

BBA 250 -- International Business

Credit Hours: 3

Total Contact Hours: 47

Pre-requisites: BBA 131 -- Introduction to Business

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All times noted are EST (Eastern Standard Time - New York)

Textbook:

Hill

Global Business Today

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McGraw-Hill

Catalog Description:

This course focuses on the dimensions of conducting business in the international arena and examines the political, economic, and legal systems of diverse countries. Trade patterns; foreign investment methods; economic growth rates; ethics; international trade theories; government intervention; exporting, importing, and countertrading; human resources management; and marketing and competition in the global marketplace are examined.

Measurable Objectives (* Meets critical thinking objectives)

A. Major Core Course Objectives:

1. Explain the phenomenon of globalization and its impact on job security, income levels, labor policies, environmental policies, and national sovereignty.
2. Discuss the changing nature of the world economy (such as trade patterns, foreign direct investment (FDI), and economic growth rates).
3. Compare and contrast political, economic, and legal systems of diverse countries.
4. Discuss how a country's political, economic, and legal systems influence the benefits, costs, and risks associated with doing business in that country.
5. Explain the significance of national cultures and subcultures within nations on the practice of business.

6. Describe the different approaches to business ethics that can be derived from moral philosophy and how these approaches can help managers make international business decisions that do not violate ethical norms.
7. Describe international trade theories.
8. Examine the implications for the business practice of government intervention in international trade.*
9. Identify the forces underpinning the rising tide of foreign direct investment (FDI) in the world economy.
10. Examine the implications for business that are inherent in regional economic integration outlets, such as the European Union, North American Free Trade Agreement (NAFTA), MERCOSUR, and Asia-Pacific Economic Cooperation.*
11. Describe the form and function of the foreign exchange market.
12. Describe the global monetary system and its implications for currency management and business strategy.
13. Compare and contrast the various entry modes such as exporting, turnkey projects, licensing, franchising, joint ventures, and wholly owned subsidiaries.*
14. Describe how firms can profit by expanding their activities globally by using strategic alliances.
15. Discuss the three basic decisions that a firm must contemplate when expanding globally.
16. Describe the opportunities and risks associated with exporting, importing, and countertrading.
17. Discuss the influence that operations management can have on the competitive position of international business.*
18. Examine the roles of marketing and research and development (R & D) in an international business.
19. Discuss the issues associated with global manufacturing such as strategy, production, location, logistics, "make-or-buy" decision making, management of a global supply chain, and compliance with national and international quality standards.
20. Explain the role that training, management development, and compensation practices can play in managing human resources within an international business.

Reading Assignments

Lecture Notes can be found under “Course Material” along with Agenda/Assignments for each respective week.

WEEK 1

Chapter 1 - 3 (June 26 - 30)

WEEK 2

Chapter 4 - 6 (July 2 – 7)

WEEK 3

Chapter 7 - 9 (July 9 - 13)

WEEK 4

Chapter 10 -11 (July 16 - 20)

WEEK 5

Chapter 12- 14 (July 23 – 27)

WEEK 6

Chapter 15 - 16 (July 30 – August 3)

WEEK 7

Class Project (August 6- 10)

Activities/Assignments

Activities and assignments should consist of Discussion Questions/Case Study Questions (homework); a Mid-Term Examination, a Research Paper, and a Final Examination (Please look under course material for specific dates). Detailed Descriptions of these items are set forth in the evaluation criteria section below.

Materials

www.mhhe.com/hillgbt5e

Extensive traditional and electronic resources are available. Here are some starting points.

The book's website, www.mhhe.com/hillgbt5e

Leads to a myriad of available resources, including Internet applications for each chapter, course case updates, teaching resources, and learning resources as well as online student support.

Evaluation Components

There are 1000 possible points.

144 points – Discussion Board Participation

256 points – Homework

200 points – Mid-Term Examination

200 points – Class Project

200 points – Final Examination

1000 points – Total

Evaluation Criteria

Discussion Board Participation (200 points): Each of you is expected to contribute a minimum of one (1) meaningful response to the general discussion per day on at least five (5) out of the seven (7) days for each assignment.

There will be discussion questions based on lectures / textbook reading material and/or case studies. You should respond to each question and also provide feedback/comments to at least one other student's input for each question assigned (be as critical as you like but please maintain your decorum); answers should be thoughtful but concise.

Though you are encouraged to communicate frequently with each other in personal notes, only discussion questions and comments to each other in the class folders can be counted for this purpose. You must share the wealth with everyone!

I will be the observer/facilitator of this process and will be assessing your contributions to the topic-related discussion. I'm looking for insightful analysis, probing questions, and constructive suggestions to each other. Keep thinking from the perspective – how can I add something useful? It may be an experience you've had – or a quote from an article you read...be creative!

I will interject questions and respond with occasional brief comments to keep your momentum on track but for the most part, the discussions will be left to you!

Advancing discussion with substantive responses: For this class, substantive means that your message has substance, that it helps further the discussion of course content. Substantive messages will often include contributions of additional ideas and sources, insights or questions about classmates' comments, connections to the course readings, and ways of applying the lessons from the course, and so on. As a rule of thumb, your substantive comments should be at least several sentences in length.

Short comments, such as "Good idea" or "I agree," do not constitute substantive posts on their own. Neither do comments that are unrelated to the topics at hand (for example, "I saw that movie, too!"). If you say you agree about something, please explain why you agree, and add an additional insight or question.

Hints for Creating Substantive Participation

- Explain why you agree or disagree, and add some examples to support your belief.
- Relate your personal or work experiences to the topic at hand.
- Ask additional questions of your classmates.
- Make connections between the topics being discussed and the readings in the text.
- Add ways you can apply the lessons from the class in your work and educational life.

Late work will not be graded.

Homework: All homework will be assigned on a weekly basis under "Assignments."

Your homework should be submitted to hfccbba250@yahoo.com. When sending files, make sure you are sending .xls, doc or .rtf to the assignment box. I do not have Microsoft Works and I cannot open .wps files.

Late work will not be graded.

Mid-Term Examination (200 points): The midterm will test your understanding of class topics through week three. The examination will cover chapters 1- 8.

Your Exam answers only should be emailed to hfccbba250@yahoo.com. The due date for submission is Saturday, July 21, 2007 by 11 pm. Call me immediately if you have any questions or concerns at 313-532-8139 (The exam will run from Saturday at 8 AM, July 21, 2007 , through Saturday at 11 PM, July 21, 2007 - you'll have plenty of time to complete the work).

Class Project (200 points)

Students are to research and write a paper related to one of the following topics:

1. European Union
2. Exchange rates
3. World Bank
4. International Monetary Fund
5. World Trade Organization
6. NAFTA

- 7. Asian Rim
- 8. Foreign Investment in China

This will be a test of your ability to grasp and synthesize aspects facing management. I expect your treatment of the topic to be thorough – I am expecting to see your thoughts and ideas, not the so-called experts. The length of the paper should be no less than **eight pages** in length, double spaced, arial font, twelve pitch and at least **six references**. **The cover and reference pages are not to be included in the page count of the paper.** Please cite your sources and **your paper should be submitted to hfccbba250@yahoo.com** in a Microsoft Word Document. **Due date is Wednesday, August 8, 2007 by 10PM.**

Late work will not be graded.

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Final Examination (200 points): The final exam will test you overall understanding of class topics. The exam will cover the following chapters: Chapters 9- 16.

Your Exam answers only should be emailed to hfccbba250@yahoo.com. The due date for submission is Saturday, August 11, 2007 at 11 PM. The exam will be available from Saturday, August 11, 2007 at 8 AM to Sunday, August 11, 2007 at 11 PM. Call me immediately if you have any questions or concerns at 313-532-8139 - you'll have plenty of time to complete the work.

Grade Scale (percentage)

100-93= A
92-90 = A-
89-87 = B+
86-83 = B
82-80 = B-
79-77= C+
76-73 = C
72-70 = C-
69-67 = D+
66-63 = D
62-0 = E

INSTRUCTOR'S CLASS POLICY

(1) No make-up examination, no alternative examination time.

(2) Homework will be assigned as a study guide; students are advised to

work all of the assigned problems. Exams will be patterned partially after homework assignments.

(3) Student who has problems with tests, assignments, attendance, etc., is encouraged to discuss his\ her situation with the instructor, prior to their occurrence.

Cheating Policy - A copy of Henry Ford Community College's Policy on Academic Dishonesty is attached and can also be found on HFCC's web page (www.hfcc.edu).

Drop Policy - Henry Ford Community College's Drop Policy will be followed (see summer 2007 Class Schedule, page 1). After July, the student will earn an "E" unless the instructor is requested to give a "drop" grade by the student.

SAMPLE