



IBUS 1305
Introduction to International Business

Instructor: Silvia Garcia *IB, MBA*

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Office location and hours

Please feel free to contact me at any time concerning any problems that you are experiencing in this course. You do not need to wait until you have received a poor grade before asking for my assistance. Your performance in my class is very important to me. I am available to hear your concerns and just to discuss course topics. Feel free to contact me by sending me an email to silvia.garcia@hccs.edu or by calling 713-320-1723.

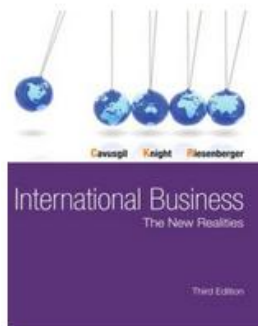
Course Description

This course reviews the techniques for entering the international marketplace. The course provide an emphasis on the impact and dynamics of sociocultural, demographic, economic, technological, and political-legal factors in the foreign trade environment. Topics include patterns of world trade, internationalization of the firm, and operating procedures of the multinational enterprise.

Prerequisites

College Level Writing. GUST 0342 (9th -11th Grade Reading). MATH 0312 (Intermediate Algebra)

Instructional Materials



INTERNATIONAL BUSINESS

|By CAVUSGIL

EDITION: 3RD 14 PUBLISHER: PEARSON

ISBN: 9780132991261

Program Learning Outcomes

1. Identify global issues and trends.
2. Examine legal issues and proper documentation necessary for international trade.
3. Analyze various sources of international business research.
4. Demonstrate knowledge of global and world geography

Course Student Learning Outcomes

Upon completion, you will be able to:

1. Identify and explain terms in the global environment; discuss international institutions;
2. complete a project in the internationalization of functional business operations;
3. and resolve case problems for international business operations.

Learning Objectives

Identify and explain terms in the global environment; discuss international institutions;

Foundation Skills-Basic-Reading
Foundation Skills-Basic-Writing
Foundation Skills-Basic-Mathematics
Foundation Skills-Basic-Listening
Foundation Skills-Basic-Speaking

Complete a project in the internationalization of functional business operations;

Foundation Skills-Basic-Reading
Foundation Skills-Basic-Writing
Foundation Skills-Basic-Mathematics
Foundation Skills-Basic-Listening
Foundation Skills-Basic-Speaking

Resolve case problems for international business operations.

Foundation Skills-Basic-Reading
Foundation Skills-Basic-Writing
Foundation Skills-Basic-Mathematics
Foundation Skills-Basic-Listening
Foundation Skills-Basic-Speaking

Instructional Methods

As an instructor, I want my students to be successful. I feel that it is my responsibility to provide you with knowledge concerning this class by modeling good teaching strategies and implementing scenarios and real-life examples that allow you to connect the information that you learn in this course to the real world.

As a student wanting to learn about International Business, it is your responsibility to read the assigned chapters in the textbook, submit assignments on the due dates, study for the exams, and enjoy yourself throughout the experience.

Student Assignments

Assignments have been developed that will enhance your learning. To better understand a topic, you will be given assignments on key information that you will need to remember for your success in IBUS 1305.

HCC Grading Scale

A = 100 – 90;	4 points per semester hour
B = 89 – 80:	3 points per semester hour
C = 79 – 70:	2 points per semester hour
D = 69 – 60:	1 point per semester hour
59 and below = F	0 points per semester hour
IP (In Progress)	0 points per semester hour
W (Withdrawn)	0 points per semester hour
I (Incomplete)	0 points per semester hour
AUD (Audit)	0 points per semester hour

IP (In Progress) is given only in certain developmental courses. The student must re-enroll to receive credit. COM (Completed) is given in non-credit and continuing education courses. To compute grade point average (GPA), divide the total grade points by the total number of semester hours attempted. The grades “IP,” “COM” and “I” do not affect GPA.

Grading Criteria

I will conduct quizzes, exams, and assessments that you can use to determine how successful you are at achieving the course learning outcomes (mastery of course content and skills) outlined in the syllabus. If you find you are not mastering the material and skills, you are encouraged to reflect on how you study and prepare for each class. I welcome your observations on what you discover and may be able to assist you in finding resources that will improve your performance.

HCC Policy Statements

Access Student Services Policies on their website:

<http://hccs.edu/student-rights>

Access DE Policies on their Web site:

All students are responsible for reading and understanding the DE Student Handbook, which contains policies, information about conduct, and other important information. For the DE Student Handbook click on the link below or go to the DE page on the HCC website.

The **Distance Education Student Handbook** contains policies and procedures unique to the DE student. Students should have reviewed the handbook as part of the mandatory orientation. It is the student's responsibility to be familiar with the handbook's contents. The handbook contains valuable information, answers, and resources, such as DE contacts, policies and procedures (how to drop, attendance requirements, etc.),

student services (ADA, financial aid, degree planning, etc.), course information, testing procedures, technical support, and academic calendars. Refer to the DE Student Handbook by visiting this link:

<http://de.hccs.edu/de/de-student-handbook>

Access CE Policies on their Web site:

<http://hccs.edu/CE-student-guidelines>
