



Credit Hours: 3

Course Objectives: The overall objective of the course is to familiarize the student with global business activities, issues, and perspectives. In achieving this objective, the course will critically examine the opportunities, challenges, and requirements for entering, operating, and competing in the international arena. Many of the prevailing philosophies, policies, and practices as espoused by leading firms, scholars, and organizations will serve as the intellectual foundation for class discussions.

Specific course objectives are to 1) provide the student an experiential forum for grasping the diverse elements of international business; 2) foster the creative application of a variety of business principles in an international context; 3) identify and expand upon selected aspects of international business; and 4) establish an understanding of and appreciation for the role, scope, and responsibility of international business.

Required Text: Annual Editions in International Business, 15th Edition, Irwin/McGraw-Hill, 2009; **this reader will be used in class as supplementary material; all primary subject matter and related material will be provided in class.**

ISBN-13: 978-0-07-352851-9. The text, which costs approximately \$30, can be ordered directly from:

McGraw-Hill Companies

P.O. Box 182604

Columbus, OH 43272

Phone: 1-800-262-4729 (US)

Fax: 1-614-759-3644

E-mail: customer.service@mcgraw-hill.com

or at <http://www.mhcls.com> or www.barnesandnoble.com/ (not available from Amazon.com)

Use of the ISBN # is easiest.

Course Conduct and Evaluation: Classes meet four/five days per week for three hours. ***I expect we will have at least four scheduled field trips, as well as guest speakers. These events will alter the tentative schedule of classes and associated activities presented below.*** While we will employ a reader for some course material, textual material will be provided by the instructor. Specific visitation sites and speakers remain TBD. Business casual attire will be in order for field trips (no jeans, tee shirts, running shoes, or flip-flops). While a specific amount is unknown, students should be prepared to spend as much as \$100US for various visitation fees.

Evaluation: Grades will be based upon the student's performance (>90% = A, 80-89% = B, 70-79% = C, etc.) on the following:

Final Exam	100 points
Topical Presentation/Term Paper	100 points
Country Profile	<u>100</u> points
TOTAL	300 points

Exam: The final exam will be essay in nature and will address the totality of all material covered in the class.

Topical Presentation/Term Paper: Each student will maintain a journal (**be sure to bring one**) based upon site visits, field experiences, etc. Entries will provide the basis for a 6-8 page, hand-written (must be legible) paper. Paper specifics will be discussed in class.

Country Profile: Each student will participate individually or as a member of a small group to prepare and present an in-class discussion of/on an assigned country. Countries will be assigned prior to departure so that appropriate research can be conducted prior to departure. In addition to basic demographic, geographic, and economic data, students are encouraged to present information that specifically addresses the requirements for conducting business in that country. Consumer analyses also are encouraged. In making these presentations, students are encouraged to present the material and examine that material's implications.

Participation: Active, Quality participation is expected. **Each unexcused absence will result in a 5% reduction in the total number of points accumulated.**

Tentative Schedule of Classes/Topics

Week 1	Intro, Assignments, Readings
Week 2	Company Visitation, International Business Strategies, Readings, and Country Profiles
Week 3	International Negotiation, Company Visitation, and Country Profiles
Week 4	Country Profiles, Readings, and Final Exam