

Syllabus for Spring 2008 Semester

General Description of Course

This Class in Business Law is a primer covering basic principals and concepts of International Business. This course will address questions regarding doing business in different cultures, about the impact of geography, about why products are the same (or different) across cultures, why people have different business practices, the effect of the internet on international business and many other related subject matters

This class will be conducted over the internet through the use of a course Blackboard website <http://socccd.blackboard.com/>. This site is also available using the IVC website links,

Class assignments and quizzes will be posted weekly on the Blackboard web site. **Homework assignments are to be turned in via e-mail to the instructor and Weekly contributions to the Discussion Boards are required.**

Students will form or be assigned to study groups which will select a country to represent in global discussion board topics and the class project of developing a marketing plan.

Course Instructor

G. Keith Purrington

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(949)495-5166

Text:

International Business The Challenge of Global Completion

Author: Donald Ball

Text and may be purchased at the Irvine Valley College Bookstore or through the use of internet providers.

COURSE SCHEDULE

1st Week

Orientation Meeting

Topic Introduction and Course Overview

Study Group assignments

2nd Week

Chapter 1 -

Chapter 2 -

Chapter 3 -

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3rd Week

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Chapter 4 -

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Chapter 5 -

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4th Week

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Chapter 6 -

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5th Week

Chapter 7

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6th Week

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Chapter 8

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7th Week

Chapter 9

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8th Week

Chapter 10

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9th Week

Chapter 11

Chapter 12

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10th Week

Chapter 13

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11th Week

Chapter 14

Chapter 15

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12th Week

Chapter 16

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13th Week

Chapter 17

Chapter 18

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14th Week

Chapter 20

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15th Week

Chapter 21

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16th Week

Marketing Plan Presentations

[TEAM PROJECT](#)

Enabled: Statistics Tracking

International Business Project

Objective: To create a business opportunity for an American consumer product in a foreign country.

Project Outline

1. Size of market (demographics, socioeconomic state, urban/rural).
2. Sociocultural acceptance of product—adaptation necessary?
3. Legal/bureaucratic environment (imports, local manufacture, taxation).
4. Competition in market.
5. Economic and political climate for foreign business.
6. Methods for marketing and distribution.
7. Managerial and labor climate.
8. Financial viability (profit margin, currency translation, profit repatriation).

Project Report

The report will essentially cover all topics in the outline plus an executive summary, introduction (country and product) and recommendations. The report will be typewritten, about 20 pages (double-spaced) and will have an appendix that contains exhibits. Examples are maps of the country, tables and charts.

Project Presentation and Grading

The project will be presented to the class via the Blackboard Discussion Board in the week prior to the exam week. Each member is to participate in the presentation. Each team mate will grade the contributions of the other team members.

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/Participation:

The instructor reserves the right to drop a student who does not timely respond to more than three class weekly on-line assignments/quizzes or fails or to timely complete or cooperatively contribute to three of their assigned group's assignments or projects without consulting with the instructor for approval.

If you plan on dropping the class it is your responsibility to drop the class with admissions and records.

Progress for each student can be monitored by their use of the Class Blackboard Website Gradebook.

upon the following criteria:

- 50%Chapter assignments, weekly quizzes and Website Discussion Board Participation
- 25%Group Marketing Plan Project
- 25%.....Intra Group evaluation points (Student score sheets).

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<p>Note: Durning the last week of the semester, each group member is to evaluate all other team members and grade them according to what they consider to be their contribution to the group projects and homework assignments. Bonus Points will be allowed for group Leader's management responsibilities.</p>

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The pace of the class assignments will generally as shown in the schedule above however may be altered by the class progress. Timely responses to the weekly assignments will be essential and will be factored into the overall class grade. Make sure you take advantage of the tutorial material available on the Class web site.

CLASS INTRODUCTIONS - MAKE SURE TO POST YOUR CLASS INTRODUCTION ON THE INITIAL CLASS WEBSITE AND RESPOND TO AT LEAST 2 OF YOUR CLASSMATE'S POSTINGS.

If you have a documented disability and need assistance and/or academic accommodations, please contact the DSPS office at 949.451.5630 or visit them in room SC-171. Please discuss your accommodations with me during office hours or after class so I may be of assistance to you.

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