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# BUS2200

Introduction to International Business

Dr. Marcel M. Zondag

Office: Schneider Hall 3272 — (269) 387-5998

**Office Hours: TR 11:30 a.m. – 12:30 p.m.**



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## CONTENTS

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<b>Faculty Information</b>	<b>4</b>
Professor	4
Office Hours	4
Textbook, Connect & Elearning	4
Class Sessions (Tuesday and Thursday)	4
<b>Welcome</b>	<b>5</b>
<b>Learning Objectives &amp; Students Outcomes</b>	<b>5</b>
How BUS2200 contributes to WMU's learning objectives	5
<b>Structure of BUS2200</b>	<b>6</b>
Class Lectures, On-line Lectures, Guest Lectures, and On-line Assignments	6
Participation and Professionalism	6
<b>Grades</b>	<b>7</b>
Chapter Assignments (On-line)	7
Midterm Exam	7
Final Exam	7
Class Attendance	8
Grade Components	8
Additional Grade Contribution: Bonus Points	8
Grading Scale	8
<b>Student Responsibilities</b>	<b>9</b>

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Academic Honesty Statement	9
Professional Written and Oral Communication Standards Guideline	10
Disability Statement	10
Final Note	10
Tentative Schedule	11

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## Faculty Information

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### Professor

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Dr. Marcel M. Zondag

Schneider 3272

[marcel.zondag@wmich.edu](mailto:marcel.zondag@wmich.edu)

Office: (269) 387-5998

Cell/text: (865) 441-6515

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### Office Hours

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Tuesday and Thursday, 12:30 p.m. – 1:30 p.m.

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### Textbook, Connect & Elearning

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There are a number of ways in which the materials of BUS2200 are delivered this semester: lectures, a textbook combined with a web site, and the WMU Elearning site for this course. All of these are crucial for your success in the course. Please read the below information and instructions carefully!

The required textbook for this course is: **Intro to Global Business (custom text for this course) – ISBN: 978-1-308-34080-7.**

Note that the book includes an access code for McGraw-Hill Connect (“Connect”), the companion website for this course. On this website you will take chapter quizzes and it will provide you with study aids.

In order to sign up for Connect go to the following URL:

<http://connect.mheducation.com/class/m-zondag-bus2200-spring2015>

Search for “International Business: Competing in the Global Marketplace Tenth Edition by Hill, 2015.

The enter the code found in the back of the text book and follow the directions to either “Sign In” or “Register.”

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### Class Sessions (Tuesday and Thursday)

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We will meet in-class on Tuesday and Thursday, Schneider Hall room 2000: 12:30 a.m. to 1:45 p.m.

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## Welcome

International business and globalization involve all of us. As described in Chapter 1 of the textbook, as a consumer you are experiencing this with almost all products and services you purchase and use. This also means that it is important as a businessperson to understand the basic concepts and issues of global business and be able to analyze and study the global environment as it affects your business, or as an integral part of your daily (globally orientated) job. In one form or another most all business are involved in international business, although the extent of this involvement varies. It may take the form of sourcing materials from overseas suppliers or exporting to foreign markets and extend all the way to establishing and operating offshore facilities and factories.

## Learning Objectives & Students Outcomes

On completion of this course, students should be able to:

1. Understand the concept and impact of Globalization.
2. Have a basic understanding of the global business environment.
3. Be familiar with the basic concepts and dimensions of international business.
4. Explain key linkages between global markets and how they differ from national markets.
5. Understand different foreign market entry modes.
6. Understand the basics of global sourcing and supply chain management.
7. Understand the regulatory and financial aspects of global business.
8. Understand how firms develop and implement global strategies.
9. Understand how global business affects human resource management.

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### How BUS2200 contributes to WMU's learning objectives

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There are seven key skills/attributes/ knowledge bases that all undergraduate students at WMU's Haworth College of Business should possess when they graduate. Business 2200 contributes in the following ways to students acquiring these skills, attributes, and knowledge bases:

1. **Effective Communication:** Effective writing is a smaller part of BUS2200. But, all communications will have to be professional style (see the communication note at the end of this syllabus).
  2. **Team Skills:** Because of the large section format, there will not be any teamwork in BUS2200 this semester.
  3. **Global Business Understanding:** BUS2200 is obviously focused on acquiring international business knowledge and understanding.
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4. **Information Technology Systems:** In this course we will be working with different databases and research programs.
5. **Ethical Business Practices:** Ethics are discussed at different times during the semester. Specific class and discussion time is set aside to discuss ethical issues in international business. Without stating what is “right” and what is “wrong,” students will be better equipped to define and decide on the ethical issues managers are forced to deal with.
6. **Critical Thinking:** Lectures, guest lecturers, in-class exercises and course assignments are all based on the principals of critical thinking, requiring intellectual empathy, humility, perseverance, integrity, and responsibility. Learning to become a critical thinker will help all students deal better with the increasing complexity of the global business environment.
7. **Common Business Knowledge:** This course has a distinct cross-functional character. All topics are approached from an integrated value chain perspective. That means that students will learn how certain decisions affect not only the company that made the decision, but also that company’s supply chain partners and customers. General business skills such as conducting a company profile and SWOT analysis are also included in the course.

## Structure of BUS2200

### Class Lectures, On-line Lectures, Guest Lectures, and On-line Assignments

Class meets two times per week, on Tuesday and Thursday in Schneider Hall, room 2000, from 12:30 p.m. until 1:45 p.m. You are also expected to work on on-line assignments during the week.

Lecture sessions are designed to introduce the topics and theories assigned for that session. If there are any readings or other materials posted on Elearning for a particular lecture session, you are expected to have read these prior to attending class. For sure you are required to have read the textbook chapter(s) listed on the schedule for that day, **prior** to coming to class.

At certain times during the semester, the lectures will be made available on Elearning. **In case of an on-line lecture, there will be no class session.** On-line lectures will be made available on Elearning at the scheduled class time and will remain posted during the semester.

At certain times during the semester, there will be guest lectures from different companies that will deal with international business issues, as well as provide information about these companies and internship and job opportunities with these companies. Attending guest lectures is strongly encouraged. There will be exam questions from the guest lectures.

### Participation and Professionalism

I have **high expectations** concerning your behavior and commitment to this course, BUS2200.

I expect you to treat the class, your fellow students, HCoB faculty and staff with respect and civility. This should manifest itself in your classroom behavior, in your overall approach and commitment to this course, and in all forms of your communication with other students, faculty, and guest speakers.

In short, I will treat you as professionals (similar to the employees I managed during my business career), and I expect the same commitment, preparation, and professional courtesy from you that you plan to exhibit on your first full-time job after graduation.

Should it become apparent that you are not conducting yourself in a civil and respectful manner, you may be required to meet with me outside of class, be asked to leave the classroom and forfeit your ability to participate. This will negatively affect your ability to reach a high grade for this course.

The success of this course and class format largely rests on the shoulders of each student. If students arrive prepared, the course will be beneficial and enjoyable for all involved. Without proper preparation the class sessions will seem never-ending and your grade will reflect your lack of commitment.

## Grades

Grades for BUS2200 will be made up of the following items:

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### Chapter Assignments (On-line)

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There will be regular assignments, taken on-line on Connect. These will mostly consist of short tests pertaining to the materials (i.e. chapters) we discussed that week in class. You will be allowed to take these tests at your own timing, starting after class on Thursday but before the following Sunday afternoon. The tests are timed, **allowing you only a certain amount of time to complete after you start the test.**

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### Midterm Exam

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The midterm exam will be delivered on-line, but it will be accessible only during regular class hours on Tuesday, March 3, 2015. The exam will be on all chapters, readings, and lectures up to the date of the exam and will be in multiple-choice format. It is important to study from the textbook as well as from your class notes, since everything is “fair game” for the exam, including the guest lectures. So, it is important to attend class if you want to earn a high score on the exam.

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### Final Exam

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The final exam is on Thursday, April 30, 2015, from 10:15 a.m. until 12:15 p.m. in the regular classroom, Schneider Hall, room 2000. It will also be in multiple-choice style. It is important to study from the

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textbook as well as from your class notes, since everything is “fair game” for the exam, including the guest lectures. So, it is important to attend class if you want to earn a high score on the exam. The final exam is comprehensive.

Not attending any of the two exams during the semester, without making arrangements with the professor will result in a zero score.

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## Class Attendance

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You are expected to attend all class sessions. There may be **unannounced quizzes** that allow you to earn **bonus points** throughout the semester.

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## Grade Components

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|-------------------------|------------|
| 1. On-line Assignments: | 300 points |
| 2. Midterm Exam:        | 300 points |
| 3. Final Exam:          | 300 points |

900 points maximum total score for the course

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## Additional Grade Contribution: Bonus Points

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There will be various opportunities to earn bonus points during the semester. These bonus points are not necessary to score an “A” in the course, but will help in improving the grade you earn. I will announce the opportunities for bonus points in class or, alternatively, attending class sessions and completing unannounced “bonus quizzes” is the main way to earn bonus points. It will be possible to earn enough bonus points to where you can forfeit taking the final exam, and still earn a high grade in the BUS2200 course.

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## Grading Scale

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The grade is calculated as follows: the total point scores for all grade components PLUS *eventual* bonus points are added and then divided by 900 (the maximum amount of points you can earn for the course based on the “regular” grade components). This will give you the percentage score you have earned for the course. The following grading scheme will be used for grading your final course grade, based on the percentage score calculated as explained.

Note: there is no rounding; you earn the grade you earn.

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Final Grade	% Score Range	Final Grade	% Score Range
A	90.0% - 100.0%	C	70.0% - 74.9%
BA	85.0% - 89.9%	DC	65.0% - 69.9%
B	80.0% - 84.9%	D	60.0% - 64.9%
CB	75.0% - 79.9%	E	< 60.0%

## Student Responsibilities

1. Each student is responsible for reading and studying the assigned materials and completing the assigned work as explained in this syllabus or as added to the course schedule by the professor during the semester. It is strongly suggested that you attend each in-class session and complete assignments timely. Late submission without proper notification and approval from the professor to do so will result in a "zero score" for the assignment.
2. You are encouraged to see the professor at the first sign of any problem or lack of understanding of the concepts discussed in class. The earlier this conversation takes place, the more opportunity to make changes!
3. You are responsible for receiving messages through your official *wmich.edu* e-mail account. Make sure you check it regularly and it is working, specifically if you are not using it as your primary e-mail account.
4. Furthermore, it is your responsibility to check Elearning for announcements, assignments, grades, etc.
5. All assignments are mandatory.

## Academic Honesty Statement

You are responsible for making yourself aware of and understanding the policies and procedures in the Undergraduate and Graduate Catalogs that pertain to Academic Honesty. These policies include cheating, fabrication, falsification and forgery, multiple submission, plagiarism, complicity and computer misuse. [The policies can be found at <http://catalog.wmich.edu> under Academic Policies, Student Rights and Responsibilities.]. If there is reason to believe you have been involved in academic dishonesty, you will be referred to the Office of Student Conduct. You will be given the opportunity to review the charge(s). If you believe you are not responsible, you will have the opportunity for a

hearing. You should consult with your instructor if you are uncertain about an issue of academic honesty prior to the submission of an assignment or test.”

## Professional Written and Oral Communication Standards Guideline

Effective communication skills are critical to Haworth College of Business students’ personal and professional success. In accordance with the College’s learning goal that students must be effective communicators, business students must practice professional standards in written and oral communications.

Students’ e-mail communications (**Specifically communications with the professor**) and any assignments must meet minimum standards to be acceptable. Standards for written work address errors in form including spelling, punctuation, format, and basic grammar, as well as technical English errors.

If these standards are not adhered to, the student’s grade may be adjusted accordingly. Students are encouraged to seek assistance through the Haworth College of Business Communication Center.

## Disability Statement

If you need course adaptations or accommodations because of a documented disability, please bring me the paperwork from the disabled student services offices and I will gladly make the necessary accommodations.

## Final Note

This syllabus is subject to change and updating during the semester. All class topics and assignment due dates are subject to change. Check Elearning regularly for updates (see also the students’ responsibilities section).

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# Tentative Schedule

Session #	Date	Class Schedule	Study / remarks
1	Tuesday, January 13	Course Introduction & Chapter 1	On-line Lecture <b>No class</b>
2	Thursday, January 15	Complete first Connect assignment on-line	<b>No class</b>
3	Tuesday, January 20	"Formal" Introduction to BUS2200 & Review of Chapter 1	Chapter 1 (p. 19- 35)
4	Thursday, January 22	Country Differences – Political & Legal Systems	Chapter 2 (pp. 55-77) Chapter 2 video case on-line
5	Tuesday, January 27	Country Differences – Cultural Differences	Chapter 3 (pp. 79-111)
6	Thursday, January 29	Country Differences – Cultural Differences	Chapter 3 (pp. 79-111) Chapter 3 test on-line
7	Tuesday, February 3	International Trade Theory	Chapter 4 (pp. 115-149)
8	Thursday, February 5	Guest Lecture Constellation Brands	
9	Tuesday, February 10	On-line Test	<b>No class</b>

10	Thursday, February 12	Guest Lecture Abbott Nutrition	
11	Tuesday, February 17	Government Intervention in International Trade & Foreign Direct Investment	Chapter 5 (pp. 151-177) Chapter 6 (pp. 179-209)
12	Thursday, February 19	Guest Lecture Kraft Foods	
13	Tuesday, February 24	Regional Economic Integration	Chapter 7 (pp. 211-242)
14	Thursday, February 26	Exam Prep	
15	Tuesday, March 3	Mid-Term Exam	On-Line only
16	Thursday, March 5	No Class	
17	Tuesday, March 10	Spring Break	
18	Thursday, March 12	Spring Break	
19	Tuesday, March 17	Global Business Strategy	Chapter 8 (pp. 245-273)
20	Thursday, March 19	Organizational Structure & Globalization	Chapter 9 (pp. 275-311) Chapter 9 test on-line



21	Tuesday, March 24	Entry Modes	Chapter 10 (pp. 313-340)
22	Thursday, March 26	Entry Modes Application	Chapter 10 (pp. 313-340)  Chapter 10 test on-line
23	Tuesday, March 31	International Business Functions	Chapter 11 (pp. 343-363)
24	Thursday, April 2	International Business Functions	Chapter 12 (pp. 365-389)  Chapter 12 on-line test
25	Tuesday, April 7	International Marketing	Chapter 13 (pp. 391-421)
26	Thursday, April 9	International Marketing Application	Chapter 13 (pp. 391-421)  chapter 13 on-line test
27	Tuesday, April 14	open	
28	Thursday, April 16	open	
29	Tuesday, April 21	open	
30	Thursday, April 23	Exam Prep On-Line	<b>No class</b>

