

Belmont University – INB 3300 – International Business
Syllabus – SPRING 2017 – Page 1 OF 8 - DRAFT

COURSE # : INB 3300.05G
INSTRUCTOR: Dr. Dennis C. Chen, Ph.D
CREDIT: 3 Hours
CLASS LOCATION: Massey 109 (MC109)
MEETING TIME: TR, Tuesdays and Thursdays, 2:00-3:15 p.m.

INSTRUCTOR'S OFFICE #, PHONE #, EMAIL ADDRESS: Massey 323, (615)460-5711, dennis.chen@belmont.edu
INSTRUCTOR'S OFFICE HOURS: Tuesday and Thursday (9:30-11 AM and 12:30-2 PM) and Wednesday (4-6PM) or by appointment
TEXTBOOK: *Global Business Today*, Charles W.L. Hill, 9th Edition. Irwin McGraw-Hill
MCGRAW HILL CONNECT: <http://connect.mheducation.com/class/d-chen-inb-330005g--spring-2017>(REQUIRED)

COURSE INFORMATION:

- **Description of course as stated in current catalog:**
An introduction to the theories and practices of international business. The course gives special emphasis to the impact of environmental forces on multinational firms and on management responses to changing international conditions.
- **Objectives and/or Goals for the Course:**
After completion of this course you should be able to:
 1. *Demonstrate how international economic, political, legal, socio-cultural, and technological forces affect managerial decisions.*
 2. *Understand the challenges, opportunities, and ethical complexities resulting from the increasing interconnectedness of participants in the global economy.*
 3. *Explain the rationale for international trade and investment from the perspective of multinational corporations and small and medium-sized enterprises.*
 4. *Recognize the dynamics of the international monetary system, identify the determinants of exchange rates, and calculate simple exchange rate problems.*
- **Relevant pre-requisites:** ECO 2210
- **Method(s) of Instruction:**
The class sessions will consist of lectures, readings, case studies, class discussions, and experiential exercises

MISSION STATEMENT OF THE MASSEY COLLEGE OF BUSINESS:

The mission of the College of Business Administration is to be an innovative, student-centered learning community that prepares entrepreneurial, ethical and socially responsible future business leaders for the dynamic global economy.

STUDENT LEARNING OUTCOMES OF THE MASSEY COLLEGE OF BUSINESS

Students will be able to:

1. Communicate effectively orally and in writing.
2. Demonstrate the ability to effectively collaborate in business contexts.
3. Utilize analytical, quantitative, and technical concepts and methods to identify and propose solutions to business problems.
4. Recognize ethical issues, argue the principles involved, and assess the potential consequences in the process of making socially responsible decisions.
5. Understand global business issues including the diverse legal, economic and cultural environments of business.
6. Recognize and assess the risk and potential benefits of new enterprise.
7. Demonstrate basic understanding of the disciplines included in the business core.

COURSE REQUIREMENTS:

- **Attendance:**

Institutional Statement on Class Attendance and Absences

Belmont University is committed to the idea that regular class attendance is essential to successful scholastic achievement. Absence is excused only in cases of illness or other legitimate cause. Attendance is checked from the first class meeting. Late registrants will have accrued some absences prior to formal registration in the course. In the case of excused absence from class, students have the right and responsibility to make up all class work missed.

When the number of absences for any reason exceeds four times the number of scheduled class meetings per week (25% of class meetings during term), the student is involuntarily dropped from the course with a grade of "FN" (Failure for nonattendance). Appeal is first to the faculty member and then to the Dean of the college in oversight of that faculty / course.

Be advised that certain departments and individual professors enforce policies which differ from the above policy. See the departmental section of this catalog for the attendance policy for each department and the syllabus for each course for that course's specific attendance requirements which may be different from those stated here.

(In addition to the catalog) Attendance will be taken each day and is highly encouraged since learning increases through the sharing of ideas and the answering of questions. Moreover, material will be covered during class that is not in the text. If you have to miss class, I would appreciate you informing me before class (email is acceptable).

- **Participation (100 points):**

Class participation is essential for your understanding of these concepts. Classes will not cover all the material in the text; we may only discuss a few concepts in depth and/or the application of these concepts. However, all information in the text is important. You are expected to read the assigned material before class and be prepared to participate in the discussion. You are encouraged to ask questions and share ideas, insights, experiences, or other relevant information with your classmates. You are also encouraged to read additional news sources. THERE IS NO OPPORTUNITY TO MAKE UP MISSED IN-CLASS EXERCISES.

Concept Quizzes:

To encourage student preparedness, attendance, attention, and participation, a total of 7 concept quizzes will be given during the semester, each marked on a scale of 10, with a guaranteed minimum of 5 awarded for merely being present. Of the 7 quizzes, only the best 5 will count, i.e., two will be treated as "byes". There will be no "make-up" quizzes, for any reason. Concept quizzes may cover the previous class lectures, the reading assignment for the day, something we have recently discussed in class, or questions pertaining to chapter readings.

Chapter discussion questions:

Chapter discussion questions are assigned for each chapter to further help you assimilate your readings. Chapter discussion questions should be answered with a minimum of two (2) well-constructed paragraphs. Regarding chapter discussion questions, quality is more important than quantity. You should be prepared to discuss the chapter questions during the class period.

Quality class participation is a requirement of the class and will be evaluated. *Offering your perspective on a case or reading assignment, asking relevant questions during lectures, answering any of the questions raised during lectures, and respectfully interacting with others in class are examples of constructive participation. Quality participation means more than simple "I feel" responses. Instead, you should support your position with some evidence, offering a different but relevant perspective, moving the discussion and analysis forward, and/or building upon others' comments (versus repeating them). Most importantly, do not be shy about participating. Your active participation will make the class more interesting and educational. In order to ensure equal participation on all team assignments and in-class exercises throughout the term, members of each team will evaluate their peers at the end of the term.*

In terms of evaluating participation, everyone starts with a C grade. Your final class participation grade will depend in part upon your attendance, completion of discussion questions, concept quizzes, and participation. For example:

- *If you attend class regularly but do not complete all the discussion questions nor participate in class, you will earn a C grade. (If you do not attend class regularly and do not participate, your grade will be less than a C.)*
- *Only if you attend class regularly, complete all the discussion questions, and participate regularly, can you earn an A or B class participation grade. What distinguishes an A from a B is the quality of your participation.*

Note: Even if you attend class regularly and participate regularly, engaging in activities that severely detract from classroom discussion (e.g., behaving in a manner that is disrespectful such as checking and/or sending text messages, scanning the Internet, having unrelated discussion with neighbors) will significantly reduce your participation grade.

- **Prepared Assignments:**

Assignments (100 points):

There will be 8 assignments during the term. Students are required to submit 3 individual assignments (20 points each, Students are allowed to submit 4, with the 3 highest grades being counted) and one group assignment (40 points). Students should turn in the assignments in class on the date identified on the class calendar. Each assignment should be

written in a memorandum format (refer to first two pages of separate assignments document in Blackboard), a maximum of two (2) single-spaced typewritten pages, with 1-inch margins and 12-point font. Additional detail for each assignment is provided on Blackboard. **DUE TO THE FACT ASSIGNMENTS WILL BE DISCUSSED IN CLASS, YOU MUST BE PRESENT IN CLASS TO TURN IN AN ASSIGNMENT. EMAIL SUBMISSIONS WILL NOT BE ACCEPTED. LATE PAPERS WILL NOT BE ACCEPTED.**

As mentioned, each student will be part of a group that will be responsible for leading the class discussion on one other assignment. Groups should prepare one memorandum to be turned in as a group and an additional 20-30 minute presentation, with interactive activities to engage the fellow students. This group presentation will be worth two assignments (40 points).

Homework (100 points):

Homework can be found in McGraw-Hill's Connect website. Use the appropriate link listed on the syllabus to access the Connect website. The homework is interactive and intended to help you learn and assimilate the content as well as to help you retain the knowledge. The homework is set up such that you will have three attempts to achieve your highest score.

Team Cultural Product Proposal (50 points):

Cultural products industries, such as the arts, food, and entertainment industries, are intriguing and yet challenging for international business managers. For this assignment, identify a specific type of cultural product from a foreign country of your choosing (e.g., Japanese Green Tea, Australian Vegemite, Mexican candies, Swiss chocolates, Dutch cookies, Chinese preserved plums). Food products (and samples) are by far the favorite among fellow students... A cultural snack is engaging and stimulates learning!

For approximately 10 minutes in class, your team should give a presentation including the following items:

1. Briefly describe the culture of the country and the product you have chosen. If possible, bring a sample of the product (i.e., food, non-alcoholic beverage, product sample, video, audio clip, photo, etc.).
2. Suggest a good foreign export market for the product and explain your reasoning.
3. Propose a target price and how you would supply this product to the proposed market.

Map Quizzes (50 points):

Knowledge of world geography is essential for understanding world trade and international business. Moreover, such knowledge helps one to avoid embarrassing mistakes when interacting with people from other parts of the world. There will be a series of 4 regional map quizzes (Americas, Africa, Asia/Oceania, and Europe/Middle East); students will label the specified countries.

- **Testing:**

There will be three exams and a Final. Exam Test dates are shown on the class schedule below. The exams can cover textbook chapters, class lectures, assigned readings, cases, videos, and other materials presented in class. Each exam will be objective. The questions will cover a range of difficulty and will test not only basic comprehension skills, but also more complex analytical skills. Students may view their exams during office hours after taking the exam. You are expected to take exams during the scheduled times. Any student who shows up late for an exam will not be allowed to take the exam (Late is defined as arriving after a student has completed the exam and left the room).

Should an exam be missed, a student must take the comprehensive final exam at the end of the semester, and the score on the final exam will replace the missed exam. Students who have not missed an exam may also take the comprehensive final exam to substitute for a lower exam grade. If you have taken all exams during the course of the semester, taking the final can in no way jeopardize your grade. If the final exam grade is higher than any of your previous exam scores, the final exam score will replace the lowest exam score (otherwise, the final exam score will be discarded).

- **Extra Credit**

You may have the opportunity to earn extra credit (i.e., up to 20 points added to your participation grade) by participating in one to two hours of lab experiments during the semester. These experiments typically consist of taking online surveys in one of the Massey computer labs and are used to help COB faculty learn more about their respective fields of study. You will likely have the opportunity to sign up for a one-hour time slot during the first half of the semester, and another one-hour slot during the second half of the semester. A COB representative will be in touch in the coming weeks to schedule your participation.

If you do not wish to participate in these research studies, please let me know before the lab sessions begin and an alternative assignment will be provided. This assignment will take one or two hours to complete depending on the number of lab sessions you wish to forego, and completion will result in extra credit.

- **Methods of Evaluation:**

Final grades will not be curved. A positive trend in exam scores over the term will be a positive factor if the student's final total is on the borderline between two grades. A negative trend in exam scores over the term will be a negative factor if the student's final total is on the borderline between two grades. Likewise, meaningful and frequent class participation will be a positive factor in borderline cases in determining final grades. The course grading scale is as follows:

- **Grading Scale:**

Grade	Points	Grade	Points
A	933-1000	C+	767-799
A-	900-932	C	733-766
B+	867-899	C-	700-732
B	833-866	D	600-699
B-	800-832	F	0-599

My evaluation policy requires you to develop different skills. I give grades for exams (that require recall of facts and application of concepts), individual and team assignments (that require research, critical reasoning, and writing ability), homework, map quizzes, a cultural product presentation, and class participation.

Grades will be allocated according to the following point system:

Exam 1	200 points
Exam 2	200
Exam 3	200
3 Individual Assignments plus one group assignment	100
Homework	100
Map Quizzes	50
Team Cultural Product Proposal	50
Participation/Concept Quizzes	100
Total	1000 points

POLICY ON CELL PHONES, TEXT MESSAGING & WIRELESS COMPUTING:

Class time is for learning. Barring an emergency, using cell phones for any reason (talking or text messaging) during class time is inappropriate. Cell phones should be turned off or turned to silent mode during class. You may use a computer ONLY to take notes during this class. Surfing the internet, typing homework for another class, etc., during class time is unacceptable and your grade will be penalized should you be caught.

TARDINESS:

Students are expected to exhibit professional business behavior in this class. You are expected to be in class promptly at the scheduled start time. If you have to leave early or arrive late, due to an interview, doctor's appointment, or other unavoidable event, you should inform the instructor in advance, in person or by voice mail or e-mail. If because of tardiness or leaving class early you are not present at the time of a quiz, you will not be allowed to make it up.

HOW TO DO WELL IN THIS CLASS:

In the past, many students have asked me how to improve their grades in this class. There is NO substitute for hard work!

In addition, I believe the following are necessary if you want a chance for a B or above:

- Read all assigned material, and read it before it is discussed.

- Attend class and participate. Do more than just sitting in class and listening to your classmates. Take notes on items you do not understand, then go back to the textbook/McGraw Hill Connect homework to gain clarification. Take notes on paper in your own words. The act of writing reinforces learning.
- Begin working on team assignments early in the semester; do not wait until the night before the assignment is due. Make an effort to work in a collegial, supportive manner with your fellow team members, and speak with me as soon as you encounter team problems or personal difficulties; do not wait until the end of the semester when it is too late.
- Justify all answers on written assignments. I cannot read your mind, so you must explain your opinions, positions, arguments, etc.

I PROMISE TO:

- Treat you with respect, carefully listening to your questions and comments.
- Come to class prepared, provide structure to the course and convey a willingness to work with you in helping you master the material.
- Keep you informed of your grades.
- Use class time effectively as possible and maintain a positive learning environment.
- Develop tests that are fair (not necessarily “easy”) and that reflect the material covered in class.
- Grade your assignments and exams promptly and fairly with equal treatment for all students.

WHAT I EXPECT YOU TO PROMISE:

- Do not be afraid to ask questions.
- Do not feel: ashamed, embarrassed, humiliated or just plain stupid if I do not understand something that appears simple or other students seem to already know.
- Do not cause another person to feel: ashamed, embarrassed, humiliated or just plain stupid if they do not understand something that appears simple or other students seem to already know.
- No matter how fundamental, basic or simple my misunderstanding may appear to be to me, I will continue to seek clarification until I no longer feel lost.
- Do take responsibility to know the syllabus and course requirements and how to accomplish them successfully.
- Do work responsibly and ethically on the requirements for this course.
- If I use quotes, ideas, or materials in my work from books or from someone else, I will clearly identify this material as a quotation or paraphrase and identify the source or author of the quotation.
- Do be kind to my professor and not laugh at him (too often) for his: absent-mindedness, trouble remembering names, and difficulty with modern technology.

FINAL POINTS

- Every one of us is able to contribute something to our class discussions.
- No one knows everything.
- You are citizens (not consumers) at this university – you have a civic responsibility to offer your questions and thoughts so that the entire class can collaboratively learn.
- Questions are just as important as comments.
- Coming to class unprepared is disrespectful to your peers who are prepared.

UNIVERSITY POLICIES:

- **Honor Code:** The Belmont community values personal integrity and academic honesty as the foundation of university life and the cornerstone of a premiere educational experience. Our community believes trust among its members is essential for both scholarship and effective interactions and operations of the University. As members of the Belmont community, students, faculty, staff, and administrators are all responsible for ensuring that their experiences will be free of behaviors, which compromise this value. In order to uphold academic integrity, the University has adopted an Honor System. Students and faculty will work together to establish the optimal conditions for honorable academic work. Following is the Student Honor Pledge that guides academic behavior:

“In affirmation of the Belmont University Honor Pledge, I will not give or receive aid during examinations; I will not give or receive false or impermissible aid in course work, in the preparation of reports, or in any other type of work that is to be used by the instructor as the basis of my grade; I will not engage in any form of academic fraud in the fulfillment of my requirements for graduation whether curricular or co-curricular. Furthermore, I will uphold my responsibility to see to it that others abide by the spirit and letter of this Honor Pledge.”

- **Accommodation of Disabilities:** In compliance with Section 504 of the Rehabilitation Act and the Americans with Disabilities Act, Belmont University will provide reasonable accommodation of all medically documented disabilities. If you have a disability and would like the university to provide reasonable accommodations of the disability during this course, please notify the Office of the Dean of Students located in the Beaman Student Life Center (615-460-6407) as soon as possible.
 - **Course Evaluations:** Belmont University provides all students with the opportunity to evaluate their courses. Toward the end of each semester, students will be made aware that the online course evaluations are open. Students are expected to participate in course evaluations when they are made available.
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CLASS SCHEDULE:**INB 3300 SPRING 2017 Calendar**

DATE	TOPIC	READINGS	ASSIGNMENTS DUE
Tuesday, 1/10	Opening Activity		
Thursday, 1/12	Globalization In class case study	Chapter 1 pp. 3-31	Ch. 1 Discussion Questions 2 or 4 (p.32)
Tuesday, 1/17	Globalization National Differences in Political Economy In class case study	Finish Chapter 1 Chapter 2, pp.36-55	Ch. 1 HW due (connect.mcgraw-hill.com) <i>Map Quiz 1: The Americas</i> Ch. 2 Discussion Questions 2 or 3 or 6 (p.56)
Thursday, 1/19	National Differences in Political Economy In class case study	Chapter 2	Ch. 2 HW due(connect.mcgraw-hill.com) Email "YouTube" clip for Ch. 1&2 topics
Tuesday, 1/24	Political Economy and economic Development In class case study	Chapter 3, pp.61-84	<i>Assignment 1:</i> Gibson Guitar and the Risks of a Global Supply Chain Ch. 3 Discussion Questions 2 or 3e (p.85)
Thursday, 1/26	Political Economy and economic Development Ethics	Finish Chapter 3 Chapter 5 pp. 127-153	Ch. 3 HW due(connect.mcgraw-hill.com) Ch. 5 Discussion Questions 1, 3, or 4 (pp.153-154)
Tuesday, 1/31	Ethics Exam 1 Review	Chapter 5	<i>Assignment 2:</i> Bribery and Ethics Email "YouTube" clip for Ch. 3&5 topics
Thursday, 2/2	Exam 1	Exam 1 (Chapters 1,2, 3, and 5)	Ch. 5 HW due (connect.mcgraw-hill.com)
Tuesday, 2/7	Cultural Environment In class case study	Chapter 4 pp. 89-120	<i>Ch. 4 Discussion Question 1, 2, or 4 (p. 121)</i> <i>Map Quiz 2: Africa</i>
Thursday, 2/9	Cultural Environment	Chapter 4	Assignment 3: Culture Assignment
Tuesday, 2/14	Cultural Environment	Chapter 4	Ch. 4 HW due (connect.mcgraw-hill.com)
Thursday, 2/16	Trade & FDI Theory In class case study	Chapter 6 pp. 159-192	Ch. 6 Discussion Questions 4, 5, or 8 (p. 186)
Tuesday, 2/21	Trade & FDI Theory	Chapter 6	<i>Assignment 4: Trade Theories</i> Ch. 6 HW due (connect.mcgraw-hill.com)
Thursday, 2/23	Foreign Direct Investment, Exam 2 Review	Chapter 8, pp. 223-249	Ch. 8 Discussion Questions 1 or 5 (pp.247-248) Email "YouTube" clip for Ch. 4,6, & 8 topics
Tuesday, 2/28	Exam 2	Exam 2 (Chapters 4,6, and 8)	Ch. 8 HW due (connect.mcgraw-hill.com)

Thursday, 3/2	Regional Integration	Chapter 9 pp.253-281	Ch. 9 Discussion Questions 1 or 2 (p.281)
Monday-Friday, 3/6 – 3/10	SPRING BREAK		
Tuesday, 3/14	Regional Integration	Chapter 9	<i>Assignment 5: Seminole Farms</i> <i>Ch. 9 HW due (connect.mcgraw-hill.com)</i>
Thursday, 3/16	Political Economy of International Trade	Chapter 7 pp.195-220	Ch. 7 Discussion Questions 1 or 5 (pp.218-219)
Tuesday, 3/21	Political Economy of International Trade Exam 3 review	Chapter 7	<i>Assignment 6:</i> California's Visual Effects Industry <i>Map Quiz 3: Asia/Oceania</i> Email "YouTube" clip for Ch. 9 & 7 topics
Thursday, 3/23	Exam 3	Exam 3 (Chapters 9 and 7)	<i>Ch. 7 HW due (connect.mcgraw-hill.com)</i>
Tuesday, 3/28	Foreign Exchange In class case study	Chapter 10, pp. 285-308	Ch. 10 Discussion Questions 4 or 5 (p.307)
Thursday, 3/30	Foreign Exchange	Chapter 10	<i>Assignment 7: How Money Affects Trade</i> <i>Ch. 10 HW due (connect.mcgraw-hill.com)</i>
Tuesday, 4/4	Team Cultural Product Presentations		
Thursday, 4/6	Team Cultural Product Presentations		
Tuesday, 4/11	Entering Foreign Markets In class case study	Chapter 13 pp. 371-393	Ch. 13 Discussion Questions 1 or 2 (p. 391)
Thursday, 4/13- Friday, 4/14	EASTER BREAK		
Tuesday, 4/18	International Entry	Chapter 13	<i>Assignment 8: Papa John's International</i> Ch. 13 HW due (connect.mcgraw-hill.com) <i>Map Quiz 4: Europe/Middle East</i>
Thursday, 4/20	Global Production, Logistics, Outsourcing	Chapter 15 pp. 419-446	Ch. 15 Discussion Questions 1 or 4 (p. 444)
Tuesday, 4/25	Global Production, Logistics, Outsourcing Final Exam Review	Chapter 15	Email "YouTube" clip for Ch. 10, 13, & 15 topics Ch. 15 HW due (connect.mcgraw-hill.com)
Comprehensive Final Exam INB 3300.05G Thursday, 4/27, 2:00PM.			

Note: This is a tentative schedule and is subject to change at the instructor's discretion. You are responsible for all changes announced in class.