

**INTRODUCTION TO INTERNATIONAL BUSINESS & TRADE**  
**IBUS 1305 – 8400 & 8501 SYLLABUS**  
**Richland College Spring 2011**  
**School of Engineering, Business, and Technology**

IBUS 1305-8400 meets online via eCampus.  
IBUS 1305-8501 meets Wednesday evening from 7:05 p.m. to 9:50 in E012.

**The last day to withdraw with a grade of “W” from regular spring credit classes is**  
**Thursday, 14 April 2011**

**INSTRUCTOR: Larry Lehman**

I have taught American and European History as well as Introduction to Business, Introduction to International Business and Trade, Global Logistics Management, and Global Supply Chain Management. My complete *curriculum vitae* is available on eCampus.

As an adjunct professor at Richland, I do not have an office or set office hours on campus. I will be available via Pronto most Monday through Friday mornings between the hours of 7:30 and 8:00. I am available also online, and I typically check my email each morning and afternoon. If you sent me an email, you can expect an answer in no more than 24 hours in most cases. If you have any questions about the material we are covering or about the assignments, please contact me so we can discuss the issue.

**CATALOG DESCRIPTION**

The techniques for entering the international marketplace. 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. (3 lec.)

**PREREQUISITE**

None.

**REQUIRED TEXTBOOK**

*Global 2010 Edition*. ISBN# 0-324-56070-2. Mike W. Peng. South-Western Cengage Learning.

Mike W. Peng is a Provost's Distinguished Professor of Global Strategy at the UT Dallas School of Management. Before coming to UT Dallas Dr. Peng taught at Ohio State University, and he has lectured in China, Hong Kong, and Vietnam. In addition to this text, Dr. Peng authored three other books and over 60 articles that appeared in leading academic journals.

This new textbook was developed by both students and faculty members to provide a more engaging and accessible solution that appeals to different learning styles at a value-based price. This concise GLOBAL approach clearly explains all of the key concepts that students need to learn with a full suite of learning aids to accommodate a busy lifestyle, including chapter-by-chapter study cards, self-quizzes, downloadable flash cards, and more. Using an

engaging approach to worldwide business concepts, this book answers the intriguing question, “What determines the success and failure of firms around the globe?” The up-to-date presentation uses an inviting, conversational style to introduce the student to the inner workings of actual global companies throughout the world. Engaging examples, interactive applications, brief cases, and comprehensive learning support prompt the student to think independently, master critical-thinking skills, and view today’s business challenges from a global perspective.

Please purchase and begin reading the textbook at your earliest opportunity. It will be available in the bookstore, or directly from the publisher:

[http://www.cengage.com/search/productOverview.do?N=+16+11&Ntk=P\\_Isbn13&Ntt=9780324560701](http://www.cengage.com/search/productOverview.do?N=+16+11&Ntk=P_Isbn13&Ntt=9780324560701)

### **END OF COURSE OUTCOMES**

- Students will demonstrate an understanding of how political, economic, social and cultural insights, and foreign language skills can be applied in analyzing international business problems and opportunities.
- Students will demonstrate an understanding of the ethical issues in international business.
- Students will demonstrate an understanding of comparative international management and the multiple factors which impact functional and regional management decisions and practices throughout a cross-section of global cultures.
- Students will demonstrate an understanding of the economic, cultural, political, organizational, and other differences faced by marketers, and the techniques and strategies for effective marketing in the multi-national environment.
- Students will demonstrate an understanding of the variations of capitalism, the role of cultural history, labor and social policy, government and other institutions in economic performance and social decisions in international economies.
- Students will demonstrate an understanding of the major financial markets that facilitate international business, the managerial aspects of international finance, exchange rate risk management, and the techniques of managing long-term assets and liabilities including multinational capital budgeting and long-term financing.

### **READING SCHEDULE**

Be sure to stay current with the assigned readings. The Assignments section of eCampus will have specific assignments for each week. Following is the general reading schedule. Be sure to check the Assignments section of eCampus for more detailed information and updates. There will be a discussion topic each week that usually focuses on the closing case of the chapter. The online class will use the Discussion Board section of eCampus and the on-campus class will conduct the discussion in the class meetings.

Week 1	Introductions, syllabus, course information, course documents
Week 2	Chapter 1
Week 3	Chapter 2
Week 4	Chapter 3
Week 5	Chapter 4
Week 6	Chapter 5, Exam one
Week 7	Chapter 6
Week 8	Chapter 7

Week 9	Spring Break
Week 10	Chapter 8
Week 11	Chapter 9
Week 12	Chapter 10, Exam two
Week 13	Chapter 11
Week 14	Chapter 12
Week 15	Chapter 13
Week 16	Chapter 14, Exam three

### **CLASSROOM FORMAT**

The on-campus class meetings for the 8501 class will involve a very limited amount of lecture. The focus will be on the discussion issues, the additional readings, the news articles, and the assigned questions. The online class 8400 will use eCampus for all class activities.

### **ASSIGNMENTS & ANNOUNCEMENTS**

Announcements and assignments are available online through eCampus.

### **ACADEMIC HONESTY**

Scholastic dishonesty is a violation of the Code of Student Conduct. Scholastic dishonesty includes, but is not limited to, cheating on a test, plagiarism, and collusion. As a college student, you are considered a responsible adult. **If you are caught cheating in this course the penalty for that exam or assignment is a score of zero. If you are caught submitting plagiarized material, the penalty is a failing grade, in other words an F, for the entire course regardless of your point total and standing at that point.**

### **STUDENT EVALUATION**

Student evaluation will be based on the three examinations, weekly written assignments, attendance, news articles, and class participation.

The three examinations each will be worth 100 points each. The examinations will include 50 multiple choice questions addressing the definitions of terms and concepts presented in the textbook. These examinations are not cumulative; they will cover only the assigned chapters: 1-5, 6-10, and 11-14. The examinations will be taken on eCampus. You will have only 50 minutes to answer 50 questions, so you will need to be prepared. There will be a three-day window in which to take each examination.

There will be a written question to answer each week via eCampus. The questions are worth ten points each for a total of 140.

The discussion topic each week will be worth ten points each for a total of 150. Sitting in class quietly will earn the student zero points. Points are earned for participating in the discussion.

Each week each student will present a two-minute description of an English language article appropriate to this course from an English language newspaper or journal not published in the United States. A link to the article must be posted in eCampus no later than 24 hours prior to the weekly class meeting for the on-campus class, and no later than 10:00 p.m. on

Thursday for the on-line class. Students should review the posted articles for discussion in class or online. See eCampus for further details. 140 points.

Attendance is worth 5 points per week for a total of 75. For the on-campus class, attendance is determined by one's presence or absence from the class meeting. For the online class, attendance is determined by meeting the three deadlines each week, two for the discussion and one for the written question.

Fifty points of extra credit are available to any student who completes the Richland College Library Information Literacy course, obtains a certificate for the course completion, obtains a TexShare Card, and presents both to me before the last class meeting. This is a significant number of points, the course involves three 90-minute classes at the Richland College Library, and it is free. I suggest you complete this as early in the term as possible.

**Late assignments will not be accepted.**

Grades will be assigned based on the following point totals:

A = 90 – 100%	720-805	D = 60 – 69%	479-558
B = 80 – 89%	640-719	F = 0 – 59%	0-478
C = 70 – 79%	559-639		

### **VETERANS AFFAIRS**

The Veterans Affairs staff is located in T-130, and is available to assist VA students. For more information: <http://www.rlc.dcccd.edu/va/>.

### **INSTITUTION POLICIES**

For more information on Richland College policies, refer to the following websites: [www.richlandcollege.edu](http://www.richlandcollege.edu) or [www.richlandcollege.edu/syllabusinfo/syllabiInformation.pdf](http://www.richlandcollege.edu/syllabusinfo/syllabiInformation.pdf)

## **DISCLAIMERS**

**Although unlikely, it may be necessary to amend the syllabus during the semester. If so, you will receive notice of any changes via eCampus and via email. It is the student's responsibility to ensure that an accurate and current email address is in the eCampus module, and that the student checks that email address at least daily throughout the duration of the term.**