

INTERNATIONAL BUSINESS

Spring 2012 ~ ~ ABUS 383

Class Times: Tuesday & Thursdays: 9:25-10:40 & 10:50 - 12:05 Room ⇒ B&E 140

Instructors: David Harrison Office: B&E 223; davidh@usca.edu
Office Hours: Mon, Wed: 9:30 → Noon & Thurs, 2:00 → 5:00
Sanela Porca Office: B&E 225; sanelap@usca.edu
Office Hours: Mon, Wed: 9:00 → 12:00; On-Line: Friday 8: → 10:00

Available by appointment, at [lots of] other times

Textbook: **eBook 😊 International Business, 12th Ed.** ~ BUY ONLINE >> NOT AT BOOKSTORE

Authors: Ball, Geringer, Minor, McNett

We are using a McGraw Hill eBook. This is much better, lots of technology, learning options, varied approaches to the materials, and lots CHEAPER too! (Price is \$117 vs. \$223 for the regular book.) There is a separate handout for purchasing the eBook.

Prerequisite: BUS 350 Marketing; BUS 363 Finance; BUS 371 Management

School of Business Mission: School of Business Administration Mission Statement:
The School of Business Administration focuses on creating a caring learning environment in its accredited undergraduate program. The program prepares students to meet the dynamic global, technological, and ethical challenges of business and society. (Porca & Harrison's Mission: To make this a wonderful, engaging, course for you. It's a great topic, should be an equally great course, give it a chance ~ we'll try our best!)



Study Abroad: Hey, you can take this course during **Maymester, in Europe** instead of here! It's so much better in Europe // Do it! At least think about it... For that matter you can study in **FRANCE** for a whole semester instead of here!
Why Not? Why not have an incredible lifetime experience?

Talk to us (Harrison/Porca) >> **NOW!**

Course Description ~ three credits: This course introduces the student to economic, legal, financial, political, cultural, institutional and managerial considerations associated with international business transactions.

Course Objectives: Learning objectives include development of analytical and decision-making skills. In addition, students should understand the following:

1. The U.S. position in world trade, and the domestic impact of international business.
2. The history and implications of trade theory from the original work of Adam Smith to contemporary theories.
3. Why countries have different government policies toward int'l trade and investment.
4. The critical differences between trade in merchandise and services and why international investment activities are controversial.

5. Economic integration types in countries; how trade and investment policies change.
6. The effects of cultural, political, and legal environments on international business.
7. The differences between domestic and international business research and the need for international management information systems.
8. Reasons why firms internationalize and modes of entry into the international market.
9. Market specific and global challenges within each of the marketing functions: product, price, distribution and promotion, including logistics.
10. Countertrade and why countertrade transactions are becoming increasingly common.
11. The changing dimensions of international business.

How This Course Works aka "GRADING":

<u>Porea:</u>		<u>Harrison fix for teaching first dave:</u>	
Exam #1	20½%	Feb. 28 th In Class Exam	12½%
Final Exam	8 %	Final Exam	10 %
Quiz	4 %	In-Class FX Quiz	3 %
		BlackBoard Quiz	3 %
Europe Union Paper*	7 %	Mid-East Paper* & Disc.	8 %
Issues in Int'l Bus*	4 %	Lakewood Case	3 %
		Cultural Role Play	2 %
		Globalization Debate	2 %
Participation	<u>4 %</u>	Participation	<u>4 %</u>
Course Points	<u>47½ %</u>	Course Points	<u>47½ %</u>

In addition, 5% of the final grade is for the Group Country Report* & Presentation.

*** Papers & Country Reports must be submitted using "Turnitin" -**

If you have a physical, psychological, and/or learning disability which might affect your performance in this class, please contact the Office of Disability Services, 126A B & E, (803) 641-3609, as soon as possible. The Disability Services Office will determine appropriate accommodations based on medical documentation.

CLASS [POWERPOINT] NOTES:

We have PowerPoints Notes to supplement SOME [but not all] of your course material; they should provide helpful notes. The notes will be available on Blackboard before class, but maybe not too much before class. Please print them using the Black & White option (select on print box, lower left), print several slides per page AND → front/back.

EXAMS / QUIZZES: The daily course schedule shows the scheduled class topics and activities (exams, quizzes, other). Key word, **scheduled!** They may [probably will] change. Come to class and you'll be notified in plenty of time of the changes. Blackboard will also show the latest schedule. It's up to you to keep current on schedule changes!

IMPORTANT >>> The exams cover the **IN-CLASS** topics, which will often, but not always, be supported by textbook readings. Read that as: "this is not a study-the-text, get-an-A" type of course. This is a "come-to-class, **participate**, understand the classroom stuff" type of class; that's how you get your A. Speaking of "read the text, get an A," the text is excellent. It is a great supplement to the good things we plan to be doing in class. Supplement? Because we are customizing the course, not everything we cover will be in the text, nor will you be responsible to know everything in the text.

THE FINAL IS COMPREHENSIVE AND COVERS THE ENTIRE COURSE (YIKES!).

Make-up exams will only be given in case of personal emergency. You know that.

Did you know, That School of Business policy requires students attend > 80% of classes in order to receive a passing grade? We hope we'll do a good enough job that you'll come to class, and we won't be worrying about the details.

E-lectronics: We'll provide you with nice little calculators for exams. No need to bother yourself bringing one. Translation: No personal calculators or cell phones are allowed for exams. We hope you have laptops, but please do not use them during class. (We'll make individual exceptions on laptops: talk to us.) Texting in class >> not nice, don't do it...

PARTICIPATION: Speak up during class; ask questions. That's your job. If you do talk up a bit, time will go faster, things will liven up for you and others, and you'll learn much more - promise. This is an upper level course. Do your job: think, engage, talk, and question. If you're not doing that in your classes by now, you're cheating yourself on your education dollars. Come to class and give it a go. For those of you that are counting, lots of your grade is participation. We're serious here. Give talking a try! You'll be making it a better class for everyone, especially you.

Final word on participation: Let's be clear: attendance ≠ participating. Participating = contributing to the class discussions, asking and answering questions, making comments, and being [very] active for the class discussion days. Coming to class, hardly ever speaking up, that's not participating. If you don't participate, bye bye eight points...

PAPERS / ASSIGNMENTS & LIBRARY, WRITING CENTER RESOURCES:

Please, use the Library staff and Writing Center. It's their job to help you. They can get you going, help find good sources, take the drudgery out of the worst part of any paper (sources and the initial research part), plus give you advice on organizing and writing. They can help with using "Turnitin" as well. You're juniors and seniors. That means you know how to write well, using proper grammar. If you don't it means we're not doing are job here at USCA, and neither are you!



TURNITIN: The Group Country Report and the Mideast Paper must be submitted both on paper [nice pretty, professionally done reports] and through Turnitin [no exceptions] ~