

**Santa Monica College**  
**BUS 50: Introduction to International Business**  
**3 lecture units**

Section: 4506 / 4066

Course Dates/Time:

**Thursdays, 6:45 p.m. – 9:50 p.m.**  
**February 19, 2015 – June 11, 2015**

**Final: June 11, 2015**

**6:45 p.m. – 9:50 p.m.**

Room: **BUS 251**

Instructor: **Jillian Alexander**

Business Department

E-mail: **Alexander\_Jillian@smc.edu** or **jillian@conduitconsulting.com**

Telephone: **(310) 434-8118**

Office Location/Hours:

**Thursdays 6:10 p.m. – 6:40 p.m., Business 148**  
**and by appointment or via telephone or email**

**COURSE DESCRIPTION**

Transfer: **CSU** Prerequisite: **None**

This course focuses on general business problems, techniques and strategies necessary in the development of business activities in the global market place. The course is designed to promote an understanding of the impact that a country's culture and its environment have on a firm's international operations. The course also covers current trends in management, finance, communication, marketing and ethics.

**Student Learning Objectives:**

- (1) Students will produce a feasibility study to determine if a particular product can be exported successfully.
- (2) Students will submit current articles detailing how those articles pertain to each chapter content.
- (3) Students will demonstrate unit content knowledge through quizzes and discussion boards.

**Course Objectives:**

Upon completion of this course, you will be able to explain and answer questions about the below. Specific learning goals appear on the first page of each textbook chapter.

- Explain international factors to be considered when planning to expand into new market(s)
- Identify common international business and cultural differences.
- Apply a comparative framework to delineate these differences and suggest ways to minimize barriers.
- Analyze and interpret International Trade data.
- Identify basic International Trade issues.
- Demonstrate knowledge of procedures necessary to trade globally.
- Assess attractiveness and feasibility of exporting a particular product, including investigating geopolitical, regulatory and socio-cultural considerations and performing conducting market and economic analysis.

**Required Text and Materials:**

Hill, Charles, *International Business*, 10th Edition, McGraw-Hill Connect Package, 2015. ISBN 9781308243481

Register at <http://connect.mheducation.com/class/j-alexander-smc-spring-2015>

If you have trouble with registration, please contact Customer Support at <http://bit.ly/StudentRegistration>.

ScanTron 882 – or -- Accuscan 25110 answer form (1-50 side 1; 51-100 side 2; Answer choices: A, B, C, D, E) Pencils, Eraser

**Calendar**

Date	Week of Topic/Chapter
February 19	Globalization - Chapter 1; National Differences in Political Economy - Chapter 2; Political Economy and Economic Development – Chapter 3
February 26	International Trade Theory - Chapter 6; Political Economy of International Trade – Chapter 7; Foreign Direct Investment – Chapter 8; Regional Economic Integration - Chapter 9
March 5 & March 12	International Monetary System - Chapter 11; Foreign Exchange Market – Chapter 10; Global Capital Market - Chapter 12
March 26	<b>MID-TERM EXAM</b>
April 2	Differences in Cultures - Chapter 4; Ethics in International Business - Chapter 5
April 9	Strategy of International Business - Chapter 13; Global Marketing & R&D - Chapter 18
April 16	<b>NO CLASS MEETING – SPRING BREAK!!!</b>
April 23	Global Marketing & R&D - Chapter 18
April 30	Entry Strategy & Strategic Alliances - Chapter 15 Exporting, Importing & Countertrade - Chapter 16; Foreign Direct Investment - Chapter 8
May 7	Global Production, Outsourcing & Logistics - Chapter 17
May 14	Organization of International Business - Chapter 14; Global Human Resource Management - Chapter 19
May 21	Accounting and Finance in the International Business - Chapter 20
May 28	<b>Term Project Presentations</b>
June 4	<b>Term Project Presentations; Course Review</b>
June 11	<b>FINAL EXAM</b>

Changes to the course may occur during the term; however, you will be notified of any changes during class.

## Methods of Instruction:

Lecture, discussion, small group work, PowerPoint presentations, and video presentations.

Lectures will emphasize and explain important concepts which may include information covered in text, current events and other case examples. Pop quizzes may be given on reading material. Other homework assignments to develop students' knowledge and skills will be given throughout the semester.

## Methods of Evaluation and Grading Policy:

**Attendance and punctuality are both REQUIRED.** If absent more than once, you might be dropped from the class.

You are expected to participate in class discussions. **Students are expected to READ every chapter assigned BEFORE the lecture on that chapter is presented.** Your doing so and experience in the business world and your perceptions of business around the globe enrich the discussions immeasurably.

5% Class Participation	A = 90%-100%	=	Mastery of course information and skills
30% Term Project	B = 80%-89%	=	Competency above course basic requirements
20% Other Assignments, Presentations and Quizzes	C = 70%-79%	=	Demonstrated foundational knowledge and skills consistent with course basic requirements
20% Mid-Term Exam	D = 60% - 69%	=	Demonstrated partial fulfillment of requirements
25% Final Exam	F = Below 60%	=	Failed to meet minimum course standards

### **NO MAKE-UP QUIZZES AND EXAMS WILL BE GIVEN FOR ANY REASON.**

For philosophical reasons, extra credit will not be given under any circumstances.

At least one exam must be passed with minimum of 60% to receive "D" grade, at least one exam must be passed with minimum of 70% to receive "C" grade, etc.

Assignments will be described during class sessions and will be due at the BEGINNING of class time on due date. **Assignments 1 through 4** must be typed and submitted via **TurnItIn.com**. Except for the final week of school, late assignments will be penalized 10% first day late plus 5% each subsequent day late. Under no circumstances will late homework be accepted more than one week after the due date.

**DURING LAST WEEK OF CLASSES, NO LATE ASSIGNMENT WILL BE ACCEPTED.**

It is advisable that you keep copies of all papers turned in until the graded assignments are returned to you. Until you have received a final grade for the course, keep all graded papers returned to you.

## General Information

Bring textbook with you to each class meeting. Textbooks and notes may not be shared during quizzes or exams.

You are expected to use correct American-English grammar, sentence structure and spelling in all written assignments and on exams. **Term Project must be printed and turned in to instructor in class or received by SMC Business Department office before beginning of class on date due.** For identification, use the following format top of first page:

Student Name: First\_Name Last\_Name  
Assignment #:  
Date submitted:  
Course Section:

**You are expected to observe the highest standards of academic honesty and conduct.** No instances of dishonesty or inappropriate conduct will be tolerated. The SMC "Code of Academic Conduct and Reporting Policy", which you agreed to adhere to when you registered, details your rights and responsibilities as a student. <http://www.smc.edu/StudentServices/HonorCouncil/Pages/Honor-Code.aspx>

**Use of mobile telephone, PDA, or other communication or recording device is NOT permitted during class.** All electronic devices must be off or in on inaudible mode during class. Use of these devices in class is disruptive and rude. Violations may result in a student being dropped from the class and will, at a minimum, result in the filing of a student conduct code violation with college officials. Failing grades will be assigned to students who use electronic devices during exams.

**Recording audio or video of lectures and exhibition, distribution and derivative use of course materials are strictly prohibited.** This course is the intellectual property of the instructor. The performance of the lectures and course materials are protected by United States copyright law. Violation is a federal crime and may result in a student being dropped from the class and will, at a minimum, result in the filing of a student conduct code violation with college officials as well as federal authorities. Failing grades will be assigned to students who use electronic devices during exams.

**You may access your grades in eCompanion by clicking on "gradebook" and selecting the appropriate assignment or exam.**

Students requiring **disability-related accommodations** need to contact Disabled Student Services immediately and submit your request paperwork as well as talk with me during the first week of classes about any modifications needed. I am happy to make whatever accommodations your counselors recommend.

Your continued attendance in this course constitutes an acknowledgement and acceptance of the requirements delineated in this syllabus.