

## **International Business Management**

BUS 60

**Winter 2016**

**Instructor: Lale Yurtseven**

**E-mail:** [yurtsevenlale@fhda.edu](mailto:yurtsevenlale@fhda.edu)

**Course:** International Business Management

**Course ID:** BUS60 - 30520

**Office Hours:** Thursdays: 11am-12pm available online or via phone, or by appointment

**Distance Learning Course**

Website: <https://catalyst.deanza.edu>

We will use De Anza's Distance Learning Center's Website – Catalyst. You must have a reliable Internet connection. If you don't have a reliable Internet connection, you can take advantage of computers on campus.

### **Course Materials:**

Required Text: **Global Business Today**, McGraw Hill –Charles W.L.Hill, 8<sup>th</sup> edition

### **Course Objectives:**

The course endeavors to accomplish the following objectives:

- Explain how and why the world's countries differ.
- Present a thorough review of the economics and politics of international trade and investment.
- Explain the functions and forms of the global monetary system.
- Assess the special roles of an international business's various functions.

### **Methods of Teaching and Learning:**

These will consist of textbook readings, case studies, discussion questions, practice quizzes, mid-term and final examinations. There will also be one term paper. Students are accountable for textual and other materials assigned by the professor.

### **Learning Outcomes:**

After successful completion of the course, the student should be able to:

- Research and analyze International business concepts and trends.
- Examine a country's economic, political, legal, social and cultural conditions and assess its business risks and opportunities.
- Explain the roles of International trade, investment and the global monetary system.
- Evaluate a global business scenario and determine best course of action.

### **Measurement of Learning Outcomes:**

The learning outcomes of this course will be measured using multiple approaches. The examinations will measure the precise and clear understanding of the concepts, principles and theories. Case studies and Term Paper will measure the student's ability to analyze, write and present in a professional fashion.

Research papers and/or cases will be a measure of the student's oral and written communications ability to organize and present information logically and express critical thought.

**Assignments and Weight:**

We will have three online exams (two midterms and one final), case studies, one term paper, and weekly discussion questions. Your grade will be calculated as follows:

Exams/Quizzes	20%
Final Exam	20%
Country Study	20%
Writing Assignments	20%
Discussion Questions	20%

**Grade Distribution:**

A+= 98-100%	B+= 89-90%	C+= 78-79%
A = 93-97%	B = 83-87%	C = 70-77%
A- = 90-92%	B- = 80-82%	D = 50-69%

**Communication:**

I will make weekly announcements in the “Latest News” section on Catalyst. You will receive these via email, but you should always check the latest news when you log into Catalyst to make sure you did not miss anything. It is your responsibility to keep up with the assignments and due dates.

**Writing Assignments:**

Writing assignments include homework, short essays, and a term paper. Students are expected to provide their assignments and papers in typed essay form, using 12-point size and Times New Roman font. The papers must have a 1-inch margin left and right, top and bottom. All assignments must be turned in via Catalyst in the provided drop box. I will not accept assignments via email due to potential loss of emails. Assignments turned in after the due date will be marked down 10% per calendar day for each day that the assignment is late. I will not accept assignments three calendar days past the due date.

Use a computer and make a back up copy of everything you do for your records. It is always a good idea to make a backup copy of all assignments you complete in the event of loss. In the event of loss, you will need to show proof that you have completed the work if any question or error arises.

**Participation:**

Students are expected to participate in weekly discussion questions. Class participation is mandatory and everyone should have the opportunity to share his or her opinion. Online participation is important to the learning process for everyone, which is why attendance and participation constitute to your final grade. Each discussion question is worth 10 points with the exception of the introduction, which is worth 5 points, and the feedback, which is worth 5 points. The 10 points are applied as follows: up to 8 points for your initial post and up to 2 points for a reply on someone else’s post. For each discussion

question, the initial post is due by Thursday night and the response to another student is due Sunday night. It is preferred if you do not wait until the last day. Late posts will not receive any points.

**Assignment Due Dates:**

All assignments are due during the week in which they are posted. Make sure to plan your schedule accordingly since makeup exams and discussion questions are not possible.

- Discussion question posts are due on Thursday of each week, and replies are due by Sunday. No credit will be given for late submissions.
- Exams open on Wednesday and close on Friday. No makeup exams!
- The final exam will open on Monday and close on Wednesday. No makeup final!
- The country paper is due on Friday of week 10.

**Student Responsibility:**

Each student is responsible for completing all assignments and attending class. I may make changes to this syllabus or the reading list during the semester. It is the student's responsibility to stay informed of these changes. Students may contact me during office hours or via email.

**Information Technology:**

You will need to have access to the Internet in order to complete all of the assignments for this class. Additionally, all of the assignments will need to be submitted via Catalyst. If you do not have access to a computer please be aware that there are computer labs on campus available for students at De Anza.

**Academic Dishonesty:**

Plagiarism in any form will not be tolerated. Plagiarism is the un-credited use (both intentional and unintentional) of somebody else's words or ideas. If I discover that any student has engaged in plagiarism I reserve the right to issue that student a failing grade in the class. Please refer De Anza policy on academic dishonesty.

**Cheating Policy:**

Most students do not get involved in cheating so make certain you are in that category. All work must be original and not a copy of another's work or another's test answers. Written assignments must be original, with references used clearly identified. I read all papers so I will pick up on copies of previous works. Make certain everything you submit is your very own work and represents your individual thoughts and conclusions. This will enhance your overall learning of the subject matters that we cover. Thanks for you attention to this matter.

## CLASSROOM READINGS AND ASSIGNMENT SHEET

WEEK	ASSIGNMENT	EXAMS/PROJE CTS
Week 1	<i>Read Chapter 1</i> • Globalization	<b>Introductions</b>
Week 2	<i>Read Chapters 2 and 3</i> • National Differences in Political Economy • Political and Economic Development	
Week 3	<i>Read Chapters 4 and 5</i> • Differences in Culture • Ethics in International Business	
Week 4	<i>Prepare for Exam, Read Chapter 6</i> • Exam 1(Chapters 1-5) • International Trade Theory	<b>Exam 1</b>
Week 5	<i>Read Chapters 7 and 8</i> • The Political Environment of International Trade • Foreign Direct Investment	
Week 6	<i>Read Chapter 9</i> • Regional Economic Integration	
Week 7	<i>Read Chapters 10 and 11</i> • The Foreign Exchange Market • The International Monetary System	
Week 8	<i>Prepare for Exam, Read Chapter 12</i> • Exam 2 (Chapters 6-11) • The Strategy of International Business	<b>Exam 2</b>
Week 9	<i>Read Chapters 13 and 14</i> • Entering Foreign Markets • Exporting, Importing, and Countertrade	
Week 10	<i>Read Chapters 15 and 16</i> • Global Marketing and R&D • Global Production, Outsourcing and Logistics	<b>Country Paper Due on Friday</b>
Week 11	<i>Read Chapter 17</i> • Global Human Resources Management	
Week 12	<i>Prepare for Final Exam</i> <b><i>Take the Final Exam between Monday and Wednesday!</i></b>	<b>Final Exam</b>

*I reserve the right to make changes to this schedule below as the semester progresses. It is your responsibility to make sure you have the most up to date information about this class. Changes will be announced via Catalyst.*