

University of Indianapolis
School for Adult Learning
Course Syllabus
International Business IBUS 201 – August-September 2008

Welcome to IBUS 201...Global business affects our lives multiple times each day both from a business and personal perspective. I look forward to sharing key international business issues, perspectives, relationships, and developments with you in the next five weeks...Jim Roudebush

I. Course Information

Course Title: International Business

Course Number: IBUS 201

Credit Hours: 3

Five Meetings: August 28, September 4, 11, 18, and 25

Prerequisites: None

Classroom Location: TBD

Meeting Time: Thursdays 6:00p – 9:45p

II. Instructor Information

Name: James Roudebush

Title: Instructor

Tel./Voice Mail: 317 850 3012

Email: jrr474@aol.com preferred

Dean: Dr. Pat Jefferson

III. Textbook

Textbook: Ball, McCulloch, Franz, Geringer, and Minor; Irwin/McGraw-Hill 11th edition, 2008 – ISBN 978-0-07353016-1; International Business: The Challenge of Global Competition

IV. Course Description and Objectives

The course provides an overview of the current global business environment including history, trends, governing/advising bodies, cultural influences, political issues, regional market groups and other factors impacting the transaction of business in the international community. Specific course objectives include:

- Achieve a global awareness for an improved overall business perspective
- Understand recent developments, trends and current events in international business
- Comprehend key international advising and assistance groups
- Establish sensitivity of cultural and political differences across countries and market areas
- Understand key international financial, market entry, and trading concepts
- Provide a global orientation and framework for your business career

- Discuss the relationship between global companies and the countries in which they conduct business

V. Assignments, Grading and Policy Statements

Assignments

For each class meeting beginning Week 1, each student should bring a topical international article from a newspaper, news magazine, printout from the internet, etc. and be prepared to provide a brief (one-minute) presentation of the article and issue within the class. Subjects of these articles could relate to international developments affecting commerce, international trade, international governing bodies, international business transactions or about any international business subject in the news.

The instructor will use group engagement activities during most class sessions such as whiteboard sharing, gallery walk, rotating incremental review and “fishbowl”.

August 28 - Week One-Global Business Introduction Read Chapter 1, 2 (pages 49-58 only), 3 (pages 80-91 only) and 4, Bring Article

September 4 – Week Two-International Finance/World Geography Read Chapters 5 and 11 (Instructor will lecture from Chapter 7, but not required reading), Review Global Map, Bring Article

Submit Paper – 2 Parts 1) Based on the lecture and chapters to date, why does International Business tend to be more complex than doing business domestically...provide support? 2) Why is the understanding and respect for culture in a foreign country so important for market success?

September 11 – Week Three-Cultural, Political and Economic Forces Read Chapters 6 and 9 (Instructor will lecture from Chapter 8, 10, and 12 but not required reading), Bring Article

Take Quiz 1

September 18 – Week Four-Competition and Market Entry Read Chapters 13, 15, and 16 – (Instructor will lecture from Chapters 17, 18 but not required reading), Bring Article, Oral/Written Individual Assignment

September 25 – Week Five Take Quiz 2, Country Analysis Exercise, Bring Article, Debate over Key Global Issues (No preparation required)

The instructor will lecture from all Chapters assigned to be read and present information from other Chapters which are not required reading, as indicated. The quizzes will be sourced from a combination of assigned readings and lectures. The first quiz will be

worth 55 points and include a global geography component. The second quiz will be worth 50 points. The Paper and the Oral/Written Individual Assignment will each be worth 15 points. Each article presented in class will be worth 2 points for a total of 10 points during the course. The Country Analysis Exercise is worth 30 points. The Week 5 Debate will be worth 5 points. All written submissions should include name(s) and be double-spaced typewritten. Class participation is worth 20 points, consisting of 10 points (2 points per class) for participating in individual and group discussions, and 10 points (2 points per class) for **on-time** attendance (and during the entire evening), papers, quiz taking, individual and group assignments. If a class is missed, the student forfeits participation and news article points for that class. The instructor may or may not allow make up opportunities for one missed class only for a majority of the points missed. (No make-up opportunities will be available if the absence was not discussed with the instructor in advance or for more than one absence.) The total points for the course are 200 with the following grading scale:

188-200 A	153-159 C+
180-187 A –	146-152 C
173-179 B +	140-145 C-
166-172 B	133-139 D+
160-165 B –	126-132 D

The School of Adult Learning no longer withdraws a student for not attending the first night of class. It is up to the student to withdraw from a course. He/She must do so by Friday of the first week of class in order to receive a 100% refund. This withdrawal may affect financial aid. The instructor has the right to withdraw a student from the course for non-attendance.

The instructor will be available before and after class and during breaks for student discussion. Phone calls, emails, or setting appointments are other methods to conduct student and instructor discussions.

It is important that all students have an optimum environment for learning. If you have a disability that affects learning, please discuss this in advance with the instructor. Also, students with a learning disability must register with the Services for Student Disability office (SSD) in Schwitzer Center 206 (317-788-6153/www.uindy.edu/ssd for disability verification and for determination of reasonable academic accommodations. The student is responsible for initiating arrangements for accommodation for tests and other assignments in collaboration with SSD and the faculty.

Incomplete work due to unavoidable illness or family emergencies must be communicated in writing before the last class meeting to secure an incomplete grade for the class. The student will have 90 days to finish the assignments.

Academic misconduct will not be tolerated including cheating, fabrication, plagiarism, interference, violation of course rules, multiple submission of the same academic work, facilitating academic dishonesty, and abuse of confidentiality per university guidelines.

VI. Tips for Success in IBUS 201

- Attend all classes from start to finish
- Listen actively and participate (share personal experiences) in class
- Complete all assignments thoroughly and on time
- Read assigned chapters
- Study and understand critical lecture and classroom discussions
- Be prepared to learn about foreign cultures, customs and perspectives
- Written and oral presentation tips are presented, as follows:

Presentation Tips for IBUS 201

Written

- Content/Development – all key areas assigned are covered; content is comprehensive, accurate, and/or persuasive; major points stated clearly with adequate support from outside sources with the appropriate documentation.
- Organization/Format – structure of paper is clear and easy to follow because of headings and organizational cues; name, course, date, and subject of paper are clearly presented up front in the document; introduces purpose with body of supporting information and ends with a conclusion; paper possesses good flow which aids comprehension and persuasion
- Grammar/Punctuation/Spelling/Readability/Style – good grammar and punctuation are used with correct spelling; complete sentences are used which are clear and often concise; good sentence and paragraph flow and breaks are employed; and appropriate word choice and tone are reflected.

Oral

- Content – presentation follows written paper on which it is based (if applicable); the topic is relevant and addresses assignment; content presented is comprehensive, accurate, understandable, and believable; key points are noted and presented logically.

- Organization/Structure – presentation is well organized, clear, and effectively structured; in group presentation, it is integrated rather than disjointed series of individual presentations; topic is introduced, supported with body of information and ends with a logical conclusion; presentation is easy to understand and persuades or informs appropriately.
- Style – non-verbal gestures are used appropriately to support the presentation; confidence and knowledge of content are displayed; audience is engaged with speaker and appropriate eye-contact and delivery timing (presentation is neither rushed or seems slow); speaker adheres to designated time limits.

The instructor looks forward to an enjoyable and interactive sharing of international business fundamentals, student business experiences, and key current global events.

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IBUS 201

**Oral/Written International Business Subject
Exercise – Week 4**

Student will be randomly assigned an international business topic during Week 2 for presentation to the class in Week 4. The student will lecture on the topic for a succinct 3 minutes and answer questions afterward along with submitting a 1-2 page telegraphic summary of the topic to the instructor.

**International Country Analysis Exercise
In-Class Presentation – Week 5**

Each student will choose one country for analysis, presentation and document development. Country should be chosen no later than Week 2. First student to notify instructor of country reserves that country. No duplication of countries. U.S., Canada, Mexico, and England cannot be selected. Available countries include: Egypt, South Africa, Italy, China, Japan, Australia, Germany, India, Philippines, Brazil, Turkey, Sweden, Spain, Argentina, Chile, Saudi Arabia, Finland, Norway, Netherlands, Ireland, Austria, Switzerland, France, Belgium, Taiwan, Denmark, Poland, South Korea, Greece, Russia, Indonesia and any other approved country. Low population countries are not recommended due to lack of available information.

Three Segments of Country Analysis Exercise:

1. Student will prepare **Cultural Observations** on chosen country (see component parts in Chapter 6) including brief history, b/w country map, population, geographical location, unique art, music, food, clothing contributions to the world. Focus on distinct and unique aspects that shape its culture, unique beliefs, historical contributions in terms of material offerings, famous creators of culture like composers, artists, etc. – (12 points)
2. Student will identify typical **Non-Verbal and Verbal Communications and/or Customs** of people from the chosen country like gift giving, gestures, greetings, manners, negotiation traits, etc. – (8 points)
3. Student will identify **One Global Company Headquartered in Selected Country** (Annual sales should exceed \$1 Billion and the company should market into at least 5 foreign countries). Report on annual sales and profits, products/services sold and in what foreign countries, number of employees and one unique product or marketing strategy that they employ successfully in their global business. – (10 points)

The student will complete a 3-4 page bulleted paper to cover the above three segments and give this to the instructor before the 4 minute presentation in Week 5.