INTB 313
Global Commerce and Enterprise

Class Days/Times: Monday/Wednesday 3:25-4:40
Class Location: Beatty 212
Instructor: Professor David Desplaces but call me “Prof. D”

Office Location: 327 Beatty Center  Office Phone: 843-953-6446
Email: desplacesd@cofc.edu  Fax Number: 843-953-5697

Office Hours: Monday and Wednesday from 10:30-1:30 by appointment – send an email requesting a specific time or propose other times.

COURSE DESCRIPTION:
This course is an in-depth exploration of global commerce and the specific mechanisms and tools used in global enterprise. Students will learn principles and practices of trade and how to identify and analyze trade data, trade opportunities, and challenges. The focus is on how to take a firm global.

PREREQUISITE:
None (all majors welcome)

Text:
The Global Entrepreneur: Taking Your Business International by James Foley
Worksheets (available via OAKS)
Supplemental Readings or materials distributed on OAKS

Course Learning Objectives:

- Explore the 4 domains of global commerce (global business management, global marketing, global supply chain management, global trade finance).
- Learn to identify and investigate international business opportunities including import and export ventures
- Develop critical analytical skills necessary to assess the viability of import and export ventures

SOBE Learning Goals

This course directly addresses the five Learning Goals established by the School of Business:

COMMUNICATION SKILLS: Students demonstrate the ability, via both written and spoken word, to effectively present, critique, and defend ideas in a cogent, persuasive manner.

QUANTITATIVE FLUENCY: Students demonstrate competency in logical reasoning and data analysis skills by conducting import/export assessments

GLOBAL AND CIVIC RESPONSIBILITY: Students identify and define social, ethical, environmental and economic challenges at local, national and international levels. Students integrate knowledge and skills in addressing these issues as part of their final report.
INTELLECTUAL INNOVATION AND CREATIVITY: Students demonstrate their resourcefulness and originality in addressing extemporaneous issues that their business clients might rise.

SYNTHESIS: Students demonstrate the ability to integrate knowledge from multiple disciplines incorporating learning from both classroom and non-classroom settings in the completion of complex and comprehensive final project for their clients.

DEPARTMENT STATEMENT OF EXCELLENCE:
The Department of Management & Entrepreneurship believes organizations have an obligation to optimize the “Triple Bottom Line;” that is, to achieve financial, ecological, and social objectives in increasingly competitive global markets. As teachers, we seek to prepare our students to be global citizens who will think and act systemically regarding the multiple purposes of creating and managing organizations in this responsible way.

E-mail Business Etiquette
Do not abandon business etiquette in your use of e-mail! I will not respond to e-mails if you do not follow the below guidelines:
- Business-like writing style (Dear Prof. D, sincerely etc.)
- Be concise and to the point.
- E-mail alias so recipient sees your full name, or your full name with @cofc.edu, in his/her e-mail in-box.
- Subject line meaningful to recipient (consider identifying your class ENTR 200)
- Content clear states the purpose of the e-mail including any action to be taken from the professor.
- Clear signature block with your full name, postal mailing address and return e-mail address (obviously there is no handwritten signature, nor do I require a digital signature).
- Be careful about including quotations and sayings in your signature block. Obviously don't include anything that has potential to be offensive or misunderstood. Think about the impression your message sends to someone who doesn't know you, and be judicious.

Student’s Bill of Rights
- Right to a proper education/instruction
- Right to be treated fairly
- Right to question content and process

Student’s Bill of Responsibility
- Responsible for his/her own actions
- Responsible for learning – stay awake!
- Treat everyone as equals
- Be prompt (Being early is being on time, being on time is being late, and being late is unacceptable)
- Must come prepared to discussed materials in class

METHOD OF EVALUATION:
Your final grade will be based on the following:

<table>
<thead>
<tr>
<th>Component</th>
<th>Weight</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Global Entrepreneurs Exams</td>
<td>30</td>
</tr>
<tr>
<td>Learning Engagement</td>
<td>20</td>
</tr>
<tr>
<td>Project Worksheets</td>
<td>10</td>
</tr>
<tr>
<td>Team Project</td>
<td>40</td>
</tr>
<tr>
<td><strong>Course Total</strong></td>
<td><strong>100</strong></td>
</tr>
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</table>
Course Grade Scale (Percentage)

<table>
<thead>
<tr>
<th>Grade</th>
<th>Percentage Range</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>94-100</td>
<td>Superior</td>
</tr>
<tr>
<td>A-</td>
<td>90-93.99</td>
<td>Great work</td>
</tr>
<tr>
<td>B+</td>
<td>87-89.99</td>
<td>Good work</td>
</tr>
<tr>
<td>B</td>
<td>83-86.99</td>
<td>Below good work</td>
</tr>
<tr>
<td>C+</td>
<td>77-79.99</td>
<td>Considerable weaknesses</td>
</tr>
<tr>
<td>C</td>
<td>73-76.99</td>
<td>Acceptable</td>
</tr>
<tr>
<td>C-</td>
<td>70-72.99</td>
<td>Weak work</td>
</tr>
<tr>
<td>D+</td>
<td>67-69.99</td>
<td>Significant concerns</td>
</tr>
<tr>
<td>D</td>
<td>63-66.99</td>
<td>Barely Acceptable Passing</td>
</tr>
<tr>
<td>D-</td>
<td>60-62.99</td>
<td>Near failure</td>
</tr>
<tr>
<td>F</td>
<td>Failure</td>
<td>Below 60</td>
</tr>
</tbody>
</table>

ACADEMIC INTEGRITY POLICY:
Lying, cheating, attempted cheating, and plagiarism are violations of our Honor Code that, when identified, are investigated. Each incident will be examined to determine the degree of deception involved. Incidents where the instructor determines the student’s actions are related more to a misunderstanding will handled by the instructor. A written intervention designed to help prevent the student from repeating the error will be given to the student. The intervention, submitted by form and signed both by the instructor and the student, will be forwarded to the Dean of Students and placed in the student’s file.

Cases of suspected academic dishonesty will be reported directly by the instructor and/or others having knowledge of the incident to the Dean of Students. A student found responsible by the Honor Board for academic dishonesty will receive a XF in the course, indicating failure of the course due to academic dishonesty. This grade will appear on the student’s transcript for two years after which the student may petition for the X to be expunged. The student may also be placed on disciplinary probation, suspended (temporary removal) or expelled (permanent removal) from the College by the Honor Board. Students should be aware that unauthorized collaboration--working together without permission-- is a form of cheating. Unless the instructor specifies that students can work together on an assignment, quiz and/or test, no collaboration during the completion of the assignment is permitted. Other forms of cheating include possessing or using an unauthorized study aid (which could include accessing information via a cell phone or computer), copying from others’ exams, fabricating data, and giving unauthorized assistance.

Research conducted and/or papers written for other classes cannot be used in whole or in part for any assignment in this class without obtaining prior permission from the instructor. Students can find the complete Honor Code and all related processes in the Student Handbook at http://studentaffairs.cofc.edu/honor-system/studenthandbook/index.php

DISABILITY STATEMENT
The College will make reasonable accommodations for persons with documented disabilities. Students should apply at the Center for Disability Services / SNAP, located on the first floor of the Lightsey Center, Suite 104. Students approved for accommodations are responsibility for notifying me as soon as possible and for contacting me one week before accommodation is needed.

ASSIGNMENT EXPECTATIONS
Expectations for Written Work: Following the School of Business learning goal of effective communications, all written work (including presentations) must be completed in professional style, and follow basic principles of effective written communication. As any potential investor (or employer) would expect, all written work should be neat, well organized, clearly written, and free from grammatical and/or typographical errors. In other words, grammar, spelling and formatting will count as part of the grade on all assignments (including presentations).
USE of PDA DEVICES:
The use of all PDA devices, including cell phones and laptop computers, pads and pods is expressly forbidden in the classroom during lectures and class discussions unless granted by the instructor. Texting, receiving or sending messages, cell phone use, or the use of laptop computers during these times will result in immediate dismissal from the lecture with an absence recorded. Students must keep these devices turned off and out of sight during class. It is a violation of this policy to keep such devices on your lap. Of course the use of these devices during team meetings in class to prepare cases or assignments is not prohibited.

THE GLOBAL ENTREPRENEUR – 30%
There will be 4 large quizzes/mini exams throughout the semester. The large quizzes will be based on prior readings, videos, and articles. Students will be tested on their competence (knowledge) of the four CGBP domains (Global Business Management, Global marketing, Global Chain Management, Global Trade Finance). Chapters will match most domains but could be repeated (apply to more than one domain). This will be a multiple choice exam.

LEARNING ENGAGEMENT – 20%
You will need to come to class prepared, having read the required materials or completed the expected assignment. As this course is taught in a studio format, there are few lectures from the readings. Most of the benefits of this course will only occur when students undertake the effort to engage in the many exercises and activities that are scheduled each week. This is a “hands on” course, where the learning and insights about the process of new venture creation are gained in direct proportion to the time devoted to these efforts. Showing up for each class session is a necessary but insufficient condition for meeting the course requirements. Students are expected to participate actively and thoughtfully (in class and outside of class).

Society too often focuses on the negative and therefore I have chosen to change my approach to learning. Students will get a maximum of 10 towards your final grade (100 points). Each students will start with 80 points – meaning that if you only plan to quietly attend class on time each week you will get 80/100 on the learning engagement scale. However there will be opportunities to show enthusiasm and engagement towards learning by participating in supplemental opportunities or earn ways to make up mistakes (late, absent, etc). Students must sign in or provide evidence of engagement to instructor. The instructor is NOT responsible for checking or validating your participation. Evidence of participation must be provided to the instructor within 5 business days to count. No double counting. Any absence that is documented might be excused but this must be done through the Excuse Memo Office (Student Affairs) and must be done within 5 business days of the missed classed to be considered.

Being There
Class attendance is absolutely essential to get the value of this course. However, all missed classes will be noted (please note use of sign in sheets, clickers or phones in the class to keep attendance – It is your responsibility to check in). Class meetings start promptly. Habitual lateness (and leaving class early) and/or use of laptops or cell phones during class will be noted as evidence of low course commitment and similarly be penalized (see below). This policy will be strongly enforced. No warnings have to be issued. Students must visit the Excuse Memo Office (Student Affairs) to get any absences excuses. Only documented excuses by the college will be excused. Absences must be excused within 5 business days of the missed classed to be considered.

Earning stars
Instructor approved events with evidence of attendance including the following
  • Entrepreneurship Center Activities
    o Entrepreneurship in residence Mentor visit +1
• Attend an Enactus (Wednesday night) Event +1
• Attend pre-approved event (Instructor selects the event)

• Career and Success Center Events
  • Resume reviewed and update THIS semester +3 (must bring previous resume signed by
    the reviewer and the new resume to receive credit)
  • Attend career fair + 2
  • Attend any other workshop offered by that office this semester +2

• Weekly winner of class game show +2
• Visit Professor D once in the semester for non class related issues/matter +1
• Connect on LinkedIn with Professor D +1
• Make a LinkedIn comment about a speaker/event +1 (limited to two per semester)
• Special reward (students showing extra role behavior in class)

Loosing Stars
• Texting/Emailing/Checking emails during class (outside of game time) - -5
• Late for class (cumulative)
  • First time -1
  • Second time -4
  • Third time -8
  • Fourth -12
• Unexercised Absence (excused absences do not count against you)
  • First time -1
  • Second time –8
  • Third time -15
  • Fourth time all points taken away from engagement grade and no makeup possible -85
  5 or more unexcused absences will automatically trigger a drop from the course for excessive absences

You are responsible for signing in each class and if late you must also sign in the late roster form at the
front of the class.

PROJECT WORKSHEETS

Students will be required to complete individually or in teams (depending on the assignment)
worksheets in preparation for class or project progress. No late work will be accepted. Assignments will
be graded as follows:

• Substantial effort/complete work - 5
• Incomplete work - 3
• Late or not submitted - 0

All worksheets must be submitted via Oaks and individually regardless whether the assignment was
individually or team completed. All worksheets are due before the start of class.

GLOBAL TRADE HELP DESK PROJECT – 30%
Students will be offered the opportunity to work on an international opportunity which would require
conducting research and data gathering on the feasibility of that opportunity.

The Global Trade HelpDesk is a class room based assistance project offered by the Global Business
Resource Center at the College of Charleston based on the Economic Gardening (EG) concept. It offers
unique applied learning and business experience opportunities to students that includes both inside and
outside of the classroom exposure to importing and exporting.
The EG concept was created to provide a wide variety of business services to small- and medium-sized companies seeking to export. It is designed to leverage a collaborative group of private, public and academic resources to provide these services in support of Charleston area business development initiatives, realizing that sustaining a robust and vibrant state economy is largely dependent on job growth and an ability to compete in the global market environment.

Students at the College of Charleston School of Business will be conducting an international business opportunity/assessment for pre-selected SC companies. The goal is to development opportunity for SC based companies who are interested in doing business overseas or considering importing into the US. This consulting driven project will require conducting research and data gathering to produce firm specific economic opportunity/feasibility assessment.

Teams will form early in the semester with the design of a contract. Teams will prepare an international opportunity presentation and executive brief for a real company/business. Teams will have the opportunity to complete for clients based on an application process.

This is a group assignment. Students will be assessed on the following components:

- Team contract (5 points)
- Cover letter (5 points)
- Team report (190 Points)
- Team presentation to clients (100 Points)
- Team evaluation (up to 15% variation in your final report grade based on your teammates)

Groups will submit a first version of their letter and report for review (see syllabus). First version and final versions will be averaged to tabulated the final team report grade. Note that 10% of the team report grade will depend on the team evaluation of the team members. More information will be provided or released on OAKS.
**INTB 313: Tentative Class Schedule**

*Supplementary reading material (PDFs) will be available on OAKS.*

<table>
<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Topic</th>
<th>Text</th>
<th>Exam</th>
<th>Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Jan. 8</td>
<td>Introduction</td>
<td></td>
<td></td>
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<tr>
<td>1</td>
<td>Jan. 10</td>
<td>Global Management</td>
<td>G1-5, 7, 8-10, 12</td>
<td></td>
<td>Student Statement</td>
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<tr>
<td>2</td>
<td>Jan. 15</td>
<td>MLK</td>
<td>No School</td>
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<td>Jan. 17</td>
<td>Global Management</td>
<td>G17</td>
<td></td>
<td>Team Contract</td>
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<td>3</td>
<td>Jan. 22</td>
<td>Global Management</td>
<td></td>
<td></td>
<td>Ex. 1</td>
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<tr>
<td></td>
<td>Jan. 24</td>
<td>Client Meeting (In Class)</td>
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<tr>
<td>4</td>
<td>Jan. 29</td>
<td>Global Marketing</td>
<td>G6, 18</td>
<td></td>
<td>Client Contract</td>
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<tr>
<td></td>
<td>Jan. 31</td>
<td>Global Marketing</td>
<td></td>
<td></td>
<td>W1, 2</td>
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<tr>
<td>5</td>
<td>Feb. 5</td>
<td>Global Marketing</td>
<td>G14/15</td>
<td>W3</td>
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<td></td>
<td>Feb. 7</td>
<td>Global Marketing</td>
<td></td>
<td></td>
<td>Ex. 2</td>
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<tr>
<td>6</td>
<td>Feb. 12</td>
<td>Global Logistics</td>
<td></td>
<td>W4, 7, 8</td>
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<tr>
<td></td>
<td>Feb. 14</td>
<td>Client Meeting (In class)</td>
<td></td>
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<tr>
<td>7</td>
<td>Feb. 19</td>
<td>Global Logistics</td>
<td></td>
<td>W5, 6</td>
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<tr>
<td></td>
<td>Feb. 21</td>
<td>Global Logistics</td>
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<tr>
<td>8</td>
<td>Feb. 26</td>
<td>Global Logistics</td>
<td>G11, 16/Fin. Guide</td>
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<td>EX. 3</td>
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<td>Feb. 28</td>
<td>Client Meeting (In class)</td>
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<tr>
<td>9</td>
<td>Mar. 5</td>
<td>Global Trade Finance</td>
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<td>W12</td>
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<td>W9-11</td>
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<td>Mar. 14</td>
<td>Global Trade Finance</td>
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<tr>
<td>11</td>
<td>Mar. 19</td>
<td>SPRING BREAK</td>
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<tr>
<td>12</td>
<td>Mar. 26</td>
<td>Global Trade Finance</td>
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<tr>
<td></td>
<td>Mar. 28</td>
<td>Meet with Prof. D</td>
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<td>Client Status Report</td>
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<tr>
<td>13</td>
<td>Apr. 2</td>
<td>Global Trade Finance</td>
<td>G11, 16/Fin. Guide</td>
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<td>Ex. 4</td>
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<td>Apr. 4</td>
<td>Client Meeting (In class)</td>
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<tr>
<td>14</td>
<td>Apr. 11</td>
<td>Business Writing</td>
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<td>Apr. 13</td>
<td>Presentation on PPT</td>
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<td>Letter/Report ‘Draft”</td>
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<tr>
<td>15</td>
<td>Apr. 16</td>
<td>Team Meeting</td>
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<td></td>
<td>Apr. 18</td>
<td>Team Meeting</td>
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<tr>
<td>16</td>
<td>Apr. 23</td>
<td>Final Presentation to Client</td>
<td></td>
<td></td>
<td>Color Printed Report</td>
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<tr>
<td></td>
<td>Apr. 27</td>
<td>Course Review/Evaluation</td>
<td></td>
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<td>Team Evaluation</td>
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</table>

Oaks site for changes to the schedule and other course information. I reserve the right to modify this syllabus.

Professor reserves the right to change the format of the course based on travel needs. Instructor will not be in Charleston April 16-21 due to travels to Berkeley, CA.