INSTRUCTOR: Ronald G. Dolch
Office: Room WDC 205E
Office Telephone: 410-334-2831
All contact with instructor is through Blackboard™ course site

OFFICE HOURS:
M 5:05 – 6:20
Tu 10:45 – 12:00
W 9:15 - 10:30
Th 10:45 - 12:00

COURSE DESCRIPTION:
In this course, students examine the impact of international business on countries, businesses small and large, and individuals. Students explore the theoretical foundations of international business, culture and customs of various regions and countries, and the international business environment. With this background, the student learns how business opportunities are analyzed, how market entrance approaches are determined, and how the global enterprise is managed. Examples of international cooperation and controversy are integrated throughout the course.

REQUIRED MATERIALS:
Text:
Supplemental Readings: Provided articles from “The Economist” and “Wall Street Journal”.
Blackboard™ Supplementary Web site: https://blackboard.worwic.edu/
Course materials, some assignments, and email are retrieved from or submitted through this website.

COURSE OBJECTIVES:
Upon successful completion of the course, students will:

<table>
<thead>
<tr>
<th>Course Objectives</th>
<th>Assessment Goals</th>
<th>Assessment Strategies</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Characterize the current international environment</td>
<td>A. Locate countries on a map</td>
<td>Map quizzes</td>
</tr>
<tr>
<td></td>
<td>B. Analyze current global business issues and relate them to course content</td>
<td>Unit Tests</td>
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<tr>
<td></td>
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<td>Issue analysis paper</td>
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<td>Country Presentation</td>
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</table>

Unit 1 Objectives

| 2 Explain the complexities of globalization | A. Describe the process of and forces driving globalization | Online quizzes |
| | B. Discuss the impact of globalization on: the environment, jobs, national sovereignty and culture | Unit Test |
| | C. Identify pro and con arguments about the desirability of globalization | Issue analysis paper |
| | | Final Exam |

<p>| 3 Describe the national business environment | A. Explain the significance of national culture | Online quizzes |
| | B. Describe basic cultural differences that impact business practices. | Unit Test |
| | C. Contrast totalitarianism and democracy | Final Exam |
| | D. Identify sources and types of political risk and how it may be managed | |
| | E. Recognize current legal and ethical issues | |</p>
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<tbody>
<tr>
<td>F.</td>
<td>Explain the difference between centrally planned, socialist (mixed) and market based economic systems.</td>
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<tr>
<td>G.</td>
<td>Describe the relationship between type of economic system and economic development</td>
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</tbody>
</table>

### Unit 2 Objectives

| 4 | Describe the international trade system and foreign direct investment (FDI) | A. Explain the relevance of trade theories in describing forces pushing for greater trade |
|   |   | B. Discuss the importance the World Trade Organization in expanding world trade |
|   |   | C. Explain the political, cultural and economic motives for government intervention in trade and FDI |
|   |   | D. List and explain the methods governments use to promote and restrict international trade and FDI |
|   |   | E. Outline country responses to unfair trade practices |
|   |   | F. Discuss the benefits and drawbacks of and options for regional economic integration. |

### Unit 3 Objectives

| 5 | Describe the international financial markets and monetary system | A. Discuss the purposes of the international capital markets |
|   |   | B. Identify the four functions of the foreign exchange market |
|   |   | C. Explain how exchange rates influence the activities of domestic and international companies. |
|   |   | D. Identify the factors that help to determine exchange rates |
|   |   | E. Explain how the international monetary system functions today. |

### Unit 4 Objectives

| 7 | Describe how international opportunities are analyzed | A. Explain the steps in the market and site screening process |
|   |   | B. Describe the various market entry modes from least to most involvement in the foreign market |

| 8 | Describe unique concerns and decisions in managing internationally | A. Explain the impact globalization is having on international marketing activities |
|   |   | B. Explain the difference between a standardized (global) and an adaptation (local) marketing strategy |
|   |   | C. Identify what needs to be considered when formulating global production strategies |
|   |   | D. Explain the three different staffing policies used by international companies. |
|   |   | E. Explain culture shock and steps companies can take to alleviate the problem |

### Additional Resources

- Online quizzes
- Unit Test
- Final Exam
CLASS GUIDELINES:

- Course content is derived from a combination of readings from the text, articles from periodicals, country research and participation in class discussions.
- All assignments must be turned in or completed on assigned date for full credit potential.
- Late work, except discussions, will receive half credit. Discussions cannot be submitted late. Assignments will not be accepted if more than one week late.
- Extra credit work may be offered during the semester.
- The responsibility for obtaining and completing all missed work rests solely upon the student.
- Electronic devices are to be used for course related work only and may not distract other students. Cell phone texting is not permitted during class.
- Map Quizzes may not be made up.
- It is expected that students arrive on time and stay for the entire class. If late, please minimize disruption to the class. If leaving early, sit near the door. A late or early leave counts as ½ an absence.

GRADING & EVALUATION:

<table>
<thead>
<tr>
<th>Component</th>
<th>Weight (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tests (3)</td>
<td>25% (GEO 1, 3, 4, 5, 8)</td>
</tr>
<tr>
<td>Chapter quizzes</td>
<td>10% (GEO 3, 5)</td>
</tr>
<tr>
<td>Map quizzes (5)</td>
<td>15% (GEO 3, 5)</td>
</tr>
<tr>
<td>Issue Analysis Paper</td>
<td>10% (GEO 1, 3, 4, 5, 8)</td>
</tr>
<tr>
<td>Country Summary</td>
<td>10% (GEO 2, 3, 5, 8)</td>
</tr>
<tr>
<td>Discussion</td>
<td>10% (GEO 1, 3, 4, 5, 8)</td>
</tr>
<tr>
<td>Comprehensive Final Exam</td>
<td>20% (GEO 1, 3, 4, 5, 8)</td>
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Grading Scale

<table>
<thead>
<tr>
<th>Percentage Range</th>
<th>Grade</th>
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<tbody>
<tr>
<td>90 - 100%</td>
<td>A</td>
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<tr>
<td>80 - &lt;90%</td>
<td>B</td>
</tr>
<tr>
<td>70 - &lt;80%</td>
<td>C</td>
</tr>
<tr>
<td>60 - &lt;70%</td>
<td>D</td>
</tr>
<tr>
<td>Below 60%</td>
<td>F</td>
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Tests (on Blackboard™)

The tests are essay and short answer questions. The essay questions are about the topics presented in the book but do not ask you to memorize. Students will need to offer opinions about the topics and concepts. Short answer questions require the student to relate course content to current global issues that are presented in articles on the website. Unit tests are open book/open notes. The final exam is a comprehensive (all chapters) multiple choice test.

Chapter Quizzes (on Blackboard™)

Quizzes for each chapter must be done before the chapter is discussed in class. Students will need to pay attention to the quiz availability and due dates.

Map Quizzes (in class)

Map quizzes consist of a series of 5 unlabelled regional maps. Students will label the countries. Score will be a % correct of the total. For practice, blank maps and answer keys are available on the course Blackboard™ site.

Issue Analysis Paper (Writing across the curriculum assignment)

Students will select and research an approved current topic of concern in international business. The research will result in a 3 page paper presenting both sides of the issue, the student’s commentary on the issue and a conclusion that is supported by the content of the paper. Paper must contain a title page and have 1.5 line spacing. A minimum of 3 valid sources must be used and appropriately cited. The paper is submitted as a Word attachment through the Assignment link in Blackboard™. Assignment details are on the course Blackboard™ site.

Country Summary (Electronic media assignment)

This assignment is a 5 - 10 minute oral presentation about a particular country in terms of its level of economic development, unique cultural values and practices, business ownership structure and practices, potential as an IB opportunity, and unique future challenges. Assignment details are on the course Blackboard™ site including a list of sources, web links, and a structured outline to follow.
Discussion Assignment Postings

Students are not expected to be experts on the topics covered in this course. Many of the concepts and practices of international business can be complex and, on the surface, not make sense. Discussion is the place where we can explore topics and develop a deeper understanding of an issue.

The instructor will post discussion assignments for students each week (except exam weeks) throughout the semester in the discussion section of Blackboard™. There will be either 1 or 2 discussion topics each week.

There will be a total of 16 discussion assignments worth 10 points each. Students will be required to post a response to the questions (5 points each) and respond to another student’s posting under each question (5 points each). Postings will be given points according to the quality of thought behind the posting. A response to a posting that only says that “I agree with you” or “that’s a good comment” will not receive any points. Please see attached scoring rubric.

Each week begins at midnight on Tuesday and ends the following Tuesday at 11:59 PM. Responses to a discussion question posted by 11:59 p.m. of Friday each week will receive an extra point (10%). Initial response to discussion question must be done by 11:59 p.m. Sunday. Responses to other students can occur anytime during the assigned week. Discussions are locked at the end of each week and cannot be submitted after the due date.

ACADEMIC HONESTY POLICY: (GEO 8)
Students are expected to maintain a high level of academic performance. Cheating and plagiarism are defined in Wor-Wic’s Student Conduct Policy (appendix of College Catalog). Infractions of this policy will result in the student’s failure for the assignment or test and possible referral to the Student/Faculty Disciplinary Committee.

TECHNICAL HELP and DISTANCE EDUCATION INFORMATION:
For technical help and distance education information, please refer to Wor-Wic’s Credit Distance Education web page at: Wor-Wic Community College: Credit Distance Education

EMERGENCY INFORMATION STATEMENT:
In the event of severe inclement weather or other emergency, information about the closing of the college will be communicated via e2Campus and the College’s website. Faculty will communicate with students about their courses and course requirements, such as assignments, quiz and exam dates, and class and grading policies, via Blackboard. Students will be responsible for completing all assignments in accordance with class policies.

ACADEMIC INTEGRITY AND COMPUTER USAGE POLICY:
All students logging into Blackboard affirm that they understand and agree to follow Wor-Wic Community College policies regarding academic integrity and the use of College resources as described in the college catalog. Wor-Wic Community College considers the following as violations of the computer usage policy:

• Using the campus computing network and facilities to violate the privacy of other individuals.
• Sharing of account passwords with friends, family members or any unauthorized individuals

Violators are subject to college disciplinary procedures.

SERVICES for STUDENTS with DISABILITIES
Wor-Wic provides reasonable accommodations for students with disabilities, in compliance with the Americans with Disabilities Act of 1990 and Section 504 of the Rehabilitation Act of 1973. If you are in need of accommodations, please contact the counseling office at (410) 334-2900. For more information, see Wor-Wic’s Services for Students with Disabilities web page.
CLASS SCHEDULE  (Subject to change by instructor) Course starts Wednesday, September 7th
For each week read the indicated chapters, the corresponding chapter overview and any articles that are included for the week. Take the chapter quizzes and complete the discussion assignment. Week begins on Tuesday at midnight.

Week 1 - Read and study: (class on 9-7)
Chapter 1, Globalization
Unit 1 article: Potato Chips in China
Quiz 1 due: Tuesday, September 13 by 11:59 PM
Discussion assignment due: Tuesday, September 13 by 11:59 PM

Week 2 - Read and study: (class on 9-14)
Chapter 2, Cross Cultural Business
Unit 1 articles: Hofstede Dimensions, Hofstede Index Examples
Quiz 2 due: Tuesday, September 13 by 11:59 PM
Discussion assignment due: Tuesday, September 20 by 11:59 PM
Country selection due: Tuesday, September 20 by 11:59 PM

Week 3 - Read and study: (class on 9-21)
Chapter 3, Political Economy and Ethics
Chapter 4, Economic Development of Nations
Unit 1 Article: Regulatory Costs 2014, Cash Abroad
Quizzes 3 & 4 due: Tuesday, September 20 by 11:59 PM
Discussion assignment due: Tuesday, September 27 by 11:59 PM
North America Map Quiz in class

Week 4 - Test 1: (in BlackboardTM - no class this week, 9-28)
Chapters 1- 4. Test is limited to 1 1/2 hours, but may take less time. Open book / open notes.
Information about test 1 is on the BlackboardTM site.
The test must be taken between 8:00 AM Thursday, September 22 and 10:45 AM Wednesday September 28.

Week 5 - Read and study: (class on 10-5)
Chapter 5, International Trade (theory)
Chapter 6, Business-Government Trade Relations (practice)
Unit 2 article: Torture by tariff, Search for cheap sugar
Quizzes 5 & 6 due: Tuesday October 4 by 11:59 PM
Discussion assignment due: Tuesday, October 11 by 11:59 PM
Europe Map Quiz in class

Week 6 - Read and study: (class on 10-12)
Chapter 7, Foreign Direct Investment (FDI)
Chapter 8, Regional Economic Integration
Unit 2 articles: China’s Tires, Kalashnikovs in U.S.
Quizzes 7 & 8 due: Tuesday October 11 by 11:59 PM
Discussion assignment due: Tuesday, October 18 by 11:59 PM

Week 7 - Test 2: (in BlackboardTM - no class this week, 10-19)
Chapters 5- 8. Test is limited to 1 1/2 hours, but may take less time. Open book / open notes.
Information about test 2 is on the BlackboardTM site.
The test must be taken between 8:00 AM Thursday, October 13 and 10:45 AM Wednesday October 19.
Issue analysis topic due (use form on website to submit)

Week 8 - Read and study: (class on 10-26)
Chapter 9, International Financial Markets
Unit 3 article: Tax Havens
Quiz 9 due: Tuesday, October 25 by 11:59 PM
Discussion assignment due: Tuesday, November 1 by 11:59 PM
Africa Map Quiz in class

Week 9 - Read and study: (class on 11-2)
Chapter 10, International Monetary System
Unit 3 articles: Big Mac Index, Inflation in Venezuela
Quiz 10 due: Tuesday, November 8 by 11:59 PM
Discussion assignment due: Tuesday, November 8 by 11:59 PM

Week 10 - Read and study: (class on 11-9)
Chapter 11, International Strategy and Organization
Unit 3 articles: Have taxes your way. U.S. Auto Exports
Quiz 11 due: Tuesday, November 8 by 11:59 PM
Discussion assignment due: Tuesday, November 15 by 11:59 PM
Map Quiz ASEAN members+ in class

Week 11 - Test 3: (in Blackboard™ - class is scheduled this week, November 16)
Chapters 9-11. Test is limited to 1 1/2 hours, but may take less time. Open book / open notes.
Information about test 3 is on the Blackboard™ site.
The test must be taken between 8:00 AM Thursday, November 10 and 10:45 AM Wednesday
November 16.

Week 12 - Read and study: (Thanksgiving Holiday - no F@F class)
Chapter 12, Analyzing International Opportunities
Unit 4 article: Destination Cuba
Quiz 12 due: Tuesday, November 22 by 11:59 PM
Discussion assignment due: Tuesday, November 29 by 11:59 PM
Issue analysis paper due: Sunday, November 27 by 11:59 PM

Week 13 - Read and study: (class on 11-30)
Chapter 13, Selecting and Managing Entry Modes
Chapter 14, Developing and Marketing Products
Unit 4 articles: Home Depot, Italian Women
Quizzes 13 & 14 due: Tuesday, November 29 by 11:59 PM
Discussion assignment due: Tuesday, December 6 by 11:59 PM
Middle East Map Quiz in class

Week 14 - Read and Study: (class on 12-7)
Chapter 15, Managing International Operations
Chapter 16 Hiring and Managing Employees
Unit 4 article: Tire Suit, Renouncing Citizenship 2015, Taxing Expats
Quizzes 15 & 16 due: Tuesday, December 6 by 11:59 PM
Discussion assignment due: Sunday, Dec 11 by 11:59 PM

Week 15 - Comprehensive Final Exam
Chapters 1-16. Pencil and paper exam, in class on Wednesday, December 14 @ 10:00 AM
## ON-LINE DISCUSSION RUBRIC

<table>
<thead>
<tr>
<th>Action</th>
<th>Points for posted response to discussion question</th>
<th>Points for comments posted to classmate’s discussion response</th>
</tr>
</thead>
<tbody>
<tr>
<td>Response prior to 11:59 p.m. Wednesday</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Clear response to entire question, incorporating text information and examples of your thinking</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>Less clear response or response to part of the question, incorporating text information and examples of your thinking not apparent</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>Response unrelated to question or demonstrating a lack of thought and effort.</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>No response</td>
<td>0</td>
<td>0</td>
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