

Metropolitan Community College

Class Syllabus On campus Class – Fall 2015 (15FA)

CLASS IDENTIFICATION

TITLE: **Introduction to International Business and Global Entrepreneurship**
PREFIX/SECTION: **BSAD 2700 __ / ENTR 2700 __**
DELIVERY TYPE: Classroom
CREDIT HOURS: 4.5
CLASS BEGINS/ENDS:
CLASS LOCATION: __ Campus, Building __, Room __
MEETING TIME:
CENSUS DATE:
WITHDRAWAL DATE:
COLLEGE CLOSED:

CONTACT INFORMATION

INSTRUCTOR NAME:
OFFICE LOCATION:
OFFICE TELEPHONE:
TOLL-FREE NUMBER: 1-800-228-9553. To be used only during instructor's MCC office hours. Identify yourself as an online student and give the operator your instructor's office number.
FACSIMILE:
OFFICE HOURS:
EMAIL ADDRESS:
ACADEMIC AREA: Business and Human Services

COURSE INFORMATION

COURSE DESCRIPTION:
This course presents a broad overview of the fundamentals of international business and global entrepreneurship. Unique issues include world-wide integration of financial markets, adaptation of products and services, and the globalization of economic, political, legal and cultural systems. The course also introduces students to topics related to international trade, rise of emerging markets, strategies for foreign market entry, and resources available to support entrepreneurial growth abroad.

COURSE PREREQUISITES:

None

MINIMUM TECHNICAL SKILLS:

- Use email with attachments
- Save files to and retrieve from a local drive
- Save files in commonly used word processing program formats
- Copy and paste
- Identify and use a compatible web browser
- Identify and install necessary updates
- Install and use course-specific software programs

COURSE OBJECTIVES: Students who successfully complete this course will be able to:

1. Explain the driving forces, benefits and drawbacks of international business.
2. Identify major external environmental factors influencing international business, including cultural, legal, political and economic systems.
3. Analyze resources for international trade and economic development, including emerging markets, to facilitate global business.
4. Compare the advantages and disadvantages of foreign market entry strategies.
5. Examine the viability of products and services for foreign markets.
6. Analyze the international monetary and financial environments relevant to the international managers and global entrepreneurs.
7. Identify the skills necessary for an international manager and global entrepreneur to successfully develop a global enterprise.

COURSE REQUIREMENTS/EVALUATION:

Upon completion of this course, the student will have cognitive knowledge of the theories underlying international trade and the effect of culture on international business activities.

REQUIRED & SUPPLEMENTAL MATERIALS:

Textbook: Global Entrepreneurship

Authors: Carraher and Welsh

ISBN: 978-1-4652-5180-0

Copyright Year: 2015, second edition

Publisher: Kendall Hunt Publishing Company

To purchase the text book, among other resources, access the MCC's Campus Bookstores:

<http://www.soc.bkstr.com>, <http://www.srp.bkstr.com>

ADDITIONAL RESOURCES:

The Global Trade Portal: <http://www.fita.org>

The U.S. Trade Administration: <http://www.trade.gov>

The impact of globalization on cultures: <http://www.globalization101.org/culture-and-globalization-preface/>

The global database: <http://www.globalEDGE.msu.edu>

COMPUTER REQUIREMENTS:

The computer used for MCC courses must be able to run MCC computer systems. Please see the compatible web browsers listed on the Browser Support Page at:

<http://www.mccneb.edu/online/browsers.asp>.

SOFTWARE/FILE SUBMISSION REQUIREMENTS:

Metropolitan Community College uses Microsoft products as part of its standard software and encourages students to do the same. You may save word-processed documents for file attachments in Microsoft Word .doc or .docx format. When your software does not allow these formats, please save your work/files in Rich Text Format (.rtf).

CLASS STRUCTURE:

The types of student work that can be assessed: readings, exams, case studies, group project, and in class group discussions. Class sessions will be devoted to discussions about:

1. How international business concepts apply to current global issues and events.
2. Internal and external factors of influence (SWOT analysis) that international entrepreneurs must observe and analyze when planning to expand their business internationally.

ASSESSMENT OF STUDENT WORK

TYPES OF ASSESSMENTS/ASSIGNMENTS:

- **The student work** that will be assessed: exams, homework (case study & group project) and in class group activities.
- **Other assignments** (i.e. required reading, homework, etc.): included in the *Schedule of Assignments*.
- **Delivery of assignments by instructor:** assignments will be provided by the instructor during class.
- **Delivery of assignments by students:** assignments must be submitted to instructor by the assigned due date by email or in class, as indicated in the *Schedule of Assignments*.
- **Make-up exams and late assignments:** must be approved by the instructor prior to the due date. Approval must be in written via MCC email system. All late submissions will be subject to a twenty percent (20%) grade penalty. Maximum one week extension will be granted.
- **Grades and feedback:** will be provided no later than two weeks from the due date of exams and assignments.

DETAILS ON EXAMS AND ASSIGNMENTS:

EXAMS (max 450 pts.)

Exams are application-based, take-home exams:

- Exam 1: Chapters 1-5 (150 pts.)
- Exam 2: Chapters 6-10 (150 pts.)
- Exam 3: Chapters 11-16 (150 pts.)

All exam materials are due on the date designated in the *Schedule of Assignments* or the date designated by your instructor when changes to *Schedule of Assignments* will occur. It is student's responsibility when missing class to get copies of lecture notes from colleagues as well as any instructor announcements such as changes in the *Schedule of Assignments*. Exam materials are collected at the beginning of class when they are due. All instructor-approved late exams must be submitted before the next class. Late exams will not be accepted after this point.

HOMEWORK (max 500 pts.)

One individual case study & one group project

CASE STUDY (max. 200 pts.)

Subject of study: homework consists of developing a SWOT (Strengths, Weaknesses, Opportunities, and Threats) Analysis. The study will focus on Opportunities and Threats that companies face when operating or preparing to operate in a foreign country.

Selection of country: each student will select a country and develop a SWOT analysis. Selection of countries will be made in class/week 3 and shared with all students. First come first served – each student will develop a SWOT Analysis for a different country.

Paper format: homework must be edited using double-space, Arial 12; one inch margins; a header containing student's full name, course name and date of submission; and a footer with the page number.

Paper length: 150-200 words for Strengths, 150-200 words for Weaknesses, 300-350 words for Opportunities, and 300-350 words for Threats. Each section (S, W, O, T) should be thoroughly discussed, explained and defended.

Delivery of Case Study: delivery by email by the due date which is included in the *Schedule of Assignments*.

Late homework: will not be accepted unless approved in advance by the instructor. Students must have a written pre-agreement with the instructor by email. A 20% grade penalty will be automatically applied. Late homework submissions will not be accepted afterward (zero points).

GROUP PROJECT (max 300 pts.)

Group Size: Three students will be assigned per group by the instructor in the third week of the class.

Subject of Research: will be conducted over the Internet. Students will find American Small and Medium Enterprises (SMEs) engaged in export. SMEs can be registered and operate from any state within the U.S. Each student will prepare and present one SME, a total of three SMEs per group.

Group Project Template will be delivered by the instructor in class. Students will inform the instructor in writing which group project's topics each student is responsible for.

Main sections of the Group Project: the group project is comprised of two sections:

- **Section 1 – word document:**

- Content** – to include: history of business, number of employees, map with countries where the businesses are engaged in exporting activities, products and/or services,

business location, contact information, business partners names/logo, resources used by business in support of their activities (agencies, organizations, government support, banks, suppliers, etc...). To also include pictures and a short video (1 minute/student) related to the business presented.

Length of paper - each response should be thoroughly discussed, explained and defended. A total of 10 pages are required in addition to Cover page, Table of contents and Resources (a minimum of 3 pages per student).

Paper format: homework must be edited using double-space, Arial 12; one inch margins; a header containing student's full name, course name and date of submission; and a footer with the page number.

To add a Cover Page containing: title, companies' name, students full names, course ID, date of presentation. Also, to add a Table of Contents with sections presented and page number where the section starts.

Word.doc delivery – via MCC email system to the instructor by the due date. Also, students must bring in a hard copy to the instructor in-class before presenting the PPT. No late submissions will be accepted.

• **Section 2 – Power Point group presentation:**

Content – to include: history of business, number of employees, map with countries where the businesses are engaged in exporting activities, products and/or services, business location, contact information, business partners names/logo, resources used by business in support of their activities (agencies, organizations, government support, banks, suppliers, etc...). Also to include pictures and a short video (1 minute/student) related to the business presented.

Length of PPT presentation – **five minutes per student for a total of 15 minutes** per team. In addition, 5 minutes per team for questions & answers (Q&A)

PPT format - max 40 words/PPT slide, min 5 PPT slides /student. The PPT group presentation should include a Cover page, Overview, Conclusions, a list of Resources (web sites, magazines, textbook, articles, pictures, video, etc...) used. After “Resources” PPT slide follows “Q/A” (questions & answers) PPT slide with a “Thank you” note addressed to the audience. Details for the Cover page include: title, companies' name, students' full name, course ID, date of presentation.

PPT delivery - Students must consolidate PPT slides created by each student for the group project. There will be only ONE submission of the group project to the instructor by the team leader, using MCC email system, not later than a day before the PPT will be presented in class. The PPT file should include all individual power points, cover page, overview, conclusions, list of resources, and Q/A. Also, the PPT should have the same background and font size/style for all PPT slides. The team leader must bring in-class a hard copy of the PPT to the instructor before presenting the PPT to class. No late submission accepted. The attire should correspond to presenting to a professional audience.

Summary of Group Project Grading (max 300 points):

- Word document – max 150 points
- PPT presentation/individual performance – max 100 points

- Team-work and cohesiveness of the PPT presentation – max 50 points (it includes a self-assessment and assessment of other group members’ participation to the group project’s development)

NOTICE:

Students are encouraged to bring in brochures and business cards related to businesses presented. Students may also invite business owner or managers of the businesses presented to come to class as guest speakers. Please announce the instructor with 1-2 weeks in advance if such potential visit might occur. Provide to the guest speaker the instructor’s contact information - full name and email address. Ask the instructor for a business card in case you will visit the business for additional information. This will validate your request for more information and invitation as a guest speaker.

While developing the group project, students are encouraged to cooperate and share resources. If concerns arise when working in group, please timely address them to the group leader and the instructor. Students who are ONLY submitting their work WITHOUT presenting it in class will receive a maximum 50% of the assignment’s grade.

IN-CLASS ACTIVITIES (max 50 pts.)

In class activities include attendance, participation to in class discussions, critical thinking and sharing resources such as websites and articles. Students will receive a maximum of 5 points/week. Hands-on interactive learning occurs in context of the daily classroom environment and cannot be recreated for individual learning. Due to the nature of the in class activities, there are not make-ups for missed points.

Notice: Email the instructor when seeking for a pre-agreement related to submitting homework or exams after the due date. Make sure you get a response by email from the instructor as a confirmation that your message was received. If you do not get a confirmation in 24 hours, it is your responsibility as a student to email the instructor again or visit with the instructor during office hours for a potential pre-agreement.

GRADING POLICY (summary):

Exams (3 exams @ 150 points each).....450 points
 Homework.....500 points
 Individual Case Study (1 case @ 200 points)
 Group Project (1 project @ 300 points)
 In class activities (10 wks @ 5 pts/wk).....50 points

Total points.....1,000 points

An overall average will be calculated for each student. Grades will be determined according to the following scale:

- A = 90% (900 points) and above
- B = 80% (800 points) - 89% (899 points)
- C = 70% (700 points) - 79% (799 points)
- D = 60% (600 points) - 69% (699 points)
- F = 0% - 59% (599 points and below)

ASSESSMENT OF STUDENT LEARNING PROGRAM:

Metropolitan Community College is committed to continuous improvement of teaching and learning. You may be asked to help us to accomplish this objective. For example, you may be asked to respond to surveys or questionnaires. In other cases, tests or assignments you are required to do for this course may be shared with faculty and used for assessment purposes.

USE OF STUDENT WORK:

By enrolling in classes offered by Metropolitan Community College, the student gives the College license to mark on, modify, and retain the work as may be required by the process of instruction, as described in the course syllabus. The institution shall not have the right to use the work in any other manner without the written consent of the student(s).

All student submissions (exams, quizzes, written assignments, homework, etc...) are considered the property of the Business Department and will be maintained in department files. All supporting documents are also the property of the Business Department.

INSTRUCTOR'S EXPECTATIONS OF STUDENTS

Student conduct: Students are expected to support learning at all times by active listening and participation. Employees who demonstrate integrity and who earn the respect of their colleagues face a number of challenges in fulfilling their responsibilities. Fulfillment of those responsibilities requires that the individual interact with co-workers, supervisors and business clients/customers respectfully and, at times, confront and rise above personal biases and prejudices in order to perform his or her tasks ethically and with professionalism. Accordingly, students are expected to exhibit the same level of professionalism and respect in interactions with faculty, staff and student colleagues.

Expected classroom behavior includes:

- Punctual class attendance
- Attention and careful listening when others are speaking
- Respectful expression of differences and disagreement
- Active in class participation in class and respect for any personal disclosures made in class. Students should have a commitment to preserve the confidentiality of all disclosures.
- When not able to attend a class, inform the instructor by email prior to class.

Recording in the classroom: Students may not video or audio record class sessions without the instructor's knowledge and permission. If recording of class sessions is authorized as a reasonable accommodation under Americans with Disabilities Act (ADA), the instructor must have the appropriate documentation from College Disability Support Services. Permitted

recordings are to be used only for the individual student's educational review of the class session and may not be reproduced, posted, sold or distributed to others. Students who violate this policy are subject to disciplinary procedures as outlined in the Student Conduct Code.

Portable electronic devices: Turn off all cell phones and other electronic devices (mp3's, iPods, etc...) upon entering the classroom to prevent any disruption to the learning process such as sending/receiving text messages, listening to the radio, music, etc.... Headphones and other ear pieces (ear buds, Bluetooth receivers, etc...) not needed for hearing assistance are required to be removed. Occasionally there may be a need to take an expected phone call or be accessible on an emergency basis. If this is the case, please inform the instructor ahead of time and sit as close to the door as possible for immediate exit should a call come in. Disruptive students will be asked to leave the classroom and will be counted absent for the class period, not earning any attendance/participation points.

Internet usage in class: The use of laptops and other computer-based devices are allowed for note-taking and group-project purposes only. No distractive functions such as working on other assignments, surfing the Internet, emailing, instant-messaging will be allowed during class. Disruptive students will be asked to leave the classroom and will be counted absent for the class period, not earning any attendance/participation points.

Disruptive classroom behavior: Behavior that is disrespectful of others may result in redirection, dismissal from class and being counted absent to not earn attendance/participation points, or receipt of a failing grade. Education is about examining and understanding different perspectives, even though one may personally disagree with them.

NOTICE: All electronic devices must be off and notes/books/other resources removed from desks during in class exams. Failure to comply with this policy will result in zero points for that test and other potential repercussions, according to MCC academic honesty policies.

ATTENDANCE/PARTICIPATION POLICY:

Attendance/Participation Reporting: To confirm each student's eligibility to remain registered for the class, the instructor will officially report attendance/participation on or before the Census Date. Students in this section of *BSAD 2700 / ENTR 2700* must attend a class meeting by _____ (*the Census Date*)

Communication via email, one-to-one communication or communication by phone with your instructor are not considered *participation to class*. Students enrolled in section **BSAD 2700/ENTR 2700** must attend at least one class before the Census Date to not be withdrawal from the course.

To view the **last day to withdraw (drop) a class** and to prevent receiving a grade, go to the class schedule at <http://www.mccneb.edu/schedule/classschedule.asp>. Then, find the course section and click on the Important Dates link on the same line as the course title. Dates for each course section are automatically calculated based on the start and end dates and the number of sessions for a course. A student must **withdraw by __/__/15** to avoid an F grade.

Reminder: schedule changes may have implications for students on Financial Aid. Check with the Financial Aid Office prior to any schedule changes at 402-457-2330. The Census Date is the date on which Financial Aid Student's enrollment is checked to determine the type and amount of authorized funds for the quarter. Payment is based on enrollment as of that date.

COMMUNICATION EXPECTATIONS:

When you communicate with others in this course, you must follow the Student Conduct Code (<http://mccneb.smartcatalogiq.com/en/current/Course-Catalog/Student-Services/Student-Conduct>), which calls for responsible and cooperative behavior. Please think critically, ask questions, and challenge ideas, but also show respect for the opinions of others, respond to them politely, and maintain the confidentiality of thoughts expressed in the class. You may also wish to review information at <http://www.albion.com/netiquette>.

Email communication - responses to your emails will typically be within 48 hours if not sooner, with the exception of weekends. Occasionally, the instructor will respond to emails addressed during the weekend. When emailing please make sure to add the class ID and subject in the "Subject" field. You can address your instructor by _____.

Outside of the classroom - students are always welcome to come to the instructor's office during office hours, by appointment, or just to stop by when in campus.

ACADEMIC HONESTY STATEMENT:

Students are reminded that materials they use as sources for classwork may be subject to copyright protection. Additional information about copyright is provided on the library website at <http://www.mccneb.edu/library> or by your instructor. In response to incidents of student dishonesty (cheating, plagiarism, illegal peer-to-peer file sharing, etc.), the College imposes specific actions that may include receiving a failing grade on a test, failure in the course, suspension from the College, or dismissal from the College. Disciplinary procedures are available in the Advising/Counseling Centers or at http://www.mccneb.edu/procedures/V-4_Student_Conduct_and_Discipline.pdf.

STUDENT WITHDRAWAL:

If you cannot participate in and complete this course, you should officially withdraw through My Services on the MCC My Way portal at <http://myway.mccneb.edu/> or by calling Central Registration at 402-457-5231 or 1-800-228-9553. Failure to officially withdraw might result in failure grade (F). The last date to withdraw is noted in the CLASS IDENTIFICATION section of this syllabus.

LEARNING SUPPORT

MCC's Learning and Tutoring Centers, Math Centers, and Writing Centers offer friendly, supportive learning environments that can help students achieve educational success. Staff members in these centers provide free drop-in assistance with basic computing, reading, math, and writing skills. Self-paced, computer-assisted instructional support in reading, vocabulary, typing, English as a Second Language, and online course orientation is also available. Detailed

information about the Learning and Tutoring, Math, and Writing Centers is in the My Way portal, the College Catalog, and online at <http://www.mccneb.edu/ltc/>.

ACCOMMODATIONS FOR STUDENTS WITH DISABILITIES:

Metropolitan Community College will provide reasonable accommodations for persons with documented qualifying disabilities. It is the student’s responsibility to request accommodations from Disability Support Services (DSS) located in each Student Services Office. After students have arranged for accommodations with DSS, the student and instructor should privately discuss these accommodations. For further information, please contact DSS or visit <http://www.mccneb.edu/dss/>.

NONDISCRIMINATION AND EQUAL OPPORTUNITY STATEMENT:

Metropolitan Community College does not discriminate on the basis of race, color, national origin, religion, sex, marital status, age, disability or sexual orientation in admission or access to its programs and activities or in its treatment or hiring of employees.

TECHNOLOGY SUPPORT

- If you have difficulty connecting to the Internet, contact your Internet provider.
- For assistance with student email, passwords, and most other MCC technology, contact the Help Desk at 402-457-2900 or mcchelpdesk@mccneb.edu.

TECHNOLOGY RESOURCES:

By using the information technology systems at MCC (including the computer systems and phones), you acknowledge and consent to the conditions of use as set forth in the Metropolitan Community College Procedures Memorandum on Acceptable Use of Information Technology and Resources. It is your responsibility as a student to be familiar with these procedures. The full text of the Procedures Memorandum may be found at the following website: http://www.mccneb.edu/procedures/X-15_Technology_Resources_Use.pdf.

SCHEDULE OF ASSIGNMENTS

NOTICE: This syllabus sets forth a tentative schedule of class topics, learning activities, and expected learning outcomes. However, the instructor reserves the right to modify this schedule to enhance learning for students. Any modifications will not substantially change the intent or objectives of this course and will conform to the policies and guidelines of Metropolitan Community College.

Week #	Date	Assignments	Learning/In class activities	Text Reference
Week 1			Intro to class, Syllabus In-class activities Ch 1-2	Ch 1-2 (Ch-chapter)
Week 2			In-class activities Ch 3-4	Ch 3-4

Week 3		Take-home Exam 1 (CH 1-5) delivery to students - due next class. Case Study & Group Project delivery to students.	In-class activities Ch 5 <i>Exam 1 preparation</i>	Ch 5
Week 4		Exam 1 due	In-class activities Ch 6-7	Ch 6-7
Week 5			In-class activities Ch 8-9 <i>Feedback Exam 1</i>	Ch 8-9
Week 6		Take-home Exam 2 (CH 6-10) delivery to students - due next class.	In-class activities Ch 10 <i>Exam 2 preparation</i>	Ch 10
Week 7		Exam 2 due	In-class activities Ch 11,12,15	Ch 11,12,15
Week 8		Case Study due Take-home Exam 3 (CH 11-16) delivery to students - due next class.	Case Study submission by email to instructor In-class activities Ch 13,14,16 <i>Feedback Exam 2</i> <i>Exam 3 preparation</i>	Ch 13,14,16
Week 9		Exam 3 due	In-class activities – finalizing the Group Project	-
Week 10		Group Project due	Group Project Submission: due by email to instructor one day before in class presentation (due __/__) NOTE – max 50% points if only submitted by email and not presented in class. Group Project in-class presentation (__/__) <i>Feedback Exam 3</i>	Course Summary & Final Grade

The instructor reserves the right to adjust the class structure/schedule and assignment requirements as necessary. Please check your emails regularly

NOTICE – Make sure to submit your work in due time in a .doc, .docx, .ppt, .pptx or .rtf format only, as indicated in each assignment. Assignments that are submitted after the due date and/or submitted in a different format will not be graded and will receive zero (0) points, regardless of the reason of failure to submit as required. Actively participate to in-class activities/discussions and group project.

IMPORTANT DATES: www.mccneb.edu/sos/enrollman.asp

ACADEMIC CALENDAR: <http://www.mccneb.edu/academics/calendar.asp>

2015 (15/FA) Fall Quarter Important Dates

TO BE UPDATED WITH FALL 2015 INFO.....

*Tenth Day is the date on which your enrollment level is checked.

**To view the last day to withdraw “drop” a class to prevent receiving a grade, go to the class schedule found online at <http://www.mccneb.edu/schedule/classschedule.asp>. Then, find the course section and click on the Important Dates link on the same line as the course title. Dates for each course section are automatically calculated based on the start and end dates and the number of sessions for a course. A student must withdraw by this date to avoid an “F” grade.

Note: Schedule changes may have implications for students on Financial Aid. Check with the Financial Aid Office prior to any schedule changes at 402-457-2330. The **Census Date**★ is the date on which Financial Aid Student’s enrollment is checked to determine the type and amount of authorized funds for the quarter. Payment is based on enrollment as of that date.

★ ★ REFUND POLICY for Credit Courses

A student is responsible for withdrawing “dropping” from a course(s) if unable to attend. Non-attendance or non-payment does not relieve a student from the obligation to pay.

An official schedule change that reduces or terminates a student’s academic credit load may entitle the student to a refund. Go to “My Services” and click “Student Accounts”, then “Tuition Refund Modeler” to see the refund percentage received through midnight of the same day you “drop” withdraw from a class.

Fall Quarter 2015 (15/FA) - 60 Faculty Workdays

TO BE UPDATED WITH FALL 2015 INFO.....

EXTRA CURRICULUM ACTIVITIES

* Engage in **CULTURAL DIVERSITY** education. Learn more from your colleagues and instructor about cultural diversity and international norms of behavior in business environments and in society, in general.

<http://www.mccneb.edu/intercultural/programsandevents.asp>

* Participate to the **INSTITUTE OF CULTURAL CONNECTIONS AT METROPOLITAN COMMUNITY COLLEGE** : www.resource.mccneb.edu/icc/

* Learn more about **SUSTAINABILITY (Going Green™)** activities and community events:

www.mccneb.edu/green/

www.mccneb.edu/green/Sustainability_Intro_MCC_Revise-djl.ppt

* Engage yourself in **SERVICE LEARNING** opportunities.

<http://www.mccneb.edu/servicelearning/slopps.asp>

* Share your **IDEAS ON HOW TO IMPROVE THE COLLEGE** - Access EngageMCC.com, an interactive virtual 'town hall' dedicated to the planning, programming and visioning process to help guide MCC's Master Plan. EngageMCC.com allows students, faculty and community members a creative and convenient way to share their ideas on how to enhance the learning process.

* **BECOME A STUDENT MEMBER OF MCC STUDENT ORGANIZATIONS.**

Please check the current available student organizations at: <http://resource.mccneb.edu>

Examples of such organizations: **KBD** and **CEO - Collegiate Entrepreneurs' Organization:**

<http://resource.mccneb.edu/ceo>