

Benedictine University at Springfield College in Illinois

Fall, 2006

On-line course

Meeting Dates

**Begins October 2 –
ends December 9**

Instructor: Shelly Devos

Phone: 217-438-5678

E-mail: marketingteacher@yahoo.com

**Alternate e-mail: sdevos@sci.edu
on line office hours (chat) Wednesday 8-10 pm
and Sunday 8-10 pm**

International Business INTB 300 SCA1

Course Description:

Introduction to cultural questions and functional international business areas.

Textbook and Materials:

- International Business 7th Edition; Czinkota, Ronkainen, Moffett; Thomson Learning Publishers; ISBN 0-324-25991-3

Grade Breakdown:

Attendance	10%
Take a Stand	15%
Midterm and Final	10%
Quizzes	20%
Discussion Questions	20%
Case Work	15%
Presentation	10%

Assigned chapters for the course:

First week assignment

1. Please read Chapter 1 completely; include in your reading the Appendix 1 on page 22-29. This section is very important to aid in the understanding of the remainder of the text. This material will be tested at a later date.
2. Using the above chapters as a reference, each of you will select a case (one case each) located at the end of the chapter. This case will be your assigned case which is due during week 8. You will need to submit, by email, the case which you have chosen and a summary of why you chose this particular case. I suggest choosing a case out of a chapter that is most important to you.

Week 2
Questions for discussion
Chapter 2 – Culture
Chapter 3 – Trade and Investment Policies
Quiz chapters 2 and 3
Week 3
Question for discussion
Chapter 4 – Politics and Law
Chapter 7 – Financial Markets

Quiz chapters 4 and 7
Week 4
Chapter 9 – Emerging Markets
Chapter 10 – Building the Knowledge Base
Quiz chapters 9 and 10
Week 5 – Midterm Exam covering 2, 3, 4, 7, 9, 10
Take a Stand for discussion paper due #1
Use material from the previous chapters
Week 6
Question for discussion
Chapter 11 – Entry and Expansion
Chapter 14 – Marketing
Quiz chapters 11 and 14
Week 7
Questions for discussion
Chapter 15 – Services
Chapter 18 – Corporate Governance, Accounting, and Taxation
Quiz chapters 15 and 18
Week 8
Questions for discussion
Chapter 19 – Human Resource Management
Chapter 20 – New Horizons
Quiz chapters 19 and 20
Week 9
Case work due with power point presentation
Week 10 – Final Exam covers chapters 11, 14, 15, 18, 19, and 20
Take a Stand for discussion paper due #2
Use material from chapters 11, 14, 15, 18, 19, or 20

Course Policy

All assignments will be submitted by Sunday evening of each week by 11:00 p.m. – first assignment due Sunday, October 7th.

Academic Integrity

Plagiarism, cheating and other forms of academic dishonesty are prohibited and will not be tolerated. Plagiarism refers to the use of material from books, notes and other sources, in the student’s written work without due credit to the sources used; it is the presentation of materials as if these are the student’s own. Sources to be listed on a reference page include newspapers, magazines, Internet websites and personal interviews. Cheating refers to securing or offering assistance during an exam, unauthorized copying of tests, assignments, reports, papers, etc. If deemed appropriate by the instructor, a grade reduction could be imposed as a minimum. This policy applies to material used for grading purposes and does not include notes taken in class sessions.

Missed Assignments

Students are responsible for submitting work to the instructor by the date given for each assignment. Any assignment that is not submitted at the assigned time is considered late. The penalty for work not turned in on time will be a letter grade dropped each week that the assignment is overdue.

Americans with Disabilities Act (ADA)

If you have a documented learning, psychology, or physical disability, you may be eligible for reasonable academic accommodations or services. To request accommodations or services, contact the Director of the Resource Center as early as possible.

Other:

The instructor reserves the right to make changes to the syllabus and any course requirements as needed.

Attendance and Online Discussion

The exchange of ideas between colleagues engaged in scholarly inquiry is a key aspect of college-level learning, and is a requisite activity in this course. In addition to group work, quizzes and discussion question original posts, students are expected to participate at least two days a week by posting replies to the Discussion topics.

Online discussions are the same interchange that occurs in a traditional classroom discussion. As a result of reading the material before class and the in-class lecture, questions and topics of interest come to mind. In class some students raise their hands to be called upon. The difference with online is that raising topics is not limited to some students. Everyone offers with their original discussion question to engage the class in learning and to join in the discussions.

At a minimum, students are required to submit an original discussion topic themselves, and post an additional substantive response on 2 days. Optimal levels of responses are 2 replies on each of 2 days to at least 2 of the topics raised by others and within the topic raised by them. To count as participation, postings need to be thoughtful; that is, they refer to the week's readings, relevant issues in the news, information obtained from other sources, or ideas expressed in the postings of other class members. Where appropriate, references are expected to support a student's position or response to another student's position. The postings must demonstrate reflection on the assigned readings and synthesis of the material with one's previous knowledge and experience. Adhere to a weekly timeframe to allow others time to comment on your work. All discussion topics must be complete by Day 7.

Take a STAND for Discussion

Located at the end of each chapter. During the course you are to choose 2 separate readings to respond to. The first one is due week 5 and you may choose from the chapters that were previously discussed. The second one is due week 10 and you may choose from the chapters that were discussed from mid-term to final. Your paper will summarize the issue at hand and then you are to answer the discussion questions listed. For each question listed you must take a stand FOR and then take a stand AGAINST the issue at hand. Your paper will be minimum 2 pages in length, times new roman font, 1" margins, 12 pt font, cover page with name, course name, and date.

CASE Analysis

Goals of a Case Study:

The educational goals of a case study assignment are:

1. for students to have the opportunity to demonstrate and to apply their knowledge of principles, theories and concepts from their class or previous classes to real-world situations;
2. improve student's critical thinking ability; and 3) improve student-writing skills.

One way to approach a case study is to:

1. Completely read the case
2. Identify the critical issue(s) in the case
3. Determine what concepts, principles, or theories will help to address the critical issues
4. Highlight key information or limitations mentioned in the case
5. Determine what information is pertinent and what limitations may restrict solution options. Remember, real life is complicated and the case may place some restrictions on options. These restrictions may take the form of time, resources, people, finances, legal issues, etc. Good solutions will identify and address key solution restrictions.
6. Review and use outside resources for additional information that could be used with the case. Sources include, but are not limited to web sites, library databases, library literature, current/old textbooks, newspapers and magazines. MLA citation of sources is required to credit your sources and avoid suspension of plagiarism.
7. Develop several possible solutions to the case's issue(s)
8. Select the best option from the one you developed
9. Explain any implementation issues or concerns brought up by your study of the case
10. Provide any graphs, charts, timelines, or other material that would help support your position
11. Have reasonable and logical conclusions supported by the papers presentation
12. Correct spelling and grammar are basic expectations. One suggestion is to set your work aside for a day and then go back and read it out loud to see if it reads smoothly. Also having another person read the paper can bring out areas that you may want to re-work.

Issues to Avoid in a Case Study

A good case study avoids:

- Lengthy restatement of the case facts. Only pertinent information that relates to your position or solution should be mentioned.
- The 'shotgun' approach usually does not work and can seldom be supported. It is better to concentrate on what you think is a good solution and then properly support that solution with facts and concepts from the coursework.

