

**SADDLEBACK COLLEGE
BUSINESS SCIENCE DIVISION
COURSE SYLLABUS
BUS 150 Survey of International Business – Online Internet- Based
Accelerated 8-Week Course**

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Online Access Instructions: www.saddleback.edu/de/documents/BBInfoandFAQ.pdf

01/11/10-03/10/2010
Semester: SPRING 2010
Ticket No: 19365
Days/Time: Internet-Based
Location: Online

After completing the Online Access Instructions, students must login to Blackboard at <http://soccdd.blackboard.com/> and complete the Online Orientation and Student Survey. Click "Submit" to submit the Student Survey prior to the end of the first week of class. You will need your USER NAME and PASSWORD to login (see Online Access Instructions). **NO ON-CAMPUS ORIENTATION**

COURSE DESCRIPTION:

This course is an overview of international business focusing on global business decision-making with emphasis on cultural differences, global business strategies, historical social, geographical, educational, environmental and language implications, and technological and legal trends.

COURSE OBJECTIVES:

1. Describe the logic of global and international business.
2. Describe the cultural, historical, social, geographical, environmental, educational, language, technological, and legal implications and trends relating to global business decision-making.
3. Describe current issues and topics affecting global, business decision-making and international trade.
4. Identify and describe various laws, regulations, and legal issues and trends affecting global business and international trade.
5. Compare and contrast various forms of business organizations for international investment, e.g., joint venture, foreign subsidiary, and franchise.
6. Analyze global issues related to international trade and identify major trading groups of countries, their trading partners, their economic status, and categories of products traded.
7. Name sources of data for country-specific information needed for market research and analysis
8. Explain trends toward standardization and globalization within multinational enterprises.
9. Describe international currency exchange and the role of the International Monetary Fund.
10. Name major international organizations such as World Bank and describe the role of each in international business.
11. Analyze the effects of financial forces such as banking trends, the balance of payments and inflation on international business practices.
12. Describe emerging markets.
13. Outline competitive strategy for promotion of a product in a foreign country.
14. Define and describe the strategic planning process for multinational or global corporations.

STUDENT RESOURCES:

Required Text: *International Business: The Challenge of Global Competition*; by Donald A. Ball, J. Michael Geringer, Michael S. Minor, Jeanne M. McNett; 2009, 12th ed.; McGraw-Hill/Irwin

Supplemental Resources: Course website, Internet, business periodicals, newspapers, other publications, relevant web sites, and case studies.

ASSIGNMENTS: (NO CREDIT FOR LATE WORK)

1. Written Test (Quizzes and Final Exam)	200 Points
2. <u>Assignments/Discussions/Participation</u>	300 Points
TOTAL	500 Points

POLICIES AND PROCEDURES:

***Communication:** *During the first week of class, each student is required to login to the Blackboard course site, complete the ONLINE ORIENTATION and STUDENT SURVEY. Submit the completed STUDENT SURVEY to the instructor through Blackboard to avoid being dropped from the class. Click “SUBMIT” at the end of the survey to submit it through Blackboard.*

Students **must** use their Saddleback/Irvine Valley College assigned email account to email instructor. Students may email instructor within the Blackboard course site. Emails received from Saddleback/Irvine Valley College non-assigned accounts will **not** receive responses.

Semester Final Grade Point Equivalent: to be determined in 10% increments of total points possible

<u>LETTER GRADE</u>	<u>TOTAL POINTS</u>
A	450-500
B	400-449
C	350-399
D	300-349
F	Less than 300

Assignments will be used to test your knowledge of the subject matter. Assignments will cover textbook and supplemental materials, case studies, and discussions. Schedule of assignments are posted on the Blackboard course site. All written assignments **must** be submitted in **Microsoft Word .doc format through the appropriate Blackboard course site View/Submit Assignment link**. Assignments submitted in other formats will **not** receive credit unless otherwise instructed by instructor.

Class Format is Internet Based. ***NO ON-CAMPUS orientation or class meetings.*** Prior to accessing the class, students **must** login to and complete the Saddleback College Online Access Instructions at www.saddleback.edu/de/documents/BBInfoandFAQ.pdf. Case studies integrate examples of companies or organizations with core learning objectives. As each case study unfolds, students will learn about the nature and importance of international business, and the environments in which it is conducted.

Drop Class? If it is necessary to drop the class or you stop participating in the class, you **must** officially drop online or through the Saddleback College Admissions and Records Office by the applicable drop deadline published in the current Saddleback College Schedule of Classes or you will receive a grade of “F” in the course.

LIBRARY RESOURCES: The required textbook **may be** on reserve at the Saddleback College Library AUDIO-VISUAL DESK (949) 582-4847 and CIRCULATION DESK (949) 582-4523. The textbook may be used in the library for up to **two hours**. ***Reserved textbooks are not available for checkout or removal from the library. Contact the Library to inquire about availability of a reserved textbook copy.***

CLASS PREPARATION and PARTICIPATION: Students are required to read all assigned material and announcements to keep up to date in preparation of assignments and online participation. Assignments, quizzes, and test **must** be completed and submitted through Blackboard prior to the deadlines. Written assignments **must** be submitted in **Microsoft Word** format within the Blackboard Course Site. Students are required to adhere to the Saddleback College policy regarding plagiarism. ***Late work will not be accepted or receive credit.***

QUIZ/EXAM INFORMATION: **All testing is completed online using Blackboard.** Exams and quizzes will be given online using Blackboard Course site. To test your knowledge of the subject matter, each exam and quiz will cover instructional materials from related textbook chapters, case studies, PowerPoint presentations, and reading and writing assignments. Students **will not** be permitted to make up quizzes or exams.

Students with disabilities may contact the instructor or DS-PS the first week of class for reasonable accommodation consideration.