

# COURSE SYLLABUS

## BUS 175 01– International Business

Winter – 2008  
4 Credit Hours

<b>Instructor:</b>	<b>Terry Langan</b> College Phone: 810/989-5569 e-mail: <a href="mailto:tlangan@sc4.edu">tlangan@sc4.edu</a> <b>Paul Schmitt</b> College Phone: 810/989-5573 e-mail: <a href="mailto:pjschmitt@sc4.edu">pjschmitt@sc4.edu</a>
<b>Office:</b>	Main Building – Room 100 - Business Administration Department
<b>Conference Hours:</b>	<b>Schmitt</b> – Tues. 5:00 – 5:50  <b>Langan</b> - Mon. and Weds. 12:00 – 12:50 pm; and Mon., Tues., Weds. and Thurs. 5:00 – 5:50 pm  Other times available by appointment
<b>Class Information:</b>	Tuesday 6:00 – 9:50 pm Main Building, Room 407 Drop Date: 01/22/08                      Withdraw Date: 04/12/08
<b>Prerequisites:</b>	None
<b>Text and Materials:</b>	<b>Required</b> – <u>Global Business Today</u> , 5 <sup>th</sup> Edition, by Charles W.L. Hill, McGraw-Hill Irwin, 2008  <u>Wall Street Journal</u> , Print and Online Subscription (15 Weeks)

### Course Description:

An introductory course to prepare students for conducting business in today's international environment, with focus on cultural differences, international trade, monetary systems, political, economic, and religious structures, and the business implications of these factors.

### Course Objectives:

This course is designed to enable the student to:

1. Apply ethical business policies, procedures, and conduct
2. Understand the core components of business economics, accounting, math, communication, law, sales and marketing
3. Introduction to foreign language study (language other than English)
4. Understand the structures, functions, and history of international governments, and government agencies, and their impact and effects on business
5. Understand international differences in culture, religious, political, financial and economic systems and the implications of such on effectively conducting business

6. Understand globalization, foreign markets, and international trade
  7. Understand and identify the characteristics and distinctions of international marketing, global production and operations, and international human resources management
- Effectively apply appropriate strategies for international business and management

**Evaluation:**

Exams: Five written exams will be given throughout the semester. ***Any missed exam cannot be made up unless the student has made make-up arrangements with the instructor prior to the test time.*** Make-up tests must be taken within one week of the scheduled test date. Missed exams will receive an “E” (0 points).

***A sixth exam (Phantom Exam) score represents the completion of assigned homework as well as regular class attendance.*** This sixth exam score starts at 100 points and subsequently is reduced by 10 points for each absence (5pts. for those that depart class early or arrive late) and 5 points for each missed homework assignment. Students will be allowed to miss one class meeting prior to be penalized as noted above. Late assignments will not be accepted. All six scores (actual point total) will be added together for purpose of determining the final grade in this course.

In the event of a canceled session, chapter reading and homework must continue to ensure the ability to successfully meet the course objectives.

There will be a great deal of material covered in this course. In order to develop a full understanding of the course content, it is important to follow the sequence of the course. Should you have any difficulty with a particular portion of the course, be sure to seek assistance either in class or during my conference hours. **Do not wait until you feel you are in over your head to seek assistance.** Study groups are strongly encouraged as a tool to aid in your ability to be successful in this course.

Students are encouraged to spend a minimum of two hours outside the class in preparation for each hour in class. This preparation time is essential for the student to gain the most from the course.

Class will begin and end on time. Tardiness is disruptive to the entire class and therefore must be avoided if at all possible.

**Obtaining information from missed classes is the responsibility of the student.**

## Grading:

Course work is weighted as follows:

Item	Description	Total Points	Weight
Exams	5 @ 100 points each	500	86.7%
Phantom Exam	1 @ 100 points	<u>100</u>	<u>14.3%</u>
Total		700	100.0%

## Grading Scale:

Grade	Percent	Points
A	92% - 100%	644 – 700
A-	90% - 91%	630 – 643
B+	88% - 89%	616 – 629
B	82% - 87%	574 – 615
B-	80% - 81%	560 – 573
C+	78% - 79%	546 – 559
C	72% - 77%	504 – 545
C-	70% - 71%	490 – 503
D+	68% - 69%	476 – 489
D	62% - 67%	434 – 475
D-	60% - 61%	420 – 433
E	59% or lower	432 or less

**All exams must be made up before the beginning of the next class session.**  
**Students must contact the instructor to arrange a make up.**

A grade of "I" (Incomplete) will be assigned as per the requirements detailed in the College Catalog.

## Academic Honesty:

St. Clair County Community College holds high ideals of academic and personal honesty and expects every student to do likewise. Dishonest acts such as; cheating, lying, and plagiarism will not be tolerated. Instances of academic dishonesty will be treated as a serious offense. Students involved in dishonest activities will be subject to disciplinary action.

**Tentative Semester Schedule – Subject to Change as Determined by the Instructor**

<b>Week</b>	<b>Chapter</b>	<b>Chapter Title</b>	<b>Exams</b>
01/14/08		Course Introduction	
01/21/08	1	Globalization	
01/28/08	2	Nat'l Differences in Political Economy	
02/04/08	3	Differences in Culture	
02/11/08	4	Ethics in International Business	
02/18/08	5	International Trade Theory	Exam 1 (Chapters 1-4)
02/25/08	6	The Political Economy of International Trade	
03/03/08	7	Foreign Direct Investment	
03/10/08		<b>SPRING BREAK – No class meeting this week</b>	
03/17/08	8	Regional Economic Integration	
03/25/08	9	The Foreign Exchange Market	Exam 2 (Chapters 5-8)
03/31/08	10	The International Monetary System	
04/07/08	11	The Strategy of International Business	Exam 3 (Chapters 9-10)
04/14/08	12 13	Entering Foreign Markets Exporting, Importing, and Countertrade	
04/21/08	14	Global Production, Outsourcing, and Logistics	Exam 4 (Chapters 11-13)
04/28/08	15	Global Marketing and R & D	
05/05/08			Final Exam (Chapters 14-15)