Portland Community College
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You will also be required to read portions of The World Is Flat: A Brief History of the Twenty-First Century. Thomas L. Friedman. Published by Farrar, Straus & Giroux. April 2005.

Useful Websites:
http://www.economist.com/ (Economist - online magazine—“The magazine I spend most of my days reading” – Bill Gates, Chairman and Founder of Microsoft
http://news.bbc.co.uk/ (BBC News – world and business news)
http://www.iht.com/ (International Herald Tribune - world news)
http://www.straitstimes.com/ (The Straits Times – SE Asian news)
http://cyborlink.com/besite/ (International Business Etiquette & Manners)

* Some of these online magazines or papers may require a subscription to access its full content. You are not required to subscribe as we will only be accessing the unpaid areas of the site.

Course Description: This is an introductory course that will explore processes of international trade, whether the company is an importer, exporter, or a multinational firm. The course forms a basis for further study and specialization in the international business field. Students will gain an understanding of the institutions, environments, forces, and problems that are involved when businesses operate in foreign economies.

Course Evaluation:

<table>
<thead>
<tr>
<th>Category</th>
<th>Points</th>
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<tbody>
<tr>
<td>Homework (3 Economist Assignments 25 pts each)</td>
<td>75</td>
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<tr>
<td>Book Report – The World is Flat</td>
<td>50</td>
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<tr>
<td>Team Projects (Proj. #1 - 50 points &amp; Proj. #2 - 100 points)</td>
<td>150</td>
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<tr>
<td>2 Chapter Exams (Mid-term 50 pts &amp; Final 100 pts)</td>
<td>150</td>
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<tr>
<td>Participation &amp; In Class Activities</td>
<td>75</td>
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<tr>
<td>Total Possible Points</td>
<td>500</td>
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Grading:

- A = 90-100%
- B = 80-89%
- C = 70-79%
- D = 60-69%
- F = <59%

Note: Changes may be made to the syllabus to accommodate the class during the course of the term. If at any time you are concerned about your performance please contact me.

Withdraw, Audit, and Pass/No-Pass Policy: If you decide to stop attending class, it is your responsibility to withdraw from the class by officially withdrawing through the PCC Registrars office – either online or in person. If you withdraw during the first four weeks of class, the class will not appear on your transcript. If you withdraw during the fifth through eighth week of class, a “W” will be entered on the transcript. Per PCC policy, if you want to “Audit” the class, you must inform the instructor in writing/email in the first three weeks of class. If you want to take the class on a pass/no pass basis, you must make arrangements with the instructor in the first eight weeks of the class.
Students with Disabilities: Students with disabilities should notify me if special accommodations are needed to take this class. PCC Students requesting accommodations must provide documentation of disability and work with The Office for Students with Disabilities (OCD) at 977-4341.

General Class Policies: Active participation is expected. Relevant and meaningful questions and comments are encouraged! Please come to class prepared to discuss chapter material and any assignments due at the class meeting. There are no make-up quizzes or tests. If you cannot attend class when assignments are due, please make arrangements in advance for assignment delivery. Late assignments will carry a 20% penalty for each class they are late. After two class periods, no late assignments will be accepted. (e.g. A 100% grade will drop to 80% after being late by one class then 60% if late by two classes, then not accepted after that). All assignments that are turned in must be typed and properly formatted and grammar checked.

Homework: You will be responsible for completing individual writing and analysis assignments from articles out of the Economist magazine. Each assignment is to be completed by the due date and a hard copy turned in at class time. Each assignment will have separate due dates per the class schedule. Magazines will be left on hold in the library or you can access the material via the web from the link on the class home page.

Book Report: You will be responsible for individually reading portions of the book ‘The World is Flat’ by Thomas Friedman and submitting a book report of three pages or less (double spaced, 12 point font, 1” margins). This report is due Wednesday, March 4th at the beginning of class.

International Group Project: You are required to participate in two team projects valued at 150 points. All group members are expected to contribute to the group assignment and evaluate each other’s contributions. A type-written report and class room presentation will be required. Details will be provided in class for each of the two projects.

Each presentation should be no less than 15 minutes and no more than 20 minutes. Teams will present on selected days Feb 9th and Mar 9th. All team members are expected to participate fully with the team and present information on your team’s assignment. Teams that are having difficulty with either the project or team members please contact me to discuss options. Each team will have the option of using the two strikes policy for team assignment – more will be discussed about this option in class.

Chapter Exams: Chapter exams will consist of multiple choice and short answer/essay questions - spelling, punctuation, grammar and syntax will be taken into consideration in evaluating your written response to test questions. Use of “international business” vocabulary is expected therefore it is important to know the meaning of key terms found in each chapter in the text book. Two exams are scheduled. For each exam, please bring one Scantron form (882-E 50 question per side) – these are sold in the bookstore.

Attendance, Participation & In-Class Assignments: There will be short in-class assignments from time to time which will involve individual or group work. Assignments may include reading current business articles and preparing for discussion and or quizzes based on assigned reading. It is important to be in class to earn these points and to submit the assignments on-time. Note: There is a strong correlation between attendance and grade performance. Don’t expect to miss multiple classes and still earn a good grade.
# Class Schedule

<table>
<thead>
<tr>
<th>Week</th>
<th>Class Session</th>
<th>Assignment/Topic</th>
<th>Test, Quizzes, Assignments</th>
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</thead>
</table>
| 1    | Mon Jan 5     | Introduction, Review Syllabus, College of Business Announcement  
**Text Book - Part I: The Nature of International Business**  
1. The Rapid Change of International Business | Introductions  
HO: Geo Sense Competition |
|      | Wed Jan 7     | 2. International Trade and Foreign Direct Investment  
Video: WTO | HO: World is Flat  
HO: Econ Assn#1 |
| 2    | Mon Jan 12    | 3. Theories of International Trade and Investment | HO: Team Presentation 1  
Due: Formation of Project Teams |
|      | Wed Jan 14    | **Text Book - Part II: Cooperation Among Nations**  
4. Dynamics of International Institutions | Geosense Class Competition  
Due: Country Selection for Project Teams |
| 3    | Mon Jan 19    | ////////////////////////////////////////////////// HOLIDAY – NO CLASS ////////////////////////////////////////////////// | HO: Econ Assn#2  
**Due: Econ Assn#1** |
|      | Wed Jan 21    | **Text Book - Part III: International Environmental Forces**  
6. Cultural Forces | |}
| 4    | Mon Jan 26    | 11. Financial Forces | |}
|      | Wed Jan 28    | **Text Book - Part IV: The Organizational Environment**  
13. International Competitive Strategy | Mid-Term Review |
| 5    | Mon Feb 2     | 14. Assessing and Analyzing Markets | Midterm Exam (1-6) |
|      | Wed Feb 4     | 20. Financial Management  
Foreign Exchange Exercise | HO: Econ Assn#3  
**Due: Econ Assn#2** |
| 6    | Mon Feb 9     | | Due: Team Presentation 1 |
|      | Wed Feb 11    | | Extra Team Presentation Day |
| 7    | Mon Feb 16    | 15. Entry Modes  
16. Export and Import Practices | HO Team Presentation 2 |
|      | Wed Feb 18    | 17. Marketing Internationally  
International Marketing Mix | **Due: Econ Assn#3** |
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<tbody>
<tr>
<td>8</td>
<td>Mon Feb 23</td>
<td>18. Organizational Design and Control</td>
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<tr>
<td>9</td>
<td>Mon Mar 2</td>
<td>21. Global Supply Chain Management</td>
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<td></td>
<td>Wed Mar 4</td>
<td>In-Class Activity</td>
<td>The World is Flat Book Report Due</td>
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<tr>
<td>10</td>
<td>Mon Mar 9</td>
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<td>Due: Team Presentation 2</td>
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<tr>
<td></td>
<td>Wed Mar 11</td>
<td>Extra Team Presentation Day</td>
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<tr>
<td>11</td>
<td>Mon Mar 16</td>
<td>Final Exam: Same Class Time</td>
<td>Final Exam (Chapters 11-21)</td>
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<td></td>
<td>Wed Mar 18</td>
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