

MIDSTATE COLLEGE
411 W. NORTHMOOR RD. PEORIA, IL 61614
(309) 692-4092 (800) 251-4299

Spring 2019

Course: BUS 370 International Business

Credit: 4 Quarter Hours

Method of Delivery: eLearning

Course Description: A study of the problems and possibilities of doing business in an international context. The course will review possible forms of foreign business involvement; the international monetary system and foreign exchange markets; multinational firm strategies related to finance, marketing, personnel and production; and the impact of cultural and political differences on the business environment.

Prerequisite: ACC 101 Financial Accounting I, ACC 105 Financial Accounting II, and ECO 144 Introduction to Macroeconomics

Text: International Business: Environments & Operations, 16th Edition

Authors: John D. Daniels, Lee H. Radebaugh, and Daniel P. Sullivan

Publisher: Prentice Hall

Materials needed for this course: Computer access

Topics:

1. The cultural environments facing business
2. The political and legal environments facing business
3. Globalization and Society
4. The strategy of international business
5. The organization of international business

Learning Objectives: Upon completion of this course, the student will be able to:

1. Demonstrate the complexity of international business markets through writing and discussion.
2. Analyze the role of foreign and domestic governments in developing business trade.
3. Demonstrate through research and understanding of the international monetary system.
4. Research countries' demographics and explore possible opportunities and limitations to establishing a business in a foreign country.
5. Formulate and design plans to produce a specific product in an international market.
6. Evaluate the opportunities and risks associated with establishing a business in a foreign country.
7. Demonstrate an understanding of diversity challenges related to cultural differences in personnel and production, marketing of products, and the business environment.

Midstate Grading scale:

90 - 100	A
80 - 89	B
70 - 79	C
60 - 69	D
0 - 59	F

Academic Integrity:

Academic integrity is a basic principle of the College's function. Midstate College students are expected to maintain a high level of academic honesty. Contrary actions may result in penalties such as failure of the assignment(s), a lesser grade on assignment(s), failure of the course and/or suspension from the College. The course instructor will review all

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submitted documents and supporting evidence in connection to the infraction. The course instructor will also review the student's personal file for other notifications of academic dishonesty before determining the level of action to be applied. The course instructor will complete the Academic Dishonesty Report form to document and describe the incident and actions taken, then kept on file. The student may appeal the decision to administration, whose decision will be final.

The following (**plagiarism, cheating, deception, sabotage, computer misuse and copyright infringement**) are included in the actions Midstate College considers behavior contrary to the academic integrity policy; however, the policy is not limited to these examples. Further discussion of consequences regarding academic dishonesty are addressed in the Student Handbook.

Plagiarism:

Plagiarism is using another person's words, either by paraphrase or direct quotation, without giving credit to the author(s). Plagiarism can also consist of cutting and pasting material from electronic sources by submitting all or a portion of work for assignment credit. This includes papers, computer programs, music, sculptures, paintings, photographs, etc. authored by another person without explicitly citing the original source(s). These actions violate the trust and honesty expected in academic work. Plagiarism is strictly against the academic policy of Midstate College. Its seriousness requires a measured, forceful response which includes consequences for inappropriate and/or no citation.

In courses containing writing assignments, the College promotes the use of Turnitin which compares the student's writing against previously submitted papers, journals, periodicals, books, and web pages. Students and instructors can use this service to reduce the incidence of plagiarism. This electronic resource has been found to conform to legal requirements for fair use and student confidentiality. It is able to provide a report to the student indicating the parts of the assignment that match.

Student Success and Tutoring:

Contact Student Success: Room 110; (309) 692-4092, ext. 1100;
studentsuccess@midstate.edu;

The Office of Student Success offers help in the following areas:

- Tutoring: Tutoring is encouraged for students who are doing their best to complete assignments yet still are experiencing difficulty in this course. Tutoring may be provided

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by the instructor outside of scheduled class times or through the office of Student Success.

- Writing assignment assistance: This may include learning how to conduct research; using proofreading tools such as Turnitin; outlining a topic; and applying MLA/APA standards.
- Math, accounting, and computer skills (including file management).
- Test-taking techniques.
- Note-taking skills development.
- Study skills development.
- Time management.

Instructor: Brian Young **Phone:** (309) 692-4092 **Office hours:** Please call for an appointment
Midstate email: bjyoung@midstate.edu

Requirements for Completing the Course: Students must complete all assignments, papers, projects, competencies, examinations, and attendance requirements.

Policies and Procedures:

- THE STUDENT IS EXPECTED TO READ ALL ASSIGNED WORK.
- Participation is very important in this class. A lack of participation in class discussions and other assignments will affect the overall course grade.
- Academic Honesty – Matters related to academic honesty or contrary action such as cheating, plagiarism, or giving unauthorized help on examinations or assignments may result in an instructor giving a student a failing grade for that assignment and the course and/or be subject to dismissal from the college. Plagiarism is using another person's words without giving credit to the author. Original speeches, publications, and artistic creations are sources for research. If you use the author's words in your papers or assignments, you must acknowledge the source.
- References must be cited for all assignments and will be verified by the instructor. The course textbook can be used as a reference for most assignments.

Participation Requirements:

- Participating in weekly summaries and discussion questions will count as part of your weekly classroom participation grade when they are assigned.

Examinations:

- The Mid-Term and Final Examinations will be a comprehensive examination on the materials covered in the course.
- A midterm exam will be required during week six, and a comprehensive final examination will be required the final week of class. The final examination will be a combination of essay and multiple choice. The examination may include questions from the assigned readings, the classroom discussion topics, the case studies, and potential analysis related to your research assignments.

Methods of evaluating student performance:

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Class presentations, weekly discussions, research papers, examinations.

Instructor's Grading Scale:

Grading for the course is as follows:

- Project (25% of grade)
- Weekly discussions (25% of grade)
- Assignments (25% of grade)
- Case studies (25% of grade)

Week-by-Week Class Schedule:

Week 1 Introduction

Topic: Globalization and International Business

Objective: Research countries' demographics and explore possible opportunities and limitations to establishing a business in a foreign country.

Assignment:

Read Chapter 1

Read the Carnival Cruise Lines case study and answer questions 1-3, 1-5, 1-7, and 1-8 (p.29). Each question may be answered in 1-2 paragraphs.

Week 2

Topics: The Cultural Environments Facing Business

Objectives: Demonstrate an understanding of diversity challenges related to cultural differences in personnel and production, marketing of products, and the business environment.

Assignment:

Read chapter 2

Please read the Tesco PLC case study (p.78) and answer questions 2-3, 2-6, 2-8, 2-9 (p.82). Each question may be answered in 1-2 paragraphs.

Week 3

Topic: The Political and Legal Environments in Business

Objective: Demonstrate the complexity of international business markets through writing and discussion.

Assignment:

Read the It's a Knockoff World Global Software piracy case study (p. 126) and answer questions 3-3,3 -5, 3-7, and 3-8 (p.129).

Week 4

Topic: The Economic Environment

Objective: Evaluate the opportunities and risks associated with establishing a business in a foreign country.

Assignment:

Research Internet article on the international economic environment and write one page summary in regard to the article.

Week 5

Topic: Globalization and Society:

Objective: Analyze the role of foreign and domestic governments in developing business trade.

Assignment Read chapters 4- 5 and be prepared for midterm.

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Week 6 To be determined

Week 7

Topic: International Trade and Factor Mobility factor

Objective: Formulate and design plans to produce a specific product in an international market.

Assignment:

Read the "US-Cuban Trade" case (p.252) and answer questions 6-3, 6-5,6-6, and 6-7 (p.255-6).

Week 8

Topic: Governmental Influence on Trade

Objective: Analyze the role of foreign and domestic governments in developing business trade.

Assignment:

Find an Internet article on Government influence on trade and present the article to the class.

Week 9

Topic: Cross National Cooperation and Agreement

Objective: Demonstrate an understanding of diversity challenges related to cultural differences in personnel and production, marketing of products, and the business environment.

Assignment:

Write a 3-5 page report on the World Trade Organization. Please see classroom for instructions.

Week 10

Topic: Cross National Cooperation and Agreements

Objective: Formulate and design plans to produce a specific product in an international market.

Assignment:

World Trade Center research project due

Week 11 To be determined

Week 12 To be determined

All of the above is subject to change at the discretion of the instructor.