

**Muskegon Community College**  
**International Business 200 – Summer Term 2015 Course Syllabus**

**Textbook: M: International Business:** Michael Geringer, Ohio University, Michael S. Minor, University of Texas - Pan American, Jeanne M. McNett, Assumption College ISBN: 0078029376  
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**Course overview and objectives:** This is an introductory course designed to help students become familiar with the various theories of international trade and entry strategies companies choose to enter international markets. By the end of this course, a student should be able to:

1. Develop and write an international marketing plan
2. Develop and write a basic import/export plan
3. Utilize the USHTS Tariff system
4. Use current Marketing Research sources of information for international business
5. Explain the role of The WTO, the IMF and the World Bank in global business.

**Topics Covered:**

- Globalization
- Cross Cultural Communication
- The World Bank, IMF, WTO and EXIM Bank
- INCO Terms
- USHTS Tariff Schedule
- Political, Legal, and Economic structures encountered by business organizations entering foreign markets.
- The basics of exporting and importing
- Trading Blocs (NAFTA, EU, APEC)
- The International Marketing Plan
- International Finance/foreign exchange
- FDI strategies
- Business etiquette and business practices in foreign countries.
- International Marketing Research

**Instructor Thomas Schurino** - [tom.schurino@muskegoncc.edu](mailto:tom.schurino@muskegoncc.edu) - Tom Schurino is the past director of the Center for International Trade and Development for Riverside California Community College and the former Executive Director for The Corning New York Chamber of Commerce. He holds a M.A. degree in Business Education from California State University Long Beach. (CSULB) and a BBA degree in Business Administration from Western Michigan University. He recently completed a Fulbright Research Trip to Africa with the Midwest Institute for International-Intercultural Education. The project provided a rich mixture of cognitive and affective learning with overseas colleagues, other professionals and citizens in Botswana-S. Africa-Swaziland. The primary purpose of the project was to internationalize their teaching through curriculum development.

**Assignments: Important:** All assignments must be submitted through Blackboard. **Do not email assignments!** Assignments submitted through email will not be graded! If you are having technical difficulties then make sure to contact the MCC Student Helpdesk at (866)718-5170. The Student Helpdesk is available 24 hours a day, seven days a week. Students, this is your first line of technical support. They will assist you with Blackboard access and much more. If you have an issue that cannot be resolved over the telephone, the Student Helpdesk will create a trouble ticket to make sure you get the help you need.

All assignments will be posted in the **LEARNING MODULES** Panel. Remember to keep a copy of everything you submit on a separate disk for your records. **Deadlines:** The ability to meet deadlines and follow a schedule is needed to succeed in any career, especially in international business. Therefore, assignment deadlines have been established. If you are sick or will be out of town for work or vacation let me know and allowances will be made. Late assignments without instructor approval will be marked down by one grade. The instructor reserves the right to modify the schedule and course requirements during the term as conditions warrant. All written assignments, discussion board assignments, papers, and exams will always be due on the exact date posted. **APPEARANCE:** All submitted homework assignments and papers must be free of spelling errors and project a professional appearance.

**The Discussion Board:** Make your postings by creating a new thread. Step 1. Read the request or question. 2. Answer it by clicking on the topic (Introductions) and then click on "New Thread" Do not click on new forum. In addition you must always begin a discussion with other students by responding to at least two other person's answer by either agreeing or disagreeing with them and explaining why. Interacting with other students is an important part of the discussion board and is a significant part of your assignment grade. Discussion Board Participation Guidelines: I consider active participation as follows: 1. Create a substantive initial main post for each of the discussion topics. 2. Respond to the posts of at least two of your fellow students. Your responses should be substantive posts that contribute to the discussion. You can create a substantive reply posting by asking questions, debating positions, or presenting examples that are relevant to the topic. (Remember, your discussion assignment is not complete until you have responded to at least two other students).

**Midterm and Final Exam** - You will be notified by the announcements.

<u>Grading</u>	<u>Total</u>
Midterm Exam	100
Final Exam	100
Written Assignments	300

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Total 500

A = 475–500

B = 400–474

C = 300–399

D = 100–299

F = 98 and below

**Statement on Student Assessment and Accreditation** - Muskegon Community College is fully accredited by the Higher Learning Commission located in Chicago (<http://ncahlc.org/>). The Higher Learning Commission accredits degree granting postsecondary educational institutions in the North Central Region. Accreditation helps ensure students that they are receiving a quality education and can transfer to other colleges and universities with ease and confidence. MCC is committed to an essential part of the accreditation process: assessing student learning. You will likely be asked to participate in assessment activities as part of MCC's assessment of programs and general education.

**Statement on MCC Email** All email Communication originating from MCC to students will be via their MCC email account. **CHECK YOUR MCC EMAIL FREQUENTLY.**

**Statement on Student Behavior** - Muskegon Community College is a community of scholars whose members include administrators, faculty, staff, and students. Mutual respect and civility are expected in the classroom and other college academic settings, as well as in any communication.

- MCC has the duty to provide students with privileges, opportunities, and protections that best promote learning;
- Students have the right to a non-threatening learning environment;
- Students have the responsibility to refrain from infringing on the right of others to learn and on the right of teachers to teach; and
- Any student whose behavior disrupts learning may be subject to disciplinary action as outlined in the Muskegon Community College Catalog.

**Academic Integrity Policy** - Muskegon Community College expects that all faculty and students will adhere to high standards of personal and academic honesty. This means that all academic work will be done by the student to whom it is assigned without unauthorized aid of

any kind. Faculty members, for their part, will exercise care in the planning and supervision of academic work so that honest effort will be positively encouraged.

Academic dishonesty consists of, but is not limited to:

- Cheating. Cheating is defined as using or attempting to use, giving or attempting to give, and obtaining or attempting to obtain, materials or information, including computer material pertaining to a quiz, examination, or other work that a student is expected to do alone. Plagiarism. Plagiarism is defined as the use of another's words or ideas without acknowledgement. Penalties for violation of these standards of conduct may result in sanctions of up to and including suspension or expulsion from Muskegon Community College.

**Statement on Dispute Resolution Process** - Should a student not agree with a faculty member's decision or actions as they may relate to this policy, the following steps shall be followed:

1. A student suspected of academic dishonesty shall be notified in writing within two school days of the time the violation is discovered. Copies of the written notification shall also be filed with the department chair and Vice President of Student Services.
2. The student should try to reach resolution of the matter through direct discussion with the involved faculty member within three (3) school days of the written notification.
3. If the matter is not resolved in Step 2, the student shall bring the matter to the attention of the department chairperson of the involved faculty member.
4. If the matter is not resolved at the department chairperson level, the student shall bring the matter to the attention of the Dean of Instruction (Academic Affairs Office) who shall render a decision within five school days of the receipt of the dispute information.
5. If a satisfactory solution is not reached at the Step 4 level, the student may file a written request with the Vice President of Student Services for a hearing before the disciplinary board. This meeting shall be held not more than 20 days following the written request. A student may request a hearing before the disciplinary board. The disciplinary and judicial procedures are outlined in the Muskegon Community College Catalog.
6. MCC has a Behavioral Intervention Team whose responsibility is to identify and coordinate services or intervention strategies for a broad range of troubling student behaviors, including but not limited to substance abuse, mental illness, and disruptive, aggressive, and threatening conduct. MCC administrators, faculty, staff, and students are encouraged to report any issues of concern to the BIT team through the MCC website: <http://www.muskegoncc.edu/student-services-and-administration/campus-safety-and-security/behavioral-intervention-team-bit/>.