

## Course Syllabus

### Course Information

**Course Number and Title:** GEB 3373 International & Comparative Dimensions of Business

**Credit Hours:** 3 credits

**Current Academic Term:** Spring 2021

### Instructor Information

**Instructor:** Kelda Senior

**Office:** IST Adjunct Offices

**Office Hours:** Tu, Th 5:30-6:30pm via Microsoft Teams

**Mobile Phone:** (904) 703-1578

**E-mail:** ksenior@floridapoly.edu

**Class Meeting:** Tu, Th 7:00pm-8:15pm; Room: IST-1048

### Course Details

**Class delivery mode/meeting times expectations:** This is a **Face-to-Face course**. Students in face-to-face (this includes labs and C-courses) courses are expected "to attend all of their scheduled University classes and to satisfy all academic objectives as defined by the instructor" (University Policy, FPU5.0010AP).

**Course Website:** <https://floridapolytechnic.instructure.com/courses/5146>

### **Official Catalog Course Description:**

Enterprises, markets, institutions, firm competitiveness, industry globalization, international business transactions, and entry strategies are discussed from a cross-cultural and international perspective.

**Prerequisites:** None

**Prerequisite(s) or Co-requisite(s):** None

**Communication/Computation Skills Requirement (6A-10.030):** No

### **Required Texts:**

*International Business: A Managerial Perspective Ninth Edition by Ricky W. Griffin, Michael W. Pustay (ISBN-13: 978-0-13-3506297)*

### **Equipment and Materials:**

The format of the course will include lectures by the instructor, class discussions, directed readings, homework, project, and students' presentations.

### **Course Objectives:**

- Understand and analyze international business practices in comparison to similar practices in the United States and other countries.
- Have an appreciation of cultural differences, which will help overcome difficulties which could arise when negotiating and doing business in an international setting.
- Learn how to analyze investment opportunities and develop investing strategies for international companies

### Course Learning Outcomes:

Upon successfully completing this course, students will be able to:

1. An appreciation for the cross-cultural dimensions of business education, enterprises, markets and institutions.
2. Understand why businesses chose to go global and the managerial implications of the decisions.
3. Become aware of the politics of international trade and investment.
4. Understand the strategies and structures of international business.
5. Be able to explain how and why the world's countries differ.

Alignment with Program Outcomes:	Course Learning Outcome				
	1	2	3	4	5
Business Analytics Program Student Outcomes					
(1) Demonstrate a firm understanding of business and processes	X	X	X	X	
(2) Analyze a given business problem and apply the appropriate analytics techniques to realize business goals		X			
(3) Communicate clearly, and effectively and logically in a business situation	X	X	X	X	X

### Academic Support Resources

- **Library:** Students can access the Florida Polytechnic University Library through the University website and [Canvas](#), on and off campus. Students may direct questions to Academic Success Center [success@floridapoly.edu](mailto:success@floridapoly.edu) or by email, [library@floridapoly.edu](mailto:library@floridapoly.edu).
- **ASC:** The Academic Success Center, located in the IST and at ASC East, provides a range of services. Students may direct questions to [success@floridapoly.edu](mailto:success@floridapoly.edu).
- **WTO** (<http://www.wto.org>)
- **JETRO** (<http://www.jetro.go.jp>)
- **FITA** (<http://www.fita.org>)
- **NAFTA** (<http://www.ustr.gov/trade-agreements/free-trade-agreements/north-american-free-trade-agreement-nafta>)
- **CCPIT** (<http://www.ccpit.org.cn>)
- **EU** (<http://www.fta-eu.org>)
- **WFTO** (<http://www.wfto.com>)

### Course Policies:



**Attendance**, see also [University Policy](#), which reads "Students are expected to attend all of their scheduled University classes and to satisfy all academic objectives as defined by the instructor."

Attendance and participation are expected parts of the academic experience. Students in face-to-face courses are expected to attend all of their scheduled University classes and to satisfy all academic objectives as defined by the instructor. (University Policy, FPU-5.0010AP).

Excessive absences will impact final grade (see table below). Attendance and participated will be tracked via **A+ Attendance** in the Canvas course.

Students are responsible for communicating requests for an excused absence to the instructor in a timely manner and utilizing CARE services for support, as needed. NOTE: Exceptions to the Attendance Policy will be addressed individually on a case-by-case basis.

**Absences' Impact on Final Course Grade:**

Number of missed meetings	Effect on final grade
0 to less than 10 %	No penalty
From 10% up to 15 %	1/2 Letter Grade reduction
From 15 % up to 20 %	1 Letter Grade reduction
From 20% up to 30 %	2 Letter Grade reduction

**Students Feeling Sick:**

I am a student; what should I do if I think I may have COVID-19? Students who are showing symptoms or who have been exposed to COVID-19 are expected to stay in their residences (at home or in their dorm rooms) and immediately notify the FL Poly CARE manager at [care@floridapoly.edu](mailto:care@floridapoly.edu). The CARE Manager will work with each student to triage their individual situation and the CARE Manager will notify faculty of students who are not attending courses due to COVID19 symptoms.

**Grading Scale:** (See also [University Grading Policy](#)).

Grades will be determined according to the following scale:

> = 93.00	A
90.00 – 92.99	A-
87.00 – 89.99	B+
83.00 – 86.99	B
80.00 – 82.99	B-
75.00 – 79.99	C+
70.00 – 74.99	C
60.00 – 69.99	D
< = 59.99	F

**Assignment/Evaluation Methods:**

Attendance and Participation	20%
Out of Class Student Homework*	15%
Project	20%
Quizzes	15%
Midterm	15%
Final	15%

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Total	100%
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**\*Out of Class Student Homework:**

Students are expected to spend at least two hours completing “out of class student work” for each hour in class. All out of class work will be graded and will comprise the percentage of the final course grade identified in “Out of Class Student Work.” Students are expected to read the textbook Chapters prior to the class lecture on the subject matter.

**Late Work/Make-up work:**

Each student must keep current on assignments. *Late assignments are not accepted, unless permission has been obtained from the instructor in advance.* Medical emergencies with valid documentation would be about the only exception. Any other documentation

will be evaluated on a case by case basis.

## **University Policies**

### **COVID-19 Syllabus Statement**

Regardless of the mode of course delivery, all Florida Poly students are asked to make a [Campus Commitment](#) demonstrating respect and consideration for themselves or others, and for the people they care about. This Campus Commitment includes monitoring one's health and seeking medical care when appropriate; wearing face-coverings and respecting social-distancing, especially in the classroom and in gatherings; washing one's hands frequently (and when not possible using hand-sanitizer); following medical guidance; and participating in keeping shared spaces clean.

If you are experiencing any symptom(s) of COVID-19 outlined by the CDC, you must stay home or in your residence hall room and immediately contact the associate director of campus wellness management at 863-874-8599 or email [care@floridapoly.edu](mailto:care@floridapoly.edu).

#### *Basic rules for in the classroom, IST, and Campus:*

1. You **MUST** wear your face covering during class and throughout the building at all times.
2. Absolutely **no eating or drinking** during class.
3. Leave the furniture on its correct floor markings; if the furniture is moved, please return it to those markings.
4. "Take-Two": Whenever possible, clean your space with a sanitizing wipes (take two) before you start and when you are finished with class.
5. Do not remove sanitizing wipes or hand sanitizers from their set locations—they are put there for everyone.
6. Follow directional signs throughout the buildings and respect appropriate social-distancing.
7. Study hard and engage with all of your courses!

**Reasonable Accommodations:** Florida Polytechnic University is committed to assisting students with disabilities and offering reasonable accommodations to those with documented eligibility. The Office of Disability Services (ODS) coordinates accommodations for students with disabilities in accordance with the ADA Amendments Act of 2008 (ADAAA), the Americans with Disabilities Act of 1990 (ADA), and Section 504 of the Rehabilitation Act of 1973. Reasonable accommodations are determined on an individual basis through an interactive process between you, ODS, and your instructor(s). If you have already registered with ODS, please ensure that you have requested an accommodation letter for this course and communicate with your instructor about your approved accommodations at your earliest convenience. If you are not registered with ODS but believe you have a temporary health condition or permanent disability requiring an accommodation, please contact ODS as soon as possible.

The Office of Disability Services (ODS):

[DisabilityServices@floridapoly.edu](mailto:DisabilityServices@floridapoly.edu)

(863)874-8770

ASC East building

[ODS website: www.floridapoly.edu](http://www.floridapoly.edu) > Student Affairs > Health Wellness > Disability Services

[Accommodations for Religious Observances, Practices and Beliefs](#)

**Title IX:** Florida Polytechnic University is committed to ensuring a safe, productive learning environment on our campus that prohibits sex discrimination and sexual misconduct, including sexual harassment, sexual assault, dating violence, domestic violence and stalking.

**Title IX (continued):** It is important for you to know that there are resources available if you or someone you know needs assistance. You may speak to your professor, but your professors have an obligation to report the incident to the Title IX Coordinator. It is an educational goal that you feel able to share information related to your life experiences in classroom discussions and in one-on-one meetings. However, it is requirement for university employees to share information with the Title IX Coordinator regarding disclosure. However, please know that your information will be kept private to the greatest extent possible. You will not be required to share

your experience. If you want to speak to someone who is permitted to keep your disclosure confidential, please seek assistance from the Florida Polytechnic University [Ombuds Office](#), BayCare's Student Assistance Program, 1-800-878-5470 and locally within the community at [Peace River Center](#), 863-413-2707 (24-hour hotline) or 863-413-2708 to schedule an appointment.

**Academic Integrity:** All students must commit to the highest ethical standards in completion of all academic pursuits and endeavors, whether in classroom or online environments: [Academic Integrity](#)

## **SEMESTER GROUP PROJECT**

### **Overview**

Your assignment is to choose a country and product or service that is *not currently found* in the targeted country and devise a cultural analysis and marketing plan for entry into the chosen country. For example, groups can choose to market an automobile from the United States into a foreign country or can choose to market an automobile into the United States that is not currently available here. As part of this, you will need to conduct secondary research to better understand your market: culture, regulation, consumers, competition, infrastructure, etc.

### **Working in Groups**

You will work on this project in groups of three to four people. Learning how to effectively manage the group work experience and outcome is essential to successful professional performance. Setting clear expectations of the group at the outset, meeting the expectations set of you, and communicating frequently throughout the semester are key. All problems arising within the group, including those related to relative contributions of the group members, are to be handled internally, by the group; this is an essential part of the group project experience.

### **Group Project Memo (Due Week 5)**

Each group will turn in a one-page memo describing the industry, the company/brand, and the country entry market you have chosen to focus on. Please pick an industry that your group finds interesting since you are going to be working on it all semester. This memo should clearly identify:

- The industry
- The company / brand
- The country entry market
- Basic background information about the country entry market (i.e. size, key players, key customer segments, important trends).

### **End-of-Semester Group Presentations (Weeks 15 and 16)**

Your group presentations must be professional and interesting, conveying clearly the soundness of market analyses leading up to the international marketing strategy recommendation. You have a maximum time of 15 minutes for your presentation. This will be followed by a 5-minute question-answer session. You are expected to attend all the project presentations. Each group must provide the instructor with a copy of its presentation at the beginning of class on their presentation date.

### **Final Group Paper (Due Finals Week)**

The final report paper must be a professional and polished document (12 pages, excluding References and Appendixes) APA style format, Times New Roman, Double spaced. See Project Outline (APPENDIX 1)

### **Grading of Group Presentations**

*Presentations will be graded using the following guidelines:*

Content	40 points
Organization	10 points
Presentation style	10 points
Use of visual aids	10 points
Timing	10 points
Handling of questions	10 points
Professionalism	10 points

**Grading of Group Final Papers**

*Papers will be graded using the following guidelines:*

Cultural Profile, Analysis and Interpretation	25 points
Economic Analysis	25 points
The Marketing Strategy	30 points
Organization and Presentation	10 points
Coherence, Style and Writing	10 points

## **COURSE SCHEDULE**

A tentative course calendar is included below.

<i>Date</i>	<i>Topic</i>	<i>Notes/Assignments</i>
Week 1 1/11 - 1/15	Chapter 1- Overview of International Business	Please read Chapter 1. Answer Review Questions on p. 18. Please submit your typewritten assignment via class Canvas website in the assignments section by Thursday, 1/14/21.
Week 2 1/18 - 1/22	Chapter 2- Global Marketplace and Business Centers	Please read Chapter 2. Answer Review Questions on p. 50. Please submit your typewritten assignment via class Canvas website by Thursday, 1/21/21.
Week 3 1/25 - 1/29	Chapter 3- Legal, Technical, and Political Environments	Please read Chapter 3. Answer Review Questions on p. 73. Please submit your typewritten assignment via class Canvas website by Thursday, 1/28/21.
Week 4 2/1 – 2/5	Chapter 4- The Role of Culture	Please read Chapter 4. Answer Review Questions on p.107. Please submit your typewritten assignment via class Canvas website by Thursday, 2/4/21.
Week 5 2/8 – 2/12	Chapter 5- Ethics & Social Responsibility in International Business  Quiz #1-Review Chapters 1-5  Group Project Memo Due 2/11/21.	Please read chapter 5. Answer Review Questions on p. 135. Please submit your typewritten assignment via class Canvas website by Thursday, 2/11/21.
Week 6 2/15 – 2/19	Quiz #1 on 2/16/21   Covering Chapters 1-5  Chapter 6- International Trade & Investment	Please read Chapter 6. Answer Review Questions on p. 170. Submit your typewritten assignment via class Canvas website by Thursday, 2/18/21.

Week 7 2/22 - 2/26	Chapter 7- International Monetary System and the Balance of Payments  Chapter 8- Foreign Exchange	Please read Chapters 7 and 8. Answer Review Questions for both chapters. Submit your typewritten assignment via class Canvas website by Thursday, 2/25/21.
Week 8 3/1 – 3/5	<b>MIDTERMS EXAM on 3/2/21   Covering Chapters 1-8</b>  Ch 9. Formulation of Natl Trade Policies	Please read Chapter 9. Answer Review Questions for the chapter. Please submit your typewritten assignment via class Canvas website by Thursday, 3/4/21.
Week 9 3/8 – 3/12	<b>SPRING BREAK – NO CLASSES</b>	
Week 10 3/15 – 3/19	Chapter 10- International Cooperation Among Nations  Chapter 11- International Strategic Management	Please read Chapters 10 and 11. Answer Review Questions for both chapters. Please submit your typewritten assignment via class Canvas website by Thursday, 3/18/21.
Week 11 3/22 – 3/26	Chapter 12- Strategies for Analyzing and Entering Foreign Markets  Chapter 13- International Strategic Alliances	Please read Chapter 12 and 13. Answer Review Questions for both chapters. Please submit your typewritten assignment via class Canvas website by 3/25/21.
Week 12 3/29 – 4/2	Chapter 14- International Organization Design & Control  Chapter 15- Leadership & Employee Behavior in International Business  Quiz #2 Review	Please read Chapter 14 and 15. Answer Review Questions for both chapters. Please submit your typewritten assignment via class Canvas website by 4/1/21.
Week 13 4/5 – 4/9	<b>Quiz #2 on 4/6/21   Covering Chapters 9-16</b>  Chapter 16- International Marketing	Please read Chapter 16. Answer Review Questions for the chapter. Please submit your typewritten assignment via class Canvas website by 4/8/21.
Week 14 4/12 – 4/16	Chapter 17- International Operations Management  Chapter 18- International Financial Management	Please read Chapters 17 and 18. Answer Review Questions for both chapters. Please submit your typewritten assignment via class Canvas website by 4/15/21.
Week 15 4/19 – 4/23	Chapter 19- International Human Resource Management  <b>Semester Project Group Presentations</b>	



Week 16 4/26 – 4/30	<b>Semester Project Group Presentations</b>  Final Exam Review and Prep	
FINALS WEEK 5/3 – 5/7	<b>FINALS</b>	

\*\*\*The instructor reserves the right to modify this schedule as required by the progression of the class.

### **Important Dates**

First Day of Classes	January 11, 2021
Drop/Add Week	January 11-15, 2021
Last Day to Change your Meal Plan	January 15, 2021
Withdrawal Deadline–No Academic or Fee Liability	January 15, 2021
No Classes–Martin Luther King Jr. Holiday	January 18, 2021
Spring/Summer 2021 Graduation Application Deadline	February 1, 2021
Withdrawal, All Courses, with 25% Refund	February 5, 2021
No Classes – Spring Break	March 6-14, 2021
Withdrawal without Academic Penalty Deadline	April 16, 2021
Last Day of Classes	April 28, 2021
Reading Days	April 29-30, 2021
Final Exams	May 1, 3-6, 2021
End of Semester	May 7, 2021
Commencement Ceremony	May 9, 2021
Final Grades Due	May 10, 2021
Final Grades Available Online	May 12, 2021

