

International Business (BUS 55)
Course Syllabus
Semester: Fall, 2007
Instructor: Roger Waller

Dates

Class meets 9/10/2007–12/21/2007

Refund date 9/18/2007

Last drop date: 11/27/2007

Lecture hours: 3.0

Prerequisites: None

Catalog Description (from the credit course outline):

This course is a comprehensive overview of international business designed to provide a global perspective on international trade, including foreign investments, impact of financial markets, international marketing, and the operation of multinational companies. (CSU)

Text: "Global Business Today" by Charles W.L.Hill, McGraw–Hill Irwin , 2006.

Required Equipment and/or Supplies (approximate cost):

The student needs to have access to a computer with a link to the Internet. This is an Online Course. Free computer access is available to students on the San Joaquin Delta College Campus.

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

1. Demonstrate a better understanding the role international business plays in the global economy.
2. 2. Demonstrate a better awareness concerning career opportunities that exist within the field of international business.
3. 3. Demonstrate the ability to apply their knowledge in ways that could assist an organization in better exploring global business opportunities.

Obligation of the Student:

Attendance Policy

Refer to Delta College Policy 5150 for clarification.

Plagiarism

Refer to Delta College Policy 5500 for clarification

Assignment Deadlines

It is the student's responsibility to meet the deadlines established for the course. Any unique difficulties encountered by the student that would cause the student to be unable to meet a deadline should be communicated to the Instructor. The Instructor will handle these unique cases on an individual basis. Otherwise, there will be no makeup work allowed for missed deadlines.

Course Content:

The following topics are included in the framework of the course but are not intended as limits on content. The order of presentation and relative emphasis will vary with instructors.

- 1) Nature of Foreign Trade and the World Business Challenge
 - a) International trade theory
 - b) Governmental impact on foreign trade
 - c) International organizations
- 2) Monetary Systems and World Infrastructure Development
 - a) Foreign investment analysis
 - b) World trade/investment patterns
 - c) Foreign exchange and international payments
- 3) Cultural Implications
 - a) Barriers to international trade
 - b) Managing cross-cultural differences
 - c) Global Technology Transfers
- 4) Overview of International Management
 - a) Exporting companies, multinationals, and global organizations
 - b) Operational issues
 - c) Strategic planning
- 5) Multinational Human Resources Management
 - a) Costs/benefits of using expatriates overseas
 - b) Hiring local managers for international sites
 - c) Training issues
- 6) Global Strategic Planning Process
 - a) Corporate mission
 - b) Setting and quantifying corporate objectives
 - c) Organizational design

Method of Evaluation and grading options:

The course is divided into 6 sessions/units. You are asked to complete:

- * One Discussion Posting Assignment (worth 50 possible points);
- * Four Written Assignments (worth 400 possible points each);
- * Three Exams (worth 150 possible points each)

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- * Final Exam (worth 200 possible points each)

There are a total of 1100 possible points and you only need to earn 900 of them to receive an 'A' grade. So, you can see there are already 100 'extra' points provided in the course.

Sessions, assignments and exams that occur later in the semester are may or may not be shown but you will not be able to access them until the Open date occurs.

Grades will be awarded based on total points earned. 900 to 1070 points will earn a student an 'A'; 800 to 899 points earns a 'B'; 700 to 799 earns a 'C'; 600 to 699 points earns a 'D'; and students earning 599 or fewer points will receive an 'F' for the course.

Each assignment has a specific due date so don't miss the deadline(s). Plus, don't forget that on the due date the clock strikes 'the end' at the time specified so don't wait until midnight to submit your assignment(s) or complete an exam.

As you can see there are 100 'bonus' points already built into the course. These points are designed to cover some of the various 'glitches' that come up during the semester. You know, your computer acts up or some link doesn't work, etc. Plus if you miss a quiz or homework assignment you won't be too badly hurt. But, the key to success is to keep up with the assignments (i.e. don't miss any) and you should do well. I'm not sympathetic about missed deadlines, so get your work in early. If some problem occurs let me know early versus a day or two after a deadline has been missed.