



*Business 203 - Introduction to International Business*

**Course and Instructor:**

**Course Information**

**Course Title: Introduction to International Business**

**Semester: Spring, 2013**

**Prerequisite: College-level reading**

**Synonym Number: 71283**

**Course Code: BUS-203-DS21**

**Credits: 3**

**Format: On-line using Canvas and email**

**Meeting Days: Online (no set meeting days)**

**Meeting Times: Online (no set meeting times)**

**Refund Date: January 30, 2013**

**Start Date: January 14, 2013 \***

**End Date: May 3, 2013**

**Class location: Online**

**Withdraw Date: April 7, 2013**

\* see class schedule at the end of the syllabus

**Instructor Information**

**Instructor: Steven L Kempton**

**Colorado Mountain College – Alpine Campus**

**Steamboat Springs, Colorado**

**(720) 951-8559 (cell)**

**[scabowabo11@aol.com](mailto:scabowabo11@aol.com)**

**Office hours:** I am available 24/7 if needed. Please send an email or you can call my cell. If I do not answer, please leave a message. I will get back with you as quickly as I can. Since this is an online class, I am planning on being online throughout the week on the “blackboard” site in the evening to check for questions or address any concerns from the students.

## Introduction

If you have taken online courses before, you know that the instructional format is just as rigorous as any on-campus course, sometimes more so because this method places more responsibility for learning on you, the student. Although you are not in a physical classroom every week, you do have access to these essential learning elements via your computer. Therefore, you should refer regularly to the Blackboard site where this syllabus and the schedule of learning activities are posted. Here you will find the description and due dates of all assignments. In addition, you can expect the instructor to provide timely answers to your questions and frequent feedback on your work via e-mail. *It is critical that the instructor has your current e-mail address and a phone number that you can be best reached at. Please submit this to the instructor within the first week of the class. No later than January 21<sup>st</sup>. Thank You!*

You may also contact the CMC campus near you to talk with an academic counselor or registration technician about taking a course in the Web format.

Online courses require frequent computer use and access to the Internet. It is highly recommended that students have a personal computer for use in online courses. If you need to use a computer at your local Colorado Mountain College location, you will be able to do so during open lab hours. Please check with your local site for times.

Note: If you have general questions about online learning, please contact **Colorado Mountain College Online Learning** at 800-621-8559, extension 8341 or [virtual@coloradomtn.edu](mailto:virtual@coloradomtn.edu).

**No-show reporting and financial aid:** If you have not completed your introductory assignment(s) in Canvas by **Tuesday, January 22nd** you will be reported as a no-show and dropped from the course. The resultant loss in credit hours may cause a reduction and/or cancellation of your financial aid award. Neither financial aid awards nor class reinstatement can occur after this point without significant documented extenuating circumstances. If you have questions or concerns about this please contact your campus financial aid specialist. ([www.coloradomtn.edu/web/departments/financial\\_aid](http://www.coloradomtn.edu/web/departments/financial_aid))

Please send me a brief bio on yourself to include what, if any, expectations you have for this course by Friday, January 18th. Please also include your academic background and your career aspirations. This will be required in addition to your first assignment in order to avoid being reported as a no-show and dropped from the course. The resultant loss in credit hours may cause a reduction and/or cancellation of your financial aid award. Neither financial aid awards nor class reinstatement can occur after this point without significant documented extenuating circumstances. If you have questions or concerns about this please contact your campus financial aid specialist.  
([http://coloradomtn.edu/financial\\_aid](http://coloradomtn.edu/financial_aid))

## **Course Description:**

This course provides students with an understanding of the interdisciplinary nature of international business. The course will cover the development of international business; theories and methods of international trade; financing mechanisms and terms used in export documentation and export finance; the effects of economics, political and cultural environment on international business and trade; impact of geography in business transactions; legal aspects of international business; and developing an effective international marketing strategy.

The course will also require research and writing on selective topics. These assignments will be outlined in the assignment section. I am asking for a 2-3 page paper, written on the subject. The assignment can be doubled spaced. These assignments will show that you know how to use outside sources to gather and then present your views on the subject. The proper college writing format and reference citing will be required.

College-level reading is required for this class.

## **Student Learning Outcomes, Competencies, and Skills:**

Upon successful completion of this course, the student should demonstrate knowledge and/or skill in the following areas:

- Explain the importance of understanding international business.
- Evaluate the impact on business on the political and economic characteristics of the various world marketplaces.
- Categorize the different forms of international investment.
- Discuss the role of the international monetary system in promoting international trade and investment.
- Present the major arguments in favor of and against governmental intervention in international trade.
- Describe the major trading blocs and commodity cartels in today's world economy.
- Analyze the major types of legal systems confronting international business.
- Describe the various elements of culture and provide examples of how they influence international business.
- Identify the process by which firms choose their mode of entry into a foreign market.
- Compare joint ventures and other forms of strategic alliances.
- Characterize the nature of marketing management in international business.
- Discuss the basic issues in international logistics and materials management.
- Discuss the primary sources of investment capital available to international business.

- Describe the impact that national accounting and taxation differences have on international firms.
- Characterize the nature of human resource management in international business.

### **IDEA Objective addressed in this course:**

- 1) Gaining factual knowledge (terminology, classifications, methods, trends).
- 2) Learning fundamental principles, generalizations, or theories.
- 3) Learning to apply course material (to improve thinking, problems, solving, and decisions).
- 4) Learning how to find and use resources for answering questions or solving problems.
- 5) Acquiring an interest in learning more by asking questions and seeking answers.

### **Evaluation Methods and Class Management:**

Students are evaluated weekly on homework. Homework will consist of two parts:

- 1) Every week one or two chapters will be assigned in the International Business textbook and the assignment posted on Blackboard. At the conclusion of every chapter you will pick **(six review questions)** which need to be answered completely. The answers to these questions will need to be posted on Canvas as a completed assignment and also e-mailed to the instructor. The answers must be posted and e-mailed no later than midnight MST on Sunday of the week assigned (for example, week number 1 begins on January 14th, the answers to the **review questions** must be posted on Canvas and e-mailed to the instructor before midnight MST on January 20th).
- 2) In addition:
  - a. These questions will be promptly graded (within a week) and a grade posted on Canvas (if Canvas is unavailable an e-mail will be returned).
  - b. The instructor may share via Canvas postings or e-mail the best quality answers by students among all students.
  - c. No late work will be accepted or graded.**
  - d. The total weekly points available for the review questions by chapter will be 30.**
- 3) Every week at the conclusion of the chapter(s) you will find **(questions for discussion.)** I have selected certain questions for your review. I am asking that you pick one of the questions and write a 2-3 page paper on the subject. They will be posted as an assignment in Blackboard. These questions are relevant to each of the chapter readings. Answering these questions for discussion will require research outside of the textbook readings and will include investigation on the Internet and/or a local library. These weekly questions for discussion are due at

the same times as the chapter review questions (see #1 above) and generally can be answered in two or three well-written pages. When citing factual information (versus opinion), students need to reference their sources.

- a. These papers will also be promptly graded (within a week) and a grade posted on Canvas (if Canvas is unavailable an e-mail will be returned).
- b. The instructor may share via Canvas postings or e-mail the best quality answers by students among all students.
- c. **No late work will be accepted or graded.**
- d. **The total weekly points available for the “questions for discussion” will be 40.**

- 4) Thus, there will be 19 chapter readings and “review questions” assigned (19 x 30 = 570 points possible) and another 14 “questions for discussion” papers assigned (14 x 40 = 560 points possible). There will also be one paper due the last week of class which is worth 100 points. Hence, there are 1,230 total points available for the class.

**Students should be prepared to spend approximately one to one and a half times as many hours preparing for their class and completely homework as the number of credit hours of the class. In the case of Introduction to International Business, that would translate into a minimum of 3 to 4 ½ hours per week studying, researching and completing homework.**

#### **NOTICE:**

A student judged to have engaged in academic misconduct as defined in the “Academic Policies and Requirements” section of the Colorado Mountain College Student Handbook would, at a minimum, receive a “zero” for the work in question. The student may also be removed from the class, resulting in a failing grade. All student course material may be submitted to turnitin.com (or another anti-plagiarism program) at the instructor’s discretion. “Academic Expectations”, the “Student Code of Conduct and Judicial Process” and more information about academic misconduct can be found in the [Student Handbook](#), online version at:

[www.coloradomtn.edu/File/student\\_handbook.pdf](http://www.coloradomtn.edu/File/student_handbook.pdf).

Students are responsible for course materials for assigned readings.

The instructor may alter any, or all, of this syllabus during the semester, as the learning environment requires. Students will be notified in writing of changes.

If you have a disability protected by the American with Disabilities Act (ADA) and Section 504 of the Rehabilitation Act and feel you may need accommodations based on the impact of your disability, please contact the Disability Services Coordinator on your campus.

- Edwards and Steamboat Springs: Deb Farmer at 970-870-4450
- Aspen, Carbondale, Glenwood Springs (including Spring Valley), and Rifle: Dr. Anne Moll at 970-947-8256
- Breckenridge, Dillon, Leadville, and Chaffee County: Sandi Conner at 719-486-4200

Students wishing to withdraw from this course must initiate the course withdrawal/drop process at their respective Registration Offices themselves.

This class could be cancelled one week prior to the census date if a sufficient number of students are not enrolled by that date.

### **Grading System & Options:**

<b>A</b>	<b>92% - 100%</b>	<b>1,132 points to 1,230 points</b>
<b>A -</b>	<b>90% - 91%</b>	<b>1,107 points to 1,131 points</b>
<b>B +</b>	<b>88% - 89%</b>	<b>1,082 points to 1,106 points</b>
<b>B</b>	<b>82% - 87%</b>	<b>1,009 points to 1,081 points</b>
<b>B -</b>	<b>80% - 81%</b>	<b>984 points to 1,008 points</b>
<b>C +</b>	<b>78% - 79%</b>	<b>959 points to 983 points</b>
<b>C</b>	<b>72% - 77%</b>	<b>886 points to 958 points</b>
<b>C -</b>	<b>70% - 71%</b>	<b>861 points to 885 points</b>
<b>D +</b>	<b>68% - 69%</b>	<b>836 points to 860 points</b>
<b>D</b>	<b>62% - 67%</b>	<b>763 points to 835 points</b>
<b>D -</b>	<b>60% - 61%</b>	<b>738 points to 762 points</b>
<b>F</b>	<b>00% - 59%</b>	<b>0 points to 737 points</b>
<b>W</b>	<b>Withdrawal</b>	
<b>AW</b>	<b>Administrative Withdrawal</b>	
<b>AU</b>	<b>Audit</b>	
<b>P</b>	<b>Pass</b>	

**I                    Incomplete**

**NG                  No Grade Assigned**

- Pass/Fail option: Students pursuing a degree should check with their advisor before selecting the Pass/Fail Option. If students wish to take a course for Pass/Fail, they must notify the instructor of their intent by the refund date. Students may not change Pass/Fail Option to Letter Grade or Grade Option to Pass/Fail after the course refund date.
- If a student officially drops a course prior to 15% of that course's meeting, the course will not appear on the transcript. After 15%, either "W" or "AW" will appear. To drop a course officially, the student must notify the Registrar's Office in writing. A student may not drop a course after the 75% withdrawal date. Faculty may not request an Administrative Withdrawal after the 75% withdrawal date.
- If course objectives are not fulfilled, a student may request an incomplete. The student must request the incomplete grade from the instructor prior to the end of the semester in which the course is taken.
- If students take a course for Audit, they must notify the instructor of their intent by the Refund date. Students may not change their registration type, i.e., audit to credit or credit to audit, after the course refund date.
- Information about grading is available at:  
[http://coloradomtn.edu/content.php?catoid=3&catoid=3&navoid=620#Grading\\_System\\_and\\_Options\\_](http://coloradomtn.edu/content.php?catoid=3&catoid=3&navoid=620#Grading_System_and_Options_)

Students will receive a grade report for current semester courses at the end of each term. This grade report is mailed to the student's permanent mailing address. Reports are mailed approximately two weeks after the end of the academic term.

### **Required Course Materials:**

The required text is:

**International Business Seventh Edition** by Griffin and Pustay, Prentice Hall, ISBN 978-0-13-266787-6

The instructor may require other texts and reading **materials during the semester.**

## **Ordering Books**

Colorado Mountain College has chosen to partner with Follett Virtual Bookstores to operate textbook services. You will find the official textbook list at [www.coloradomtn.bkstr.com](http://www.coloradomtn.bkstr.com). If you ever have any online bookstore questions, you can email [coloradomtn@fvb.follett.com](mailto:coloradomtn@fvb.follett.com) or call 800-621-4088.

Students can sell back books anytime online or in-person at Follett's CMC buyback events. Sign up for the online store's email list at [www.coloradomtn.bkstr.com/email](http://www.coloradomtn.bkstr.com/email) for more information on future buyback dates/times and to receive other important messages from Follett.

### **Ordering Textbooks with Financial Aid:**

Students wishing to use their Financial Aid to purchase their textbooks from the Colorado Mountain College Online Bookstore (Follett) may be set up with a *CMC Flex Pay account*. Contact your local CMC Accounts Manager for instructions and your specific username and password information. If you are not close to a CMC site contact CMC Online Learning at 970-947-8341 or [virtual@coloradomtn.edu](mailto:virtual@coloradomtn.edu)

Students and other members of the campus community should sign up for the Online Textbook Store's email mailing list here [www.coloradomtn.bkstr.com/email](http://www.coloradomtn.bkstr.com/email) to receive important message from the CMC Online Textbook Store.

### **Why did CMC choose Follett Virtual Bookstores?**

- Follett offers its customers the best text rental program in the industry, which saves 50% or more off the cost of a new book.
- The online store also gives CMC students access to the largest supply of money-saving used textbooks, with 2.5 million in stock and ready to ship direct form Follett's warehouse.
- Follett offers the best price when buying back books at the end of the term. Students can sell back books anytime online or in-person at Follett's CMC buyback events. Sign up for the online store's email list at [www.coloradomtn.bkstr.com/email](http://www.coloradomtn.bkstr.com/email) for more info on future buyback dates and times.

### **Internet access:**

Students are required to have access to the Internet for research.

### **Other Information:**

#### **Canvas:**

Canvas by Instructure is the online learning management system (LMS) used by Colorado Mountain College. You access Canvas via your web browser, i.e.: Mozilla/Firefox, Internet Explorer, Opera, etc. Students, faculty and staff members use

the CMC Canvas site to access course announcements, documents, research links and library resources, to receive and deliver completed assignments, take tests, and to communicate with each other via email, discussion boards and chat.

For instructions on How to Access your Canvas Account, Canvas How To's, and who to contact for all your Canvas questions and support needs, please visit:  
[www.coloradomtn.edu/web/departments/faq-for-students](http://www.coloradomtn.edu/web/departments/faq-for-students).

### **Student Email:**

All CMC students enrolled in a credit-based class (0.5 hour credit class or more) will be assigned a CMC student email address through Google mail (Gmail). Please allow at least 48 hours after you register for this account to be activated. For more information on your CMC student email account, please visit the Student page of the MyCMC Portal:  
[mycmc.coloradomtn.edu](http://mycmc.coloradomtn.edu).

### **A few words about Microsoft Word:**

Microsoft Word is the standard word processing program for the majority of CMC instructors. Students without Microsoft Word may use the free software from [www.OpenOffice.org](http://www.OpenOffice.org) to create Word-compatible documents. The program also includes spreadsheet, presentation, drawing, and database applications. The program is available for Windows, Macintosh, or Linux operations systems. Microsoft Word is installed on computers available in computer labs at CMC locations.

### **Virtual Library Information**

<http://library.coloradomtn.edu/content.php?pid=349163&sid=2891178>

The Virtual Library has its doors open 24/7, providing access to thousands of online journals and newspapers, books and art images, downloadable videos and audio books, career resources and practice tests.

If you need help with the Virtual Library, email [reference@coloradomtn.edu](mailto:reference@coloradomtn.edu) or call us at 800-621-8559, extension 2926.

### **Colorado Mountain College Online Learning:**

Information is available at: [http://www.coloradomtn.edu/online\\_learning/](http://www.coloradomtn.edu/online_learning/).

## Class Schedule

**January 14, 2013 (due no later than January 20, 2013)**

- 1) Read Chapters 1 and 2
- 2) Answer six of the review questions for Chapter 1 and for Chapter 2: (12 total /60 points)
- 3) Answer one of the following questions for discussion for Chapter 1 (#2) or Chapter 2 (#5): paper is worth 40 points
- 4) Point total for week is 100 points

**January 21, 2013 (due no later than January 27, 2013)**

- 1) Read Chapter 3
- 2) Answer six of the review questions for Chapter 3: 30 points
- 3) Answer one of the following questions for discussion for Chapter 3: (#1 or #2): paper is worth 40 points
- 4) Point total for the week is 70 points

**January 28, 2013 (due no later than February 3, 2013)**

- 1) Read Chapter 4
- 2) Answer six review questions for Chapter 4: 30 points
- 3) Answer one of the following questions for discussion for Chapter 4: (#2 or #3): paper is worth 40 points
- 4) Point total for the week is 70 points

**February 4, 2013 (due no later than February 10, 2013)**

- 1) Read Chapters 5 and 6
- 2) Answer six of the review questions for Chapter 5 and for Chapter 6: (12 total/60 points)
- 3) Answer one of the following questions for discussion for Chapter 5 (#2 or #9) or Chapter 6 (#2 or #3): paper is worth 40 points
- 4) Point total for week is 100 points

**February 11, 2013 (due no later than February 17, 2013)**

- 1) Read Chapter 7
- 2) Answer six of the review questions for Chapter 7: 30 points
- 3) Answer one of the following questions for discussion for Chapter 7: (#3 or #4): paper is worth 40 points
- 4) Point total for the week is 70 points

**February 18, 2013 (due no later than February 24<sup>th</sup>, 2013)**

- 1) Read Chapter 8
- 2) Answer six of the review questions for Chapter 8: 30 points
- 3) Answer one of the following questions for discussion for Chapter 8: (#1 or #3): paper is worth 40 points
- 4) Point total for the week is 70 points

**February 25, 2013 (due no later than March 3, 2013)**

- 1) Read Chapter 9
- 2) Answer six of the review questions for Chapter 9: 30 points
- 3) Answer one of the following questions for discussion for Chapter 9: (#1 or #4): paper is worth 40 points
- 4) Point total for the week is 70 points

**March 4, 2013 (due no later than March 10, 2013)**

- 1) Read Chapter 10
- 2) Answer six of the review questions for Chapter 10: 30 points
- 3) Answer one of the following questions for discussion for Chapter 10: (#1 or #2): paper is worth 40 points
- 4) Point total for the week is 70 points

**March 11, 2013 (due no later than March 17, 2013)**

- 1) Read Chapter 11
- 2) Answer six of the review questions for Chapter 11: 30 points
- 3) Answer one of the following questions for discussion for Chapter 11: (#4 or #10): paper is worth 40 points
- 4) Point total for the week is 70 points

**March 18, 2013 (due no later than March 24, 2013)**

- 1) Read Chapters 12 and 13
- 2) Answer six of the review questions for Chapter 12 and for Chapter 13: (12 total/60 points)
- 3) Answer one the following questions for discussion for Chapter 12 (#1 or #9) or Chapter 13 (#1 or #9): paper is worth 40 points
- 4) Point total for week is 100 points

**March 25, 2013 (due no later than March 31, 2013)**

- 1) Read Chapter 14
- 2) Answer six of the review questions for Chapter 14: 30 points
- 3) Answer one of the following questions for discussion for Chapter 14: (#5 or #8): paper is worth 40 points
- 4) Point total for the week is 70 points

**April 1, 2013 (due no later than April 7, 2013)**

- 1) **Read Chapters 15 and 16**
- 2) **Answer six of the review questions for Chapter 15 and for Chapter 16: (12 total/60 points)**
- 3) **Answer one the following questions for discussion for Chapter 15 (#3 or #7) or Chapter 16 (#4 or #7): paper is worth 40 points**
- 4) **Point total for week is 100 points**

**April 8, 2013 (due no later than April 14, 2013)**

- 1) **Read Chapter 17**
- 2) **Answer six of the review questions for Chapter 17: 30 points**
- 3) **Answer one of the following questions for discussion for Chapter 17: (#4 or #6): paper is worth 40 points**
- 4) **Point total for the week is 70 points**

**April 15, 2013 (due no later than April 21, 2013)**

- 1) **Read Chapters 18 and 19**
- 2) **Answer six of the review questions for Chapter 18 and for Chapter 19: (12 total/60 points)**
- 3) **Answer one the following questions for discussion for Chapter 18 (#2 or #6) or Chapter 19 (#3 or #6): paper is worth 40 points**
- 4) **Point total for week is 100 points**

**April 22, 2013 (due not later than April 29, 2013)**

- 1) **Please write and submit a 3-5 page paper on one of the following topics. Paper is worth 100 points**
  - ✚ **The Impact of Globalization on Small and Large Corporations**
  - ✚ **Doing business in Japan**
  - ✚ **Doing business in Europe**
  - ✚ **Sweat shops? Do they exist in today's global marketplace?**
  - ✚ **Global vs. Local Marketing. What product would you launch locally? Or globally? Why?**
  - ✚ **What is NAFTA? ASEAN? And EU? What is their purpose?**
  - ✚ **Compare and contrast: Oil Producers vs. Oil Users**

**May 3, 2013**

**Last day of class**