent of two weeks or 1/8 of the total instructional hours either by attending class, submitting assignments, and/or meeting with the instructor in person or by telephone, may result in a grade being issued for the course.**

#### **Withdrawal Policy:**

If a student withdraws from a class after the end of the drop/add period and before the 80% point in the class, he/she will receive a grade of "WP" or "WF." A Grade of "WP" or "WF" will appear on the student's transcript, but will not be considered as hours attempted in the accumulated Grade-Point Average. If a student does not withdraw before the 80% point in the class, the student will receive a grade of "F" or the grade earned. Courses may be dropped at any time during the drop/add period of the class. *Courses dropped during this period will not appear on the student's record.*

Once a student has enrolled in class and has paid fees, that student remains a member of the class unless:

#### **A. Student Withdrawal**

1. The student officially withdraws from the course.
2. The student transfers to another section of the course.
3. The student requests the instructor to withdraw him/her from the course (see the exception in #2 below under Administrative Withdrawal).

#### **B. Administrative Withdrawal**

1. Administrative withdrawal may be implemented as part of mediated resolution to violations of college "Student Behavior Standards" and appropriate documentation may appear on the student's official transcript, as needed; or
2. Administrative withdrawal may be implemented if student fails to maintain contact with the instructor for the equivalent of two weeks (1/8 of total hours). Contact with the instructor is defined as attending classes, submitting assignments, and/or meeting with the instructor in person or by telephone. Failure to maintain contact will result in a grade of F (or the grade earned) being issued for the course. Exception: if absences are because of extenuating circumstances such as accident, illness, or death in the family, the student must contact

the instructor who may submit a grade of "I" (Incomplete), "WP" or "WF" (Withdrawal Passing or Failing) or "F" (Failing).

**Classroom Policy:**

- Computers in classrooms and labs may only be used for official course purposes. Use of computers for playing games, general web browsing, e-mail, chat rooms, etc. is not allowed. Violation of this policy will result in a grade deduction and possible loss of computer privileges.
- Food, drink, or any tobacco product usage is not permitted in computer classrooms or computer labs.
- Personal software or hardware may not be installed or attached to any property of Rowan-Cabarrus Community College.
- Use of audible electronic equipment (cell phones, pagers, beepers, etc.) is prohibited during instructional time.
- Students are responsible for material presented, handouts distributed, announcements, etc. that are missed due to late arrival or absence from class.

**Students with Disabilities:**

RCCC abides by Section 504 of the Rehabilitation Act of 1973 which mandates reasonable accommodations be provided for qualified students with disabilities. If you have a disability and may require some type of instructional and/or testing accommodation, please contact Disability Services early in the semester. If you have not already done so, you will need to register with the Disability Services Office – the designated office on campus to provide services and administer tests with accommodations for students with disabilities. The DSO is located in Building 100 at Student Services, 704-216-3639.

**Topics:**

WEEKS	TABLE OF CONTENTS	TESTS
1-4	Part I: The Nature of International Business 1. The Rapid Change of International Business 2. International Trade and Foreign Direct Investment 3. Theories of International Trade and Investment Part II: Cooperation Among Nations 4. Dynamics of International Institutions	1
5-7	5. Understanding the International Monetary System Part III: International Environmental Forces 6. Cultural Forces 7. Natural Resources and Environmental Sustainability 8. Economic and Socioeconomic Forces	2
8-10	9. Political Forces 10. Legal Forces 11. Financial Forces 12. Labor Forces	3
11-13	Part IV: The Organizational Environment 13. International Competitive Strategy 14. Assessing and Analyzing Markets 15. Entry Modes 16. Export and Import Practices	4
14-15	17. Marketing Internationally 18. Organizational Design and Control 19. Human Resource Management 20. Financial Management 21. Global Operations and Supply chain Management	5
16	FINAL EXAM	

NOTE: This is a suggested course sequence. The instructor reserves the right to make necessary changes to any part of the suggested course sequence that may be necessary due to unforeseen circumstances. All changes will be announced as far in advance as possible in order to minimize difficulties for the student.