INSTRUCTOR INFORMATION
Instructor: Dr. Jim Mueller
Email: muellerj@cofc.edu
Office Hours: Virtual office hours—set up Zoom meeting via email:
Tuesday & Thursday 9:00 – 11:00; 12:00 – 1:30; 4:00 – 5:00
Other days/times available through email/Zoom appointment

COURSE INFORMATION
Class meetings: Distance Education: No required face-to-face class meetings.
Synchronous Zoom meetings will be announced via email for the following class times: 4:00 – 5:15 Tuesday-Thursday (or other times if agreed by class). Other zoom sessions will be held for individual or team meetings as required.

Catalog Course Description
A study of the environment and operations of international business with emphasis on the nature and scope of international business, the framework of international trade transactions, the nation-state and international business, assessing national environments and managing the multinational enterprise. Prerequisites: ECON 200 and 201; junior standing.

REQUIRED COURSE MATERIALS
You do not have to purchase a printed version of this textbook – all you need for the course is the electronic text with Pearson MyLab Access. If you need to purchase this text from the college bookstore because you are funded by scholarship or financial aid, please let me know and I will get a copy in for you. You can also get temporary (free) two-week access by following the directions on the course registration sheet posted on OAKS (and at the end of this syllabus).

BUSINESS SCHOOL OBJECTIVES
COMMUNICATION SKILLS
Objective: Students will demonstrate the ability, via both written and spoken word, to effectively present, critique, and defend ideas in a cogent, persuasive manner.
Implementation: Students must make two discussion leadership presentations addressing current issues in international business. Students must also write a feasibility study on starting and operating an international business enterprise and present the study in class.
Demonstration of Achievement: Each student will demonstrate the ability to organize and present his/her thoughts in the presentations and in the written paper.

QUANTITATIVE FLUENCY
Objective: Students will demonstrate competency in logical reasoning and data analysis skills.
Implementation: One component of the international feasibility study is the construction of a pro-forma income statement and break-even analysis of the business operation.
Demonstration of Achievement: Students must present a realistic estimate of revenues and costs in order to make a recommendation on whether or not to proceed with the international business venture. They must also exhibit reasoning skills in deciding the cultural fit of the international business start-up operation.

GLOBAL AND CIVIC RESPONSIBILITY
Objective: Students will be able to identify and define social, ethical, environmental and economic challenges at local, national and international levels. Students will also be able to integrate knowledge and skills in addressing these issues.

Implementation: Several of the assigned videos from the textbook website address corporate social responsibility/irresponsibility issues. Students must analyze the issues contained in the videos respond to a series of related questions.

Demonstration of Achievement: Students must demonstrate that they recognize the complexity of CSR issues by addressing analyzing the environmental/ethical dilemmas presented.

INTELLECTUAL INNOVATION AND CREATIVITY

Objective: Students will be able to demonstrate their resourcefulness and originality in addressing extemporaneous problems.

Implementation: In the creation of their feasibility study, students are required to include an overview of the creative content for marketing their business idea. In the discussion leadership presentations, students are encouraged to find innovative methods for engaging their classmates in discussing the issues presented.

Demonstration of Achievement: Students will not only successfully present the creative content of their marketing plan, but will also need to address how the content may need to be altered for different cultures/regions. Students will be rated by their peers on their ability to design engaging classroom presentations/activities.

SYNTHESIS

Objective: Students will 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 tasks.

Implementation: The feasibility study incorporates aspects of markets, finance, accounting, marketing, legal/regulatory, operations, logistics and human resource management as well as the need to recognize how these functions may differ when operating across borders.

Demonstration of Achievement: Students must satisfactorily address all of the relevant business functions in making their recommendation for the international business venture.

COURSE OBJECTIVES
In addition to the school objectives, specific course objectives are to increase the students’ awareness and understanding of:

- international business strategies
- trends and issues in globalization
- key concepts of importing and exporting
- the role and influence of the government in international business
- the international monetary system and its impact on business
- differences in national culture
- regional economic integration and trade blocs

COURSE POLICIES

1. Attendance, Participation, and Distance Education
   Class attendance is not a requirement for this course, but participation is. You must have access to a computer equipped with a web camera, microphone, and internet access. Resources are available at the College to provide you with these essential tools. Helpful guidelines for succeeding in online courses can be found on the “Resources for Students” links on the Academic Affairs website: http://academicaffairs.cofc.edu/distance-education/

2. Academic Integrity
   Lying, cheating, attempted cheating, and plagiarism are violations of our Honor Code that, when suspected, 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 misunderstanding and confusion will be handled by the instructor. The instructor designs an intervention or assigns a grade reduction to help prevent the student from repeating the error. The response is recorded on a form and signed both by the instructor and the student. It is forwarded to the Office of 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 XXF in the course, indicating failure of the course due to academic dishonesty. This status indicator will
appear on the student’s transcript for two years after which the student may petition for the XX to be expunged. The F is
permanent.

Students can find the complete Honor Code and all related processes in the Student Handbook at:
http://deanofstudents.cofc.edu/honor-system/studenthandbook/.”

Primary methods of communication in this course are: OAKS course website, the textbook website (Pearson MyLab),
email, and zoom meetings.

3.1 OAKS course Website:
The main elements used on OAKS will be NEWS, CONTENT, DISCUSSION, and the DROPBOX.
• News (located on course homepage): is used to communicate any changes and updates for the course. It is
  important that you check this page daily.
• Content: is used to post syllabus and updates, assignment guidelines, miscellaneous notes, readings, and
  grades.
• Discussion: is for you to post questions/comments that other students can view. You will also be required to
  post your creative content presentation here so that others can evaluate it.
• Dropbox: is used to submit assignments that are not submitted elsewhere. Pay close attention to the
  submission deadlines and formats.

3.2 Pearson MyLab website
The textbook website contains a detailed assignment schedule and a gradebook with results of these assignments.

3.3 Email
You will need to use your college gmail account for all official communication with the instructor. I will not reply
to any other email communications. When you register for course materials, please use the college email address as
well. The game website will send you automated messages (reminders and results) using my signature. In the
subject line of your email message, please include your course section as well as a brief description of email content.
If you have a team-related question, please cc everyone in your team so I can “reply all”.

3.4 Zoom meetings
The course is listed as being offered online + scheduled online meetings. I will announce (via emailed invitation)
any scheduled Zoom meetings. Please try to attend these meetings, as they will be used primarily for explaining
assignments and for question & answer sessions. Please note that attending means that your camera is turned on.
As the course progresses, Zoom sessions will be used primarily for team-based communications and/or individual
instruction—not for class lectures.

4. Assignments
A variety of assignments are required for this course, so please closely follow the submission requirements for each
assignment--due date, required file format (pdf, ppt, xls, etc) submission location (drop box, discussion board, in-class)
and submission deadlines. Assignment guidelines are found at the end of the syllabus. Because this is an on-line
course, it is imperative that you pay close attention to the due dates for all course components—there is no way for the
instructor to remind you face-to-face. Penalty for late submission of any coursework is an automatic F on that piece of
coursework. All written work will be submitted to Turnitin.com for originality check.

5. Accommodations for students with disabilities
This College abides by Section 504 of the Rehabilitation Act of 1973 and the Americans with Disabilities Act. If you
have a documented disability that may have some impact on your work in this class and for which you may require
accommodations, please see an administrator at the Center of Disability Services/SNAP, (843) 953-1431) for guidance
on arranging such accommodations for this class. It is your responsibility to notify me in writing (email) before the end
of the drop/add period if you need any special accommodations.
COURSE REQUIREMENTS AND GRADING SCHEME

<table>
<thead>
<tr>
<th>Requirement</th>
<th>Weight</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chapter Assignments on Textbook Website (Homework, videos, quizzes)</td>
<td>20%</td>
</tr>
<tr>
<td>Current Events Presentations (2 @ 10% each)</td>
<td>20%</td>
</tr>
<tr>
<td>International Business Project (Feasibility Study)</td>
<td>20%</td>
</tr>
<tr>
<td>Exams (2 @ 15% each)</td>
<td>30%</td>
</tr>
<tr>
<td>Miscellaneous assignments</td>
<td>10%</td>
</tr>
<tr>
<td>Total (adjusted up or down for participation)</td>
<td>100%</td>
</tr>
</tbody>
</table>

Chapter Assignments on Textbook Website: are based on the textbook readings. There are several types of assignments (including homework, videos, and quizzes) organized by chapter on the Textbook Website. The due dates for each assignment are found on the website and corresponds with chapter coverage on the course schedule. The combined weight of these assignments is 30% of your grade.

Discussion Leadership Presentations (2 @ 10% each): Working in teams, you will give two in-class presentations (via zoom) on an international business topic/issue designed to stimulate a class discussion. Performance will be assessed by both the professor and your peers. Specific guidelines for these assignments will be given in class and posted on OAKS.

Exams: Two on-line exams will be administered (one in-course, one final). The exams combined count for 30% of your grade.

International Business Project (Feasibility Study): Working individually (or in groups of up to 3) you are to select a business idea and investigate the feasibility of entering one or more foreign markets (number of foreign markets = number of people in your group). Detailed project guidelines and samples of student-created projects will be posted on OAKS. Teams will be formed mid-semester.

Miscellaneous Assignments & Homework (15%): There will be a series of miscellaneous homework assignments due during the course of the semester. These will be announced via email and will also be posted on OAKS.

Total (adjusted up or down for participation): Your final grade may be adjusted up or down for performance on miscellaneous assignments and discussion/participation. For most students, there is usually no (or very small) adjustment to your grade unless you fail to complete assignments or are absent from class when these assignments take place. Any additions or deductions from your grade will be accompanied by an explanation (e.g., student missed in-class assignment or peer evaluation exercise, or student exceeded expectations on a discussion assignment, etc.)

<table>
<thead>
<tr>
<th>Score</th>
<th>Letter Grade</th>
<th>Quality Points</th>
<th>College Catalog Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>93.0 - 100</td>
<td>A</td>
<td>4.00</td>
<td>Superior</td>
</tr>
<tr>
<td>89.7 – 92.9</td>
<td>A-</td>
<td>3.70</td>
<td></td>
</tr>
<tr>
<td>86.3 – 89.6</td>
<td>B+</td>
<td>3.30</td>
<td></td>
</tr>
<tr>
<td>83.0 – 86.2</td>
<td>B</td>
<td>3.00</td>
<td>Good</td>
</tr>
<tr>
<td>79.7 – 82.9</td>
<td>B-</td>
<td>2.70</td>
<td></td>
</tr>
<tr>
<td>76.4 – 79.6</td>
<td>C+</td>
<td>2.30</td>
<td></td>
</tr>
<tr>
<td>73.0 – 76.3</td>
<td>C</td>
<td>2.00</td>
<td>Acceptable</td>
</tr>
<tr>
<td>69.7 – 72.9</td>
<td>C-</td>
<td>1.70</td>
<td></td>
</tr>
<tr>
<td>66.4 – 69.6</td>
<td>D+</td>
<td>1.30</td>
<td></td>
</tr>
<tr>
<td>63.0 – 66.3</td>
<td>D</td>
<td>1.00</td>
<td>Barely acceptable, passing</td>
</tr>
<tr>
<td>59.7 – 62.9</td>
<td>D-</td>
<td>.70</td>
<td></td>
</tr>
<tr>
<td>Below 59.7</td>
<td>F</td>
<td>0.00</td>
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The homework and quiz assignment schedule is posted on the Pearson MyLab website. The discussion leadership schedule will be posted after the drop/add period has ended and teams are formed. Dates for in-class chapter coverage shown below will most likely evolve throughout the semester, depending on the length of in-class discussion participation. Significant changes will be announced in class and posted on OAKS.

<table>
<thead>
<tr>
<th>Week</th>
<th>Date</th>
<th>Reading/Pearson MyLab Assignments</th>
<th>Discussion Leadership Presentations</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>August 23-29</td>
<td>Chapter 1: Globalization</td>
<td></td>
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<tr>
<td>2</td>
<td>Aug. 30 – Sep 5</td>
<td>Chapter 2: Cross-Cultural Business</td>
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<tr>
<td>3</td>
<td>Sep 6 – 12</td>
<td>Chapter 3: Political Economy and Ethics</td>
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<tr>
<td>4</td>
<td>Sep 13 – 19</td>
<td>Chapter 4. Economic Development of Nations</td>
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<tr>
<td>5</td>
<td>Sep 20 – 26</td>
<td>Chapter 6. Political Economy of Trade</td>
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<tr>
<td>6</td>
<td>Sep 27 – Oct 3</td>
<td>Chapter 8. Regional Economic Integration</td>
<td></td>
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<tr>
<td>7</td>
<td>Oct 4 - 10</td>
<td>Chapter 10: International Monetary System</td>
<td>Exam 1</td>
</tr>
<tr>
<td>9</td>
<td>Oct 18 – 24</td>
<td>Chapter 12. Analyzing International Opportunities</td>
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<tr>
<td>10</td>
<td>Oct 25 – 31</td>
<td>Chapter 13. Selecting and Managing Entry Modes</td>
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<tr>
<td>11</td>
<td>Nov 1 – 7</td>
<td>Chapter 14. Developing and Marketing Products</td>
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<tr>
<td>12</td>
<td>Nov 8 -14</td>
<td>Chapter 15. Managing International Operations</td>
<td></td>
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<tr>
<td>14</td>
<td>Nov 22 – 28</td>
<td>Thanksgiving holiday</td>
<td></td>
</tr>
<tr>
<td>15</td>
<td>Nov 29 – Dec 5</td>
<td>Foreign Market Feasibility Studies Due</td>
<td>Final Exam  Tuesday Dec 8 3:30 – 5:30 p.m.</td>
</tr>
</tbody>
</table>

INSTRUCTOR EXPECTATIONS ON COURSE WORKLOAD

The instructor’s expectations for the effort put in to the course are based on the guidelines provided by the College’s Center for Student Learning: for every hour you are in class you should be studying two (undergraduate) to three (graduate) hours outside of class. My expectations for this course are the same --you should be prepared to spend 6 hours per week working on this course. Homework assignments and quizzes on the textbook website (Pearson MyLab) are due each week, but you can work at an accelerated pace (highly recommended) and complete most of these on assignments before the due date.
**Instructions for purchasing course materials and register for the course on-line**

To register for INTB 322 International Business Fall 2010

1. Go to [www.pearson.com/mylab](http://www.pearson.com/mylab)

2. Under Register, select Student

3. Confirm you have the information needed, then select OK! Register now

4. Enter your instructor’s course ID: mueller27868, and Continue

5. Enter your existing Pearson account username and password to Sign In. (You have an account if you have ever used a MyLab or Mastering product.) If you don’t have an account, select Create and complete the required fields.

6. Select an access option.
   - Enter the access code that came with your textbook or that you purchased separately from the bookstore.
   - Buy access using a credit card or PayPal.
   - Get temporary access.

7. From the You're Done! page, select Go To My Courses

8. On the My Courses page, select the course name INTB 322 International Business Fall 2010 to start your work.

**To sign in later:**

1. Go to [www.pearson.com/mylab](http://www.pearson.com/mylab)

2. Select Sign In

3. Enter your Pearson account username and password, and Sign In

4. Select the course name INTB 322 International Business Fall 2010 to start your work.

**To upgrade temporary access to full access:**

1. Go to [www.pearson.com/mylab](http://www.pearson.com/mylab)

2. Select Sign In

3. Enter your Pearson account username and password, and Sign In

4. Select Upgrade access for INTB 322 International Business Fall 2010

5. Enter an access code or buy access with a credit card or PayPal.