INTBUS220 International Business Syllabus

Go Global: You & The World Economy

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Course Overview: Description and Objectives

Course Description:

Course Objectives:
1. Define and begin to gain fluency in key vocabulary of the international business environment.
2. Get a feel for the fundamentals of doing business internationally.
3. Identify and utilize new sources of information on all key aspects of international business
operations including issues involving globalization, and begin to learn how to identify potential opportunities and threats.

4. Gain a deeper appreciation of the dynamic interaction of history, geography, and culture on the international business environment.

5. Assess the factors that individuals as well as small and large companies must take into consideration when entering or expanding in the international market as well as beginning to understand the importance of other actors, such as governments and foreign organizations.

6. Identify, understand and address key elements of ethics, corporate social responsibility, and sustainability within the global business environment particularly across countries and cultures.

7. Begin to develop a practice of following major international events in the news and their impacts and implications on business and beyond.

8. Assess the growth and critical issues facing major emerging markets vis a vis U.S. global business interests.

9. Develop a foundation for upper-division international business functional courses (e.g. International Economics, Marketing, Finance, Management).

10. Gain insights into and prepare for study abroad and internship opportunities.

The Foundational Studies Program is organized around eleven University Learning Outcomes (ULO’s), which every Boise State University graduate is expected to have met, regardless of major or baccalaureate degree. These outcomes guide the development of the courses that students take throughout the undergraduate degree. Please review the Boise State University Learning Outcomes.

The University Learning Outcomes developed in this course include:

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<thead>
<tr>
<th>ULO</th>
<th>Course Learning Outcomes</th>
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<tr>
<td>11.1</td>
<td>Understanding of Individuals as Members of a Particular culture and/or community: Students will acquire the tools necessary to gain an understanding of a broad range of major global cultural areas and the opportunity to identify the key elements to take into account when dealing with individuals within those cultures, including specifics on religious differences, business practices and ethic and common courtesies that need to be taken into consideration.</td>
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<td>11.2</td>
<td>Understanding of historical and/or cultural forces: Students will gain an in-depth overview of the broad historical and geographic factors that influenced the development of the major cultural areas around the world as these areas emerged, interacted with, and were influenced by, one another.</td>
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11.3 **Reasoning, inquiry and problem-solving:** Students will be required to identify key potential international business opportunities, employ the tools learned in the class to examine the best means to engage in business with particular countries or regions and address and identify and resolve the potential problems that might be encountered in carrying out these business transactions.

11.4 **Responsibility, personal reflection:** Students will be accountable for selecting and implementing their respective assignments and participating as members of diverse teams within the class. Class discussions and presentations will be key factors in this process as the use of proper oral and written communications skills. A key aim of the course is to have students reflect upon 'global citizenship' and their role as global citizens within the business context.

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**Students in this class will learn or practice the following COBE Core Curriculum concepts, methods, and skills:**

1. Understand and apply analytical and disciplinary concepts and methods related to business and economics.
   - 1.3 Economics
   - 1.6 International Environment of Business
2. Communicate effectively: Write messages and documents that are clear, concise, and compelling.
3. Communicate effectively: Give oral presentations that use effective content, organization, and delivery
4. Solve problems, including unstructured problems, related to business and economics
5. Use effective teamwork and collaboration skills
6. Demonstrate appropriate principles of responsible business practices
   - 5.1 Resolve issues related to Individual Responsibility (Business Ethics)
   - 5.2 Resolve issues related to Corporate Social Responsibility
   - 5.3 Resolve issues related to Leadership Responsibility (Corporate Governance)
   - 5.4 Resolve issues related to Environmental Responsibility (Environmental Sustainability)
   - 5.5 Resolve issues related to Cultural Responsibility (Diversity)

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**INSTRUCTOR COMMITMENT**

Barring unforeseen problems, the Instructor will respond to all emails or questions posted in the Course Questions and Suggestions Discussion Board forum within 24 hours, Monday through Friday.
Course Materials, Flow, and Requirements

**Textbook:** The textbook for this course is *Hill, Global Business Today, McGraw-Hill 9e.*

**Additional Materials:** Case studies and additional readings will be provided to you via Blackboard as assigned.

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**Reading**
Readings will consist of the textbook chapters as given in the course calendar with additional case studies and readings to be posted on Blackboard. These will provide the main framework for the week’s discussion. In addition, you will be expected to keep abreast of the major global events affecting international business.

**Participation in Discussion Board Posts**
You will be graded on your participation in the weekly discussion board forum, which requires you to answer questions from the book and respond to members of your group. Spelling, grammar, the respect you show other students, and the quality of your initial posts and responses will be considered in grading.

**Participation via Quizzes**
You will be assessed on the materials assigned for each module that meet the learning objectives for that week. Review of the readings, related PowerPoint slides, and end-of-chapter summaries is key to successfully completing these quizzes.

**Exam One - Midterm**
You will be given a midterm based on the materials covered up to that point along with a basic assessment of your geopolitical knowledge from readings and discussions.

**Exam Two - Final**
You will be given a midterm based on the materials covered up to that point along with a basic assessment of your geopolitical knowledge from readings and discussions. (This is a non-cumulative final exam).
Grading

The grade scale for this class will be in line with the University’s plus/minus grading system.

Grades, Broken Down:

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<tbody>
<tr>
<td>15 Discussion Board</td>
<td>300pts</td>
</tr>
<tr>
<td>10 Quizzes</td>
<td>200pts</td>
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<tr>
<td>Exam One</td>
<td>250pts</td>
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<tr>
<td>Exam Two</td>
<td>250pts</td>
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<tr>
<td><strong>TOTAL</strong></td>
<td><strong>1000pts</strong></td>
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Course Expectations

Your ‘virtual’ attendance is required. You are expected to log into the course two to four times each week.

Assignments are due on regular dates, Mountain time, according to the Course Schedule.

Being well prepared for weekly quizzes and the two exams by completing required readings and reviewing posted materials is expected.

There will not be make-up exams or alternative scheduling of exams. All exams will take place through the testing center and/or online.

The student must understand basic computer usage, including use of the keyboard, mouse, CD player, printer and modem. To participate successfully, the student will need to:

Use the computer operating system (Windows/Mac OS) to do the following:

1. Create folders/directories
2. Find, copy, move, rename, and delete files
3. Run and switch between multiple programs
Use a word-processing program to do the following:
   1. Create, format, edit, spell check, save, print, and retrieve a document
   2. Cut, copy, and paste information within and between documents

Configure and use a Web browser to do the following:
   1. Access the Internet via dial-up modem, DSL, cable modem, or a network interface
   2. Open, print and/or save Web pages to a local disk drive
   3. Open and save Adobe Acrobat files (PDF files)
   4. Use a search engine’s basic features to find information on the Web
   5. Navigate through Blackboard, a course-management system

Use an e-mail program to do the following:
   1. Send, receive, store and retrieve messages
   2. Send, receive, and open file attachments

To view certain materials in this course site, you will need to download and install Flash Player and Real Player if you do not have them already. You will also need a program capable of viewing PDF documents, such as Adobe Reader. These programs are free, and can be downloaded by clicking on their names here. Finally, you will need Microsoft Office or another program capable of working with MS Word documents. You probably have Microsoft Office, but if not, 

In addition, this course may require access to a webcam and a microphone in order to complete your group assignments. If you don’t have a personal computer with such equipment, you may use the computers at the BSU Zone sites on campus, or check out laptops from the BSU Library that are so equipped. Alternately, you may wish to purchase the webcam and microphone for this assignment. They are readily available and cost around $30.

Boise State University offers support to students who need additional instruction on the use of Blackboard. Students may learn tips for successful completion of courses through these resources:

http://ecampus.boisestate.edu/students/support/

http://oit.boisestate.edu/classroomlabtech/classroom-and-lab-technologies/welcome-to-the-zone/

http://at.boisestate.edu/lmshelp/student-help/
**Academic Integrity:** Students are expected to perform according to the standards of academic honesty and integrity as outlined in the Boise State University policies. As stated in the Student Handbook, “Plagiarism in written works whether in hard copy, print or in electronic communications, will not be tolerated and may be cause for failure in the course and/or University dismissal. Academic dishonesty in any form may result in failure in the course or dismissal from the Program and/or the University.”

Students must abide by the Boise State University Student Code of Conduct regarding Academic Dishonesty (refer to the Boise State University Student Handbook). Students may not give or receive help on any test from any other student. Students may not discuss the content of any tests with other students until all students have taken the test. This includes students who may have missed the scheduled test time due to illness or emergency.

The Boise State University Student Code of Conduct and policies on Academic Dishonesty are located at the following websites. We encourage you to read these carefully. Students will be held to these standards in all areas of academic performance. [http://deanofstudents.boisestate.edu/student-code-of-conduct/](http://deanofstudents.boisestate.edu/student-code-of-conduct/)

**Drop Policy:** It is the student’s responsibility to drop any course he/she does not intend to finish. Students who stop attending a course without filing a drop request will receive a grade of F.

**Faculty Initiated Withdrawal for Nonattendance:** In an online course, the instructor may drop a student from the course for failure to participate in the first week.

**Disabilities Statement:** Students with disabilities needing accommodations to fully participate in this class should contact the Educational Access Center (EAC). All accommodations must be approved through the EAC prior to being implemented. To learn more about the accommodation process, visit the EAC’s website at [https://eac.boisestate.edu/new-eac-students/](https://eac.boisestate.edu/new-eac-students/).

**Copyright Statement:** Some of the materials in this course may be copyrighted. They are intended for use only by students registered and enrolled in this course and only for instructional activities associated with and for the duration of the course. They may not be retained in another medium or disseminated further. They are provided in compliance with the provisions of the Teach Act.

**Statement of Shared Values:** In addition to the policies governing academic integrity, Boise State University has adopted a Statement of Shared Values. In a culture of intellectual inquiry and debate, where the search for knowledge and discovery flourish, campus community members are expected to demonstrate civility, abide by norms of decorum, and adhere to the principles of civil discourse. Civility is expressed in the Statement of Shared Values which includes Academic Excellence, Caring, Citizenship, Fairness, Respect, Responsibility, and Trustworthiness. We encourage you to read these statements carefully, and consider them when interacting with faculty, fellow students, and members of the community. [http://president.boisestate.edu/values/statement-of-shared-values/](http://president.boisestate.edu/values/statement-of-shared-values/)
This syllabus contains the basic information you need to do well in this course. Read it carefully and ask me if you have any questions about it. This syllabus is the contract that you and I agree to as you enroll in this course though it may be changed at my discretion if the needs of the class change. It is your responsibility to thoroughly understand and implement the syllabus.