



# INTERNATIONAL BUSINESS

3-0-3.0

Date: 6/18/09

**COURSE NUMBER:** BUS 175

**PREREQUISITE(S):** MGT 101 with a minimum grade of "C"

**CO-REQUISITE(S):** None

**COURSE DESCRIPTIONS** This is an introductory course in international business and trade. This course will explore the reasons companies choose to enter the international market, various marketing approaches, government regulations and opportunities for individuals.

**TEXTBOOK(S):** Wild, John J., Kenneth L. Wild, and Jerry C.Y. Han. International Business, 3<sup>rd</sup> Edition. Upper Saddle River: Prentice Hall, 2010  
ISBN: 978-0-13-715377-0

**REFERENCE(S):** None

**OTHER REQUIRED MATERIALS, TOOLS, AND EQUIPMENT:** Computer with Internet access, Internet Explorer 5.0 or higher or other current browser, Java, word processing software (must be able to save Word format), and anti-virus software.

**METHOD OF INSTRUCTION:** This course will be taught via the Internet using online lecture notes, discussion board, and electronic messaging.

**GRADING SYSTEM:**

90	-	100	=	A
80	-	89	=	B
70	-	79	=	C
60	-	69	=	D
Below	-	60	=	F

The standard mathematical procedure of rounding will be applied to arrive at a whole number percentage in your final grade calculation.

**GRADE CALCULATION METHOD:**

Mid-term	=	40%
Unit Tests and Assignments	=	20%
Final Exam	=	40%
	=	<u>100%</u>

**Everyone is expected to be present when tests are scheduled. Tests will be administered in the Spartanburg Technical College Testing Lab, located in Room A-7 of the West Building. Remote testing facilities will be identified for students outside the SCC area.**

**Students will be given a window of testing time and must take the test within that window. There are no make-up tests. If an emergency arises and you are unable to be present for a test, call your instructor immediately.**

**CONFIDENTIALITY:**

All students' e-mail addresses may be available to other students in the class. Although some assignments in an online course may encourage or require peer communication, the instructor will make every effort to protect the confidentiality of any personal communication (for example, grades). However, you should recognize that e-mail and other electronic media are not secure; there is no guarantee of the privacy of your e-mail or other personal information.

**APPROPRIATE  
ONLINE BEHAVIOR:**

The use of Spartanburg Community College's website, e-mail service or course management software for creation and/or distribution of material not pertaining to course participation is prohibited and is grounds for dismissal according to College policy under "disruptive behavior." Such actions, include, but are not limited to:

- Inappropriate use of email and discussion boards for:
  - ✓ Harassment
  - ✓ Unlawful solicitation
  - ✓ "Spamming"
  - ✓ "Flaming"
- Use of online editing tools within the course management software to:
  - ✓ Create offensive material
  - ✓ Link to inappropriate materials

**ATTENDANCE  
POLICY:**

An electronic e-mail is required from each student to the instructor by the end of the drop/add period. At this time the Instructor will drop the student from the course if it is not received.

Instructors maintain attendance records. However, it is the student's responsibility to withdraw from a course. A student

who stops attending the online class and fails to initiate a withdrawal will remain on the class roster. *With this in mind, for every assignment, test or exam not completed while still enrolled in the course the student will receive a grade of zero and the final course grade will be calculated accordingly.*

Withdrawal Policy: During the first 75% of the course, a student may initiate withdrawal and receive a grade of W. A student cannot initiate a withdrawal during the last 25% of the course. Extenuating circumstances require documentation and approval by the appropriate department head and academic dean.

**ACADEMIC CONDUCT:**

ACADEMIC DISHONESTY: Students are expected to uphold the integrity of the College's standard of conduct, specifically in regards to academic honesty. All forms of academic dishonesty including, but not limited to, cheating on assignments/tests, plagiarism, collusion, and falsification of information will call for disciplinary action. Disciplinary action imposed may include one or more of the following: written reprimand, loss of credit for assignment/test, termination from course, and probation, suspension, or expulsion from the College. For further explanation of this and other conduct codes, please refer to the Student Handbook.

**CLASS/LAB PROCEDURES:**

The following resource centers are available to students of Spartanburg Technical college. Please visit, call or consult the College's website to determine the hours of operation.

Resource	Location (East Building)	Phone Number
Advising Center	E-1	592-4990
Open Computer Lab (OCL)	E-5	592-4968
Tutorial Learning Center (TLC)	E-2	592-4715
Testing Center	E-3	592-4966

**ACCOMMODATIONS:**

Students who need special accommodations in this class because of a documented disability should notify Student Disability Services. You may contact Student Disability Services by calling, (864) 592-4811, toll-free 1-800-922-3679; via email through the Spartanburg Community College web site at [www.sccsc.edu/SDS/](http://www.sccsc.edu/SDS/); or by visiting the office located in the Dan Lee Terhune Student Services Building,

room 112 of the Spartanburg Community College campus. By contacting Student Disability Services early in the semester, students with disabilities give the College an opportunity to provide necessary support services and appropriate accommodations.

**Program Director**

Peter Stone  
592-4694  
[stonep@sccsc.edu](mailto:stonep@sccsc.edu)

**Program Department Chair**

Karen Ravan  
592-4840  
[ravank@sccsc.edu](mailto:ravank@sccsc.edu)

**COURSE OUTCOMES  
& OBJECTIVES:**

Upon satisfactory completion of this course, the student will be able to:

- I. Summarize the Concept of a Global Business Environment
  1. Define globalization
  2. Describe the forces influencing globalization
- II. Differentiate the Types of National Business Environments
  1. Describe culture
  2. Compare political and legal systems
  3. Compare economic systems
- III. Summarize International Trade and Investments
  1. Describe international trade
  2. Explain business-government trade relations
  3. Describe foreign direct investments
  4. Describe regional economic integration
- IV. Contrast International Financial Systems
  1. Summarize the international financial markets
  2. Calculate prices using exchange rates
  3. Describe the international monetary system

- V. Distinguish the Elements of International Business Management
  - 1. Define international strategy and organization
  - 2. Classify international opportunities
  - 3. Differentiate selecting and managing entry modes
  - 4. Summarize developing and marketing products
  - 5. Distinguish managing international operations
  - 6. Describe hiring and managing employees