

Official TCC Course Syllabus

Discipline Prefix: BUS	Course Number: 280 Course Section: 001B	Course Title: Introduction to International Business	
Credit Hours: 3	Lecture Hours: 3	Clinical Hours: 0	Lab Hours - 0
Contact Hours: 3	Studio Hours: 0	Semester: FALL 2012	
Meeting Days/Time/Location: Online, Section 53105			

Instructor Information

Name: Kathy Gause

Office Location: Room H246. ATC Building, Virginia Beach campus

There will be a schedule on my office door.

Office Hours: Mondays 9 to 11 and 12:15 to 2:15

Tuesdays 9 to noon, at times, virtual

Wednesdays 9 to 11

Sunday evenings virtually 7 to 8 Skype or BB chat

Office Phone: 757-822-7748

Blackboard site: <http://learn.vccs.edu>

Instructor's Email address: kmg210@email.vccs.edu

Course Description:

Studies the problems, challenges, and opportunities that arise when business operations or organizations transcend national boundaries. Examines the functions of international business in the economy, international and transnational marketing, production, and financial operations.

Course Prerequisites and Co-Requisites: None

Background:

This course is intended as the student's first International Business course, focusing on managerial topics. The realization that we exist in a global economy is essential for doing business. The slowing of the economy has emphasized the importance for organizations to operate efficiently in a global world. Changing government and legal requirements, increased awareness for security and cultural issues, new information systems, downsizing, demands for a more skilled work force and intensifying global competition are just a few of the factors that have contributed to the complexity of management issues for today's companies.

Required Course Texts and Supplementary Materials

Global Business Today, by Charles W. L. Hill, SEVENTH edition, McGraw-Hill/Irwin, ISBN 978-0-07-813721-7.

After this course, students will be able to achieve the following learning outcomes:

1. Discuss globalization of markets, economies, and jobs
2. Describe the differing political, economic, and cultural systems around the world that affect global business.
3. Discuss the complex ethics, economic, legal and political issues in global business.
4. Explain the foreign exchange market, the method in which in which exchange rates are determined, and the international monetary system
5. Identify the various strategies of international business and the strategic ways to enter a foreign market.
6. Differentiate between exporting, importing and countertrading.
7. Recognize the varying global production, outsourcing and logistics issues in global business.
8. Explain International trade, foreign direct investments, and global monetary systems
9. Describe the global marketing, operations management and R&D in global business.
10. Identify global organizations like the World Trade Organization, World Bank, and International Monetary Fund as global resources for global business.

Topics covered in this course:

1. What is globalization and the globalization debate issues.
2. How does culture affect global business.
3. The trade theory issues such as mercantilism, absolute and comparative advantage
4. The Heckscher-Olin theory, product life cycle, new trade, and Michale Porter's Competitive Advantage
5. Government domestic and trade policies regarding global business activity
6. Globalization of marketing, production, and research and development in global business.

7. Fundamentals of varying global techniques to enter foreign markets
8. Economic theories of exchange rate determination and global monetary systems
9. Issues regarding integration of regional economies

Description of Assignments/Assessments

Quizzes, exams, discussion board essays, research reports, participation points, case studies, a power point, and online conferences are the typical homework. Chats and Skype sessions are optional. Quizzes are the best preparation for exams.

Course Schedule

The following course schedule may change due to the progression of the course. The course schedule may change at the discretion of the instructor; however, students will be notified in writing when any changes/additions are made to the schedule.

This class begins August 23, 2012.

The course schedule is as follows:

Unit or Week	Assignments, Readings, Exams/Quizzes BUS 280	Date Assignment is Due
1	Globalization Chap 1 – quiz, discussion board work, Syllabus review; TCC Last day to add/change	8/30
2	National Differences in Political Economy Chapter 2 – quiz, discussion board essay; TCC Tuition refund if course is dropped - due date – 9/10	9/6
3	Differences in Culture Chapter 3 – quiz, discussion board essay	9/13
4	Ethics in International Business Chapter 4 – quiz, discussion board essay, Exam #1 online Weeks 4 & 5: Exam #1 open 9/17 to 9/23 (Ch 1 – 4) Quizzes 1 – 4 close 9/20	9/20
5	International Trade Theory Chapter 5 – quiz, discussion board essay	9/27
6	The Political Economy of International Trade Chapter 6 – quiz, discussion board essay,	10/4
7	Foreign Direct Investment (FDI) Chapter 7 – quiz, discussion board essay Quizzes 5 – 7 close 10/11	10/11
8	Weeks 7 and 8: Exam #2 open 10/10 – 10/14 (Ch 5, 6,7) Video Research Project #1 due	10/18
9	Regional Economic Integration Chapter 8 – quiz, discussion board essay	10/25
10	The International Monetary System Chapter 10 – quiz, discussion board essay	11/1

	NOV 1 st – TCC last day to withdraw w/o academic penalty	
11	Global Human Resource Management Chapter 16 – quiz, discussion board essay Quizzes 8, 10 & 16 close 11/8	11/8
12	Weeks 11 & 12: Exam #3 open 11/7 – 11/11 (Ch 8,10,16) Entering Foreign Markets Chapter 12 – quiz, discussion board essay	11/15
13	Exporting, Importing, and Countertrade Chapter 13 – quiz, discussion board essay	11/25
14	The Foreign Exchange Market Chapter 9 – power point and narrative	11/29
15	Video Project #2 and International Topic Book Report Quizzes 9, 12, 13 close	12/6
Final Exam	On Line Exam #4 (optional, best 3 out of 4 exams) Final Exam open 12/7 – Wednesday 12/12 (Ch 9, 12,13)	12/12

Blackboard and Course Communication

Instructor availability: The best way to contact Instructor is via email, kmg210@email.vccs.edu....Instructor usually responds within 12 hours, but no more than 24 hours, except on weekends, may be 48 hours. If you do not hear from her within that time, send a repeat email. No texts please, as Instructor prefers emails. There is also a section in Blackboard for questions to the Instructor, but emails are preferred. Always put the course, BUS 280B, the chapter, quiz or exam number, and subject in the subject line of each email, to expedite responses to your email.

Course Policies

Assignment submission policy: Post all assignments on assignment link for a grade. Also post all assignments on discussion board to build a learning community with your classmates as well as participation will count toward your overall participation grade. All assignments are expected to be submitted in .doc or .docx format (if power point, in .ppt or .pptx). Assignments are to be submitted by first stating Student Name, Chapter, Topic, Date, and then question/s you are answering, answer the question/s, and note any resources that you used to answer question/s.

Participation Policy. Participation is included in your grade. Weekly Discussion Board participation, including feedback on classmate’s discussions is expected. This Online course requires at least 3 to 4 entries and participations per week in addition to just reviewing blackboard daily. Students should check their college VCCS emails at least three times per week.

Although this entire course is online, the course attendance policy found in the TCC *College Catalog* is followed in this course.

1. Attendance/Tardiness Policy: All students are expected to be present and on time at all scheduled class and laboratory meetings. Instructors are not required to admit a student who arrives late to the classroom. A student who adds a class or registers after the first day of classes is counted absent from all class meetings missed. When absences in a course equal the number of weekly class sessions of a course, the student's standing in that class may be in jeopardy.

If a student is absent more than 15 percent of scheduled instructional time, attendance may be defined as unsatisfactory. This calculation includes absences occurring during the add/drop period. See also the Withdrawal Policy in this syllabus for more information. Students who do not attend or participate in class by the deadline to drop for tuition refund may be deleted from the course.

2. Late Work/Make-up Exam Policy: There will be four exams. If you take three exams, you do not need to take the fourth exam. For quizzes, best 10 out of 11 quizzes. Assignments are posted well in advance and work may be done in advance. Thus, no make-up quizzes or exams are available. Open dates will be announced in advance. All quizzes are random, multiple attempts, and are open until the day before the exam. Exams are timed, one attempt, one hour, online.

Late work: Points will be deducted for late work, if late work is accepted at all. If student is submitting a late request, request is normally asked for via email in advance for emergency situations, not after the fact. This is a business course and time is money and an indication of one's reputation in business. Even with these circumstances, no points will be awarded after 5 days late, to be fair and respectful to students who have submitted on time. Dates are clearly marked and posted in advance, and personal calendars should be marked. At times, based on Professor's discretion or error, due dates may be extended, but will be extended for all students.

3. Statement on Classroom Behavior: TCC is committed to maintaining a social and physical environment conducive to carrying out its education mission. Therefore, all members of the TCC community are expected to demonstrate standards for civility.

- Be moderate in speaking. Loud, obscene, argumentative, or threatening speech is disruptive to teaching and learning and is offensive to others. It has no place in an academic setting. Let the Professor know if you are offended by anyone's communication.
- Resolve any disagreements in a positive, non-combative manner. Again, let the Professor know of any disagreements within class that hinder your learning.
- Show respect for the comfort of others in an educational setting

4. Electronic Devices Policy: This course follows the TCCs Communication devices policy in the TCC Student Handbook. No recordings are to be made unless permission from the Professor is requested.

5. Disposition of Classes for Emergency Shutdown of the College:

To comply with Policy 2106 Disposition of Classes for Emergency Shutdown of the

College, 4.4. In the event of an emergency shutdown of the college, the President and his/her executive staff may elect to conclude the term in session if 85% or more of that term has been completed. If the term in session is concluded, faculty shall compute final grades of students based on coursework completed at that point.

Grade Policy

3 Exams (best 3 of 4 exams, based on text, multiple choice, true and false) –

60 points total

Assignments:

Quizzes – 10 points each, 10 questions – 11 chapters (best 10/11) – 100 points

(remember to subtract your lowest quiz and lowest exam, when calculating your grade points)

(Note: quiz open dates are posted, multiple attempts, highest score counts)

Weekly Discussion Board Assignments, usually 5 or 10 points – 160 points (for example, Two Video Projects, research, one power point, one book report)

TOTAL - 320 points

Extra credit – Based on Instructor discretion, the quality and quantity of outstanding Discussion Board and Chat participation may earn extra credit.

Grading Scale for the Course:

A – 90 – 100%

B – 80 – 89%

C – 70 – 79%

D – 60 – 69%

F – Below 69%

This is a 320-point course. To earn an A grade in this course, 288 points are needed; to earn a B grade in this course, 256 points are needed; to earn a C grade, 224 points and to earn a D grade, 192 points.

Note: To be graded, assignments need to be submitted in .doc or .docx format. If power point, in .ppt or .pptx format. Assignments must be posted on Assignment link on time to be graded full credit.

Final grades are made available to each student within the Student Information System (SIS) now web delivered via MyTCC or SIS.

Based on the progression of the course, the grade distribution for each assignment may change. However, if changes are made, I will notify students ahead of time and in writing on Blackboard syllabus section.

Academic Policies

Students are responsible for being aware of the policies, procedures, and student responsibilities contained within the current edition of the TCC *Catalog* and *Student Handbook*. Students should familiarize themselves with the college's policies regarding misconduct and inclement weather found in the *Student Handbook*.

Withdrawal Policy

Students who wish to withdraw without academic penalty should contact a counselor to determine the appropriate procedure and date. Withdrawals through completion of 60 percent of a session will result in a **W** grade. After 60 percent of a session is completed, a withdrawal will result in a grade of **F** in a credit course or a grade of **U** in a developmental course, except under mitigating circumstances that must be documented by the instructor and approved by the academic dean. Dynamic session classes have unique refund and withdrawal dates. Contact a campus Enrollment Services Office for more information or visit

<http://www.tcc.edu/students/calendar/academic/Dynamic.htm>

Important Dates:

August 30	Last day to add/change courses
September 10	Deadline to drop for tuition refund
November 1	Deadline Date to withdraw or be withdrawn, without academic penalty, and to receive a grade of W for the course
November 1*	Date to receive a grade of F or U for the course, if withdrawn

*A student who drops after the last day to withdraw does not receive a “W” grade. He/she receives an “F” grade, in which case there is both an academic and financial penalty. A student who withdraws by the deadline faces a financial penalty, but not an academic penalty.

Academic Integrity

TCC will expect students to demonstrate personal and academic integrity, to be open to new ideas, and to share in a community where individuals from diverse backgrounds and cultures help one another grow intellectually, socially, and personally.

TCC expects students to achieve, not just to get by. And, while many caring and talented faculty and staff are here to help, students must take responsibility for their own learning. Students should strive for a high level of academic performance and to be responsible, contributing citizens within the college and in outside communities. Above all, TCC

wants students to develop a love of learning that will last a lifetime, along with a life-long interest in maintaining emotional and physical wellness.

Statement on Plagiarism and Academic Misconduct

The paragraphs below come from the *Student Handbook* and are TCC's policy on plagiarism and academic misconduct, verbatim:

Academic misconduct includes, but is not limited to, the following actions: cheating on an examination or quiz—either giving or receiving information; copying information from another person for graded assignments; using unauthorized materials during tests; collaboration during examinations; buying, selling or stealing examinations; arranging a substitute for oneself during examinations; substituting for another person, or arranging such a substitution; plagiarism—the intentional or accidental presentation of another's words or ideas; collusion with another person or persons in submitting work for credit in class or lab, unless such collaboration is approved in advance by the instructor.

Faculty members who have reliable evidence of academic misconduct will (1) investigate the matter, and (2) review the facts of the matter and the proposed penalty with the appropriate academic dean. They may then take one or more of the following actions:

- Require the work to be accomplished again
- Give no credit for the test, paper, or exercise
- Assign a grade of **W** or **F** for the course
- Refer the matter to the campus Dean for Student Services or designee for possible disciplinary sanction through the college's disciplinary procedure

If the faculty member chooses to refer the matter to the campus Dean for Student Services or designee for disposition, the Plenary Disciplinary Procedure shall be followed, and the student's dismissal from the college is a possibility.

Disability Services

Students who have documented, diagnosed disabilities, and who need special accommodations for tests, practical, etc., are advised to see the Disabilities Services staff in Student Services so that the instructor may be notified of what accommodations are appropriate in each case. Requests for accommodations should be made to the designated campus disability services counselor at least 45 days before classes begin. Documentation must be provided to support the need for accommodations.

For assistance with disabilities, contact the campus Disabilities Counselor/Provider or the Coordinator of Learning Disabilities Services: call 822-1213, visit Student Services/Development, or visit the Disability Services webpage at <http://www.tcc.edu/students/specialized/disabilityservices/index.htm>

Emergency Procedures

In the event of a bomb threat, tornado, or fire, students and staff may be asked to evacuate the building or move to a secure location within the building. Evacuation routes for movement to an external location or to a shelter within the building are posted at the

front of the room. Students should review the maps and make sure that the exit route and assembly location for the building are clearly understood. If assistance is required during an evacuation, please let the instructor know at the end of the first class.

Tidewater Community College uses TCC Alerts to immediately contact and inform faculty, staff and students of a major crisis or emergency. TCC Alerts delivers important emergency alerts, notifications, and updates via:

- Email account (work, home, other)
- Cell phone
- Pager
- Smartphone/PDA (BlackBerry, Treo & other handhelds)

When an incident or emergency occurs, authorized senders will be instantly notified via TCC Alerts. TCC Alerts is a personal connection to real-time updates, instructions on where to go, what to do, or what not to do, who to contact, and other important information. New users may also register by sending a text message to **411911** keyword: **TIDEWATER**

Student Success Resources

The following resources are free for TCC students. See the *Student Handbook* or visit <http://www.tcc.edu/forms/handbook/> for more information about student services and locations.

Learning Resource Centers

Each campus houses a library and media resources in a Learning Resources Center (LRC). A separate slide and print library is located at the Visual Arts Center. The Learning Resources Centers contain research materials in both print and electronic format to support the courses, curricula, and mission of the college. Library materials include books, newspapers, magazines, journals and an extensive collection of indexes, abstracts and full text databases. Media resources include videotapes, audiotapes, films, CD-ROM/DVD, computer files, and other audiovisual materials. Visit this site for more information: www.tcc.edu/lrc/

Academic Support Services

Each campus provides various kinds of academic assistance. One-on-one tutoring, math and computer labs, and other forms of individual and group assistance may be available. Students can also find free help for writing, from short questions about commas and comma splices to a comprehensive review of research papers in progress, in the Writing Centers. On the Virginia Beach campus, Students are welcome to contact the Student Success Office at 757-822-7505, or email choran@tcc.edu

Online Help Desk

Visit the following Distance Learning Resources for Students website for information about computer skills, technical support, library services for online students, and much more: <http://www.tcc.edu/students/dtfl/>

Important Websites

- College Website: www.tcc.edu
- Blackboard and Student E-mail: <https://tcc.my.vccs.edu/jsp/home.jsp>
- Student Handbook: <http://www.tcc.edu/forms/handbook/>
- TCC *Catalog*: <http://www.tcc.edu/forms/catalog/>
- Class Schedule: <http://www.tcc.edu/schedule/>
- (or log-in to SIS for current course offerings)
- Academic Calendar: <http://www.tcc.edu/students/calendar/academic/index.htm>
- Distance Learning Resources: <http://www.tcc.edu/students/dtls/>

Students, are required to POST the following **within the first 5 days of class**. Post on your discussion board INTRODUCTION or to the Assignment Link, Understanding the Syllabus, on Blackboard

I have read the syllabus and understand all policies and guidelines explained to me.

Student Name (type)

Student Signature

Date