

BUS 3200 – INTERNATIONAL BUSINESS

Spring 2011 Syllabus

School of Business – Eastern Illinois University

Section 003 (Tuesdays and Thursdays from 9:30 – 10:45 am)

<u>CLASSROOM LOCATION:</u>	2020 Lumpkin Hall
<u>PROFESSOR:</u>	David J. Boggs, Ph.D.
<u>OFFICE LOCATION:</u>	3014 Lumpkin Hall
<u>OFFICE HOURS:</u>	Tuesdays (1:45–5:45 pm), Thursdays (1:45–2:45 pm), and by appointment
<u>TELEPHONE:</u>	581-8594
<u>E-MAIL:</u>	djboggs@eiu.edu
<u>WEBSITE:</u>	www.davidboggs.com or http://www.ux1.eiu.edu/~djboggs

COURSE DESCRIPTION: An introduction to globalization and the cultural, economic, political, and legal environments of international business including an overview of risks, challenges, and opportunities of competing in the global marketplace

COURSE CATALOG PREREQUISITES & NOTES: BUS 2750, ECN 2801G, ECN 2802G; and declared major in the School of Business or CTE major with business education emphasis or admission to a minor offered by the School of Business (3 credit hours)

CLASS MEETINGS: 39.5 hours of class time including exams.

COURSE OBJECTIVES:

Upon successful completion of the course, students will be able to:

1. Select and use appropriate sources to gather information and data needed for international business decisions;
2. Define key international business terms and concepts;
3. Identify how cultural variables affect business;
4. Discuss the different types of economic, political, and legal systems and their impact on business;
5. Compare and contrast major trade theories and trade policies and their effect on business;
6. Discuss international exchange rates and their effects on global business; and
7. Critically analyze the opportunities and risks associated with international business activities.

TEACHING METHODS: With regard to teaching style, the course depends on a combination of lectures, discussion, case analysis, problem solving, student presentations, and both individual and group exercises. Thus, regular attendance, appropriate expressions of interest and meaningful contributions to class activities are expected, valued, and will be rewarded. Students should be eager to politely and voluntarily discuss relevant topics in class, and should expect to be periodically called upon to answer questions or provide other input.

REQUIRED COURSE TEXTBOOK: Wild, John J, Wild, Kenneth L. and Han, Jerry C. Y. (2010), *International Business: The Challenges of Globalization* (Fifth Edition), Pearson Prentice Hall, Upper Saddle River, NJ.

Other reading or related materials may also be assigned and made available to students.

EIU School of Business Vision Statement:

To be the business school of choice by educating students who become effective and respected leaders in the global environment.

SUPPLEMENTAL READINGS: BusinessWeek, Economist, Financial Times, Journal of International Business Studies, Wall Street Journal

ACCOMMODATIONS FOR STUDENTS WITH DISABILITIES: Eastern Illinois University is committed to providing opportunities in higher education for students with disabilities. The university shares responsibility with the student for modifying campus facilities and programs to meet individual needs. Students with disabilities have access to resources which will enable them to manage daily activities in the university setting and should make an appointment at the beginning of the semester with the instructor to ensure that proper accommodations are made for students with a documented disability. Please contact the Office of Disability Services (581-6583) for further information.

EMERGENCY PREPAREDNESS PLAN: Students and faculty are responsible for acquainting themselves with the emergency instructions posted in all Eastern Illinois University classrooms.

OTHER UNIVERSITY SERVICES:

Career Services, 581-2412, <http://www.eiu.edu/~careers>

Student Success Center, 581-6696, <http://www.eiu.edu/~success>

Counseling Center, 581-3413, <http://www.eiu.edu/~counsstr>

EVALUATION/GRADES: 0 < F < 60 < D < 70 < C < 80 < B < 90 < A

ASSIGNMENTS AND GRADING

75% Three Exams

15% Team Projects

10% Participation and Class Assignments

EXAMS

The exams will consist primarily of objective (multiple-choice, true/false, matching, fill-in-the-blank) questions but may also include subjective (essay, short answer) and/or geography questions. If you miss or arrive late to take an exam you will either receive a zero for the exam or 20 percent will be deducted from your exam score at the instructor's discretion. If permitted to make up an exam, you may be given a different exam than the one administered in class.

TEAM PROJECTS

Student teams will be formed early in the semester. Each group will be responsible for researching a particular topic and producing a related website and oral presentation with PowerPoint accompaniments for the class that requires the class to examine and address an international business decision. Presentation topics will be assigned by the professor and might include some combination of country analysis, industry analysis, current events, and special topics in international business. Research, writing, technical and presentation work should be divided equally among team members.

PARTICIPATION AND CLASS ASSIGNMENTS

Regular, appropriate, and meaningful contributions to class activities are expected, valued, and graded. You are expected to read assigned materials before class, should be eager to politely discuss relevant topics in class, and should expect to be periodically called upon to answer questions or provide other input. Students are expected to present themselves with an alert, professional, and positive attitude, and should maintain an awareness of current global business affairs. Verbal contributions to class discussions and activities, and completion of take-home and in-class exercises related to class will affect your participation grade. You are expected to bring to class items of interest that are relevant to international business, such as news clippings or items from your life experiences. You should also volunteer your input regularly when questions are asked or topics are discussed in class and you should ask relevant questions of your classmates, particularly when they have presented in class. All these conditions must be met to obtain a minimum participation grade of a C; they must be done well for an A or B.

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ACADEMIC HONESTY: Students are expected to be above reproach in their scholastic activities. Since scholastic dishonesty harms the individual, all students, and the integrity of the university, policies on scholastic dishonesty will be strictly enforced. All work submitted for this class must be original and completed solely by the student or students whose names appear on the submitted work. In regard to written papers and/or presentations, if you have any idea, or more than two words taken from any person, book, website, or other written document, then you must cite the source and use quotation marks around any words taken from others. Turnitin.com or a similar product may be used to examine submitted works for plagiarism, and any work determined to be dishonest, plagiarized, or improperly referenced will receive a grade of zero.

More information on academic misconduct is available at <http://www.eiu.edu/~judicial/>, including:

Standard I. Eastern students observe the highest principles of academic integrity and support a campus environment conducive to scholarship. Violations of this standard include:

- A. Conduct in subversion of academic standards, such as cheating on examinations, plagiarism, collusion, misrepresentation or falsification of data.*
- B. Theft or the unauthorized possession of examinations; alteration, theft, or destruction of the academic work of others, or academic records, library materials, laboratory materials, or other University equipment or property related to instructional matters or research.*
- C. Submitting work previously presented in another course unless specifically permitted by the instructor.*
- D. Conduct which disrupts the academic environment; disruption in classes, faculty offices, academic buildings, or computer facilities.*
- E. Complicity with others in violations of this standard.*

OTHER COURSE POLICIES AND INFORMATION:

Attendance: Students are expected to fully attend all class meetings as scheduled. If an absence does occur, the student is responsible both for the material covered during his or her absence, and for initiating plans for make-up work and completing it promptly. When possible, the student should notify the instructor in advance of an anticipated absence. Make-up privileges will be provided to students only for properly verified absences due to illness, emergency, participation in an official University activity, or participation in volunteer emergency work. If in the instructor's judgment the duration or number of absences renders make-up unfeasible, the instructor may contact the Vice President for Student Affairs and the Department Chairperson to determine an appropriate action.

Communications: All important communications with the professor should be made by email, including submitting assignments, addressing absences, or confirming assignments or instructions.

Creativity: It is generally appreciated and rewarded.

Courtesy and Kindness: It is expected and appreciated; in practice, this includes speaking and acting politely, remaining attentive, participating in activities, and avoiding disturbances or disruptions.

Deadlines and Makeup Work: 20 percent per day will be deducted from students' grades for assignments completed or submitted late, including homework, written papers, exams and projects. 50 percent will be deducted from the score of any presentation completed late (e.g. mid-semester preliminary presentation, final presentation). All makeup exams for excused absences will be given on Friday, April 29, 2011.

Electronic Devices: Mobile electronic device ringers should be turned down before entering the classroom. Devices (phones, PDAs, computers, etc.) may be used only if they are used for class purposes, and are operated without distracting the professor, other students, or the student using the device. Use of electronic devices is not permitted when completing in-class exams.

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Inclement Weather: The University remains open for academic classes and all other services during inclement weather except in extreme circumstances determined solely by the president of the university. Regional and local news media customarily will publicize any official cancellation of university activities. If class is canceled, scheduled activities will take place the next available class meeting. For example, if a homework assignment is due on a Tuesday but the university is closed, that assignment will be due on the next class day that the university is open. If an exam is scheduled for a day the university is closed, it will be administered the next available class day. If the university is open, but a student is unable to attend class due to weather, the student should contact the professor BEFORE class to arrange for make-up work to be approved on a case-by-case basis.

Preparation: Students are expected to read the textbook and study all assigned materials before class. If a student is away from class, the student should submit any due assignments early, and should obtain notes from a classmate.

Professionalism: Written and oral presentation assignments will be graded not only on content but also on writing and communicating effectiveness, style and technique in so far as these contribute to the overall quality of the work. Professional dress, demeanor, and language are expected of students, particularly when presenting in class.

Schedule and Syllabus: This syllabus may require changes during the semester. If so, changes will be announced in class.

Submitted Works: All materials submitted by students should be submitted both electronically and in paper/hard-copy form, and will become the property of the professor. Students should make a personal copy of their work for their records before submitting assignments.

Team Performance and Evaluation: Group research, writing, and presentation work should be divided equally among team members. All team members will receive the same grade on team/group projects unless unexpected circumstances merit assigning different grades.

SCHEDULE:

Date	Day	Topic/Activity	Reading
<u>Introduction and Overview</u>			
1/11	T	Introductions and Review of Syllabus	
1/13	R	Globalization and Regionalization	Chapter 1
<u>Cultural, Economic and Legal Differences</u>			
1/18	T	Geography and Industry Readings	
1/20	R	Culture and Cultural Differences	Chapter 2
1/25	T	Effects of Culture on Business	
1/27	R	Culture Presentations	
2/01	T	Business Ethics, Culture, and Law	Chapter 3
2/03	R	Political and Legal Systems	
2/08	T	Economic Systems and Development	Chapter 4
2/10	R	Review	
2/15	T	Exam 1	
<u>International Trade and Foreign Investment</u>			
2/17	R	International Trade and Trade Theories	Chapter 5
2/22	T	Trade Theories, Policies and Institutions	Chapter 6
2/24	R	Foreign Direct Investment	Chapter 7
3/01	T	Regional Economic Integration	Chapter 8
3/03	R	Review and Preparation for Preliminary Presentations	
3/08	T	Preliminary Presentations	
3/10	R	Exam 2	
3/15	T	Spring Break!	
3/17	R	Spring Break!	
<u>Financial and Monetary Issues</u>			
3/22	T	International Financial Markets	Chapter 9
3/24	R	Currencies Presentations	
3/29	T	International Monetary System	Chapter 10
3/31	R	International Monetary System	
<u>Entering International Markets</u>			
4/05	T	Analyzing International Opportunities	Chapter 12
4/07	R	Exporting and Importing	
4/12	T	Selecting and Managing Entry Modes	Chapter 13
<u>Review and Presentations</u>			
4/14	R	Review and Class Activity	
4/19	T	Presentations and International Business Decisions	
4/21	R	Presentations and International Business Decisions	
4/26	T	Presentations and International Business Decisions	
4/28	R	Presentations and International Business Decisions	
<u>Final Exam</u>			
5/02	M	Exam 3 (10:15 am — 12:15 pm)	