VALENCIA COLLEGE

GEB 1350 Introduction to International Business

GEB1350 CRN 31394

Class Policies & Course Syllabus

Summer 2017

**COURSE DESCRIPTION:**

This course is an entry-level overview of current world trade activities, practices, and issues. It is designed to provide the student with a basic, practical understanding of international business operations in the context of global competitiveness, regional trading blocs, and the globalization of world markets**.**

**CREDIT HOURS:** 3

**PREREQUISITES:** None

**CLASS MEETING ROOM: On-line**

**DAY/TIME:** On-line

**PROFESSOR:** Dr. Andrea Brvenik

**PHONE:** 727-642-1621

**EMAIL:** abrvenik@valenciacollege.edu

**SCHEDULED OFFICE HOURS**

Monday-Friday (virtual – via e-mail) 10:00 am – 4:00 pm

**TOPICS/AREAS COVERED**

1. Globalizing Business

2. International Politics, Laws, and Economics

3. Cultures, Ethics, and Norms

4. Leveraging Resources and Capabilities

5. International Trade

6. Investing Abroad

7. Foreign Exchange

8. Global and Regional Integration

10. International Entrepreneurships

1. Foreign Markets
2. International Alliances and Acquisitions
3. Strategizing, Structuring, and Learning Globally

14. Global Human Resources

15. Global Corporate Social Responsibilities

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These may be covered as discrete topics and/or integrated with other topic areas in an order at the discretion of the professor. It should be understood that this topic knowledge is the minimum level for a grade of C or better. These and other topics may be expanded or elaborated at the discretion of the individual professor and is in no way intended to be comprehensive or all-inclusive.

**Major Learning Outcomes (MLO) for this Course and how each will be assessed:**

* **Students will be able to assess the opportunities and challenges of the Globalization of Business.** This MLO will be assessed through a personal interview and reflective paper after the material is covered.
* **Students will demonstrate skill in locating resources for "going international" and sources for export-import assistance.** This MLO will be assessed through a multiple choice exam administered after the material is covered.
* **Students will be able to measure international business performance by utilizing evaluative trade concepts and tools.** This MLO will be assessed through a multiple choice exam administered after the material is covered.
* **Students will be able to evaluate alternative strategies for competing in the Global Marketplace.** This MLO will be assessed through a multiple choice exam administered after the material is covered.

**EDUCATIONAL MATERIALS**:

Required: Global, 3rd Edition, Author: Peng Publisher: South-Western (Cengage Learning), Mason, OH ISBN 9781305627215

**EVALUATION:**

**Tests and Assignments:**

There will be four exams during the term. These exams will be comprised of multiple choice questions each. There will also be discussion posts and an interview. (Late assignments will not be accepted). The interview is to be with someone who has successfully started their own international business.

The dates for the exams and the chapters to be tested are listed on your course outline located at the end of this syllabus. Each exam consists of multiple choice questions. If you experience any difficulties in Blackboard, please contact VC Blackboard help at 407-582-5600.

These exams will be administered via your Blackboard course page under the Assessment tab and will automatically close at 11:59 pm on the Friday of that week. You are allowed to take each exam up to three times before the deadline. Remember, the exams officially close at midnight Friday, however, if you experience any problems during the week in taking the exam, I will keep the exam open for another attempt until Sunday at midnight. This does not mean that you are to use those extra two days to regularly take your exam. It is to only be used as a last resort. You should have solved all of your testing problems by the Friday of that week and absolutely no exceptions will be made for problems incurred after Friday. Your score for the exam will be the “highest” score of all of your attempts.

\* \* \* \* \* \* \* \* \* \* \* \* IMPORTANT - PLEASE READ \* \* \* \* \* \* \* \* \* \* \* \* \*

The Blackboard system that you will be taking your exams on has some particular traits that you need to be aware of to prevent the failing of an exam.

Please note these traits as follows:

1. You need to take the exams using Mozilla Firefox as your browser instead of Internet Explorer.
2. While taking your exam, be aware of the time clock showing how long you have been in the exam. Your score for that attempt will be the number of questions answered correctly out of the total amount of questions on the entire exam.

You must “SUBMIT” your exam before the clock reaches the time limit as listed in the directions of the exam. Going past this time may result in a zero being given as the score for that attempt and it will be used in the averaging of that exams final score.

Also, be aware that the three attempts at each exam do not guarantee that you must have three attempts. I am allowing you up to three attempts so that if something happens on your first attempt, you can retake the exam. If you are able to take three, uninterrupted attempts – I am happy for you and the highest score of the attempts will be used to determine your score for that exam. But if something occurs that prevents you from having three attempts, your score will be the highest score of the successful attempts you did take. The three attempts are a privilege, not a right.

For credit for the discussion board requirement, you are to post a reply to the instructions posted for that chapter. Then you are to post a substantive comment to someone else’s posting for that chapter. Substantive means a minimum of 50 words (as counted by MSWord) reinforcing or repudiating the classmate’s posting. Do this on the Blackboard discussion board for each of the chapters. You are to do this during the week that the chapter is listed in the syllabus. Late postings will not be given credit. You will have until 11:59 pm of the Sunday evening of the week that the chapter(s) are assigned.

**Grading Policy: Percent:**

Midterm Exams 50 points/25%

Final Exam 50 points/25 %

Discussion Posts 70 points/30%

Interview 30 points/20%

The sum of these will determine a letter grade as follows:

180 - 200 A

160– 179.9 B

140 - 159.9 C

120 - 139.9 D

0 - 119.9 F

**Academic Honesty:**  Students will be expected to adhere to the Valencia College Student LifeMap Handbook (p. 225) as it references Valencia College's Policy #6HX28:08-11

**Student Code of Conduct:**  Students will be expected to adhere to the Valencia College Student LifeMap Handbook (p. 229-230) as it references Valencia College's Policy #6HX28:08-03

**Withdrawal Policy:**

The student is permitted to withdraw from a class on or before the withdrawal deadline (03-31-2017). A student is not permitted to withdraw from a class after the withdrawal deadline. The professor is permitted to withdraw a student from the class for violation of the professor’s attendance policy with written notification to the student prior to the beginning of the final exam period as published in the faculty member’s syllabus.

A student who withdraws from a class before the withdrawal deadline will receive a grade of "W." A student who is withdrawn by a professorwill receive a grade of "W." A student who is withdrawn for administrative reasons at any time will receive a grade of "W" or other grade as determined in consultation with the professor. Any student who withdraws or is withdrawn from a class during a third or subsequent attempt in the same course will be assigned a grade of "F". The grades of “WP” and “WF” are eliminated.

Final course grades of "A", "B", "C", "D", or "F" shall be assigned based upon the student's academic achievement upon the completion of all course work, including the required final examination. A student who fails to take the required final examination may receive a final course grade earned, unless the professor elects to assign the student a grade of "I" or as otherwise addressed in the Professor’s course syllabus. For this class you will fail the course.

**No show withdrawal:** Valencia policy is that any student that does not come to class during our first two meetings will be withdrawn. You must complete the first two weeks of assignments or you will be withdrawn.

**Student Assistance Program:**

Valencia College is interested in making sure all our students have a rewarding and successful college experience. To that purpose, Valencia students can get immediate help with issues dealing with stress, anxiety, depression, adjustment difficulties, substance abuse, time management as well as relationship problems dealing with school, home or work  BayCare Behavioral Health Student Assistance program (SAP) services are free to all Valencia students and available 24 hours a day by calling (800) 878-5470.  This number is also located on the back of your Valencia Student ID. Free face to face counseling is also available.

**Institutional Core Competencies:**

The following Valencia Student Competencies will be reinforced throughout the entire course:

**THINK –** Analyze data, ideas, patterns, principles, and perspectives employing facts, formulas and procedures of the discipline.

**VALUE** – Distinguish among personal, ethical, aesthetic, cultural, and scientific values evaluating your own and others values from a global perspective in the process of learning the discipline.

**COMMUNICATE –** Identify your own strengths and need for improvement as a communicator employing methods of communication appropriate to your audience and purposefully evaluate the effectiveness of your own and others communication.

**ACT** – Apply disciplinary knowledge, skills, and values to educational and career goals acting effectively and appropriately in various personal and professional settings responding also to changing circumstances.

**CLASS POLICIES:**

1. Attendance: If you do not attend, as described below, for two consecutive weeks, you are subject to withdrawal. Attendance is recorded each time that you log into Blackboard platform (minutes are recorded).  The academic week is Monday-Sunday by midnight (Eastern Time). To receive full credit for attending your class, you must attend weekly AND at least one of the following items must be completed each week as directed by the instructor:

1. Submit an academic assignment.
2. Submit a quiz or exam.
3. Participate in a posted online academic discussion.

If the syllabus notes additional activities that must be completed during a given week or time period for the student to be viewed as having “attended” the course, those instructions apply in addition to the minimal requirements listed above.

**NOTE:**

* Logging into class without active participation does not constitute weekly attendance
* Participation must be in the Blackboard shell. Work done in a lab or other outside environment will not count towards attendance.
* The online course environment weeks run from Monday at 12:00am EST to Sunday at 11:59pm EST.
* Assignments done in a week other than the one when the assignment is due will not count towards attendance for the previous or a future week.

Students are strongly encouraged to log in more in order to understand the subject fully and to be successful in class.

* The student is responsible for taking their tests. Make-ups for scheduled tests must be requested before the test date and are subject to approval of the instructor.
* Students must do their own work; there are no exceptions. Students who plagiarize or cheat in any way, risk dismissal from the class and expulsion from the college.
* Students must have an active Atlas account. Students must check their Atlas e-mails regularly as to not miss any important messages from the professor. Missed messages via Atlas or any other medium (in-class, etc.) may affect your grade and are the responsibility of the student.
* Students with disabilities who qualify for academic accommodations   
  must provide a letter from the Office for Students with Disabilities (OSD)   
  and discuss specific needs with the professor, preferably during the first   
  two weeks of class.  The Office for Students with Disabilities determines accommodationbased on appropriate documentation of disabilities (West Campus SSB 102, ext. 1523).

**SCHEDULE OF CLASSES**

GEB 1350 - Introduction to International Business

GEB1350 CRN 31394

Fall 2017

**Week**

**Beginning Assignment**

Week 1 (1) Globalizing Business

(2) Politics, Law, and Economics

Week 2 (3) Emphasizing Cultures, Ethics, and Norms

(4) Leveraging Resources and Capabilities

(5) Trading Internationally

Week 3 (6) Investing Abroad Directly

(7) Dealing with Foreign Exchange

Week 4 (8) Capitalizing on Global and Regional Integration

Midterm Exam (Chapters 1 - 8)

Week 5 (9) Growing and Internationalizing the Entrepreneur Firm

(10) Entering Foreign Markets

Week 6 (11) Making Alliances and Acquisitions Work

(12) Strategizing, Structuring, and Learning Around the World

(13) Managing Human Resources Globally

Week 7 (14) Competing in Marketing & Supply Chain Management

(15) Managing Corporate Social Responsibility Globally

Week 8 Final Exam

**DISCLAIMER**: Changes may be made by the instructor (usually in writing) as it becomes necessary.

**Interview (Due TBA)**

Student’s Name \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Interviewee’s Name \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Company name \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Interviewee’s position \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Company mailing address \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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Contact’s phone number ( )\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Contact’s e-mail \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. Why did you want to have an international business?

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1. What were some of the major hurdles in beginning your international business?

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1. What are the positive and negatives of doing business internationally?

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1. What issues do you encounter because of the different cultures, norms, and ethics?

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1. In the next five years, what do you consider to be the advantages and disadvantages of doing business internationally?

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1. What credentials/education/skills do you look for in applicants wanting to be hired for your international business?

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***FOR STUDENT ONLY:***

On a separate page, reflect on what you learned from this interview (Minimum 300 words). Please submit your interview form, with reflection, via the Blackboard link in our course.