

## BA 285: Business Relations in a Global Economy: Spring 2015: Syllabus

CRN: 48806

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**Office Hours:** Mon / Wed 1 - 2pm, Tues /Thurs 1:30 - 2:15pm. One hour by appointment

**COURSE AIM:** To understand economic and cultural considerations in conducting business internationally. The course facilitates an awareness of the student's own culture and an appreciation for and understanding of other cultures

**COURSE OBJECTIVES:** At the end of the course students should be able to:

- Identify the key global trends and their impact on current business practices
- Explain the critical success factors needed by managers operating across borders
- Understand the main economic issues in conducting business internationally
- Understand the cultural dynamic and diversity and their impact on organizations.
- Explain why cultures develop differently including the impact of economic and political influences on culture.

**REQUIRED TEXT:** International Business 4E: Dlabay. ISBN 0-538-72860-4

You will need this book for the quizzes. The lectures in class will also draw from additional source material which you will be given as handouts.

Go and Come Back (Optional): Abel: Penguin Books ISBN: 0 14 1.30697 7

**METHODS OF INSTRUCTION:** Lecture, Experiential Activities, Video, Discussion, Case Studies, Teams. Some assessments use Moodle software

### TENTATIVE ASSESSMENTS

Online Quizzes	40 %
Presentation /Peer group assessment	20 %
Participation Points	10 %
Mid Term	10 %
Final	10 %
International Business News (2 of)	5 %
Guest Speaker	<u>5 %</u>

100% (Tentatively 1000 points)

## **GRADING**

Grade A 90 – 100%, B 80 – 89.9%, C 70 – 79.9%, D 60 – 69.9%, Below 60% = fail

An incomplete is only obtainable by negotiation with over 70% of coursework submitted.

### **Tentative Course Schedule: Please see Moodle**

**Note:** By signing up for this class, the student is agreeing to manage their own learning. Part of this responsibility is attending during class times. In the event of non attendance, it is the student's responsibility to keep on top of any homework assignments, announcements, handouts and note taking. I do not need to be informed of any absences.

**Please, no cell phone calls, facebook use, checking email, computer games or texting in class. Thank you for respecting our learning environment.**

In all assessments, the instructor and/or moodle records are final in any grade inquiries

### **Assessment Methods:**

#### **1) Online Tests/Quizzes (400 points)**

- 1.1 As your homework assignment, most weeks you will be expected to complete an open book, online quiz. We will go through the chapter that the quiz is based on first. It is difficult to predict how long it takes to cover a chapter and therefore it is not possible to publish an accurate quiz schedule. See below for the solution.
- 1.2 At any time during the course, if you want to know whether there is a quiz currently on line, go on the course on moodle and under 'Announcements' or the weekly outline you will see which quizzes are currently open and also when they close. I will also send emails when quizzes are open with deadlines. Be sure to check these emails.
- 1.3 You have one week to complete each quiz after it becomes live. As the quizzes are partly an exercise in completing work to deadlines, there are no late submissions under any circumstances (unless there is a problem at LBCC's end) My advice is to complete the quiz earlier rather than later in the week when family or computer problems may arise unexpectedly.
- 1.4 The web site for testing is called Moodle. You will need to register with the web site in order to access it.

## 2) The Mid Term (100 points)

- 2.1 This is a closed book, multiple choice examination and will be over the chapters assigned during the review.
- 2.2 If the student is absent for the midterm without notifying me before hand, then there can be no makeup. By notifying me ahead of time, we can reschedule another midterm. In these days of multiple communications media, it should be possible to get a message to me in some shape or form ie by email, telephone, letter, personally or through a friend, relative or fellow student.

## 3) Presentations and Peer Group Assessment (200 points)

- 3.1 In week 10 you are asked to give a **group** presentation of an international business plan to sell a product to one country abroad.
- 3.2 Every student must prepare and deliver the presentation.
- 3.3 One printed copy of the presentation per group should be given to me before the presentation.
- 3.4 Each presentation will be a minimum of 10 and a maximum of 20 minutes. I will be forming the groups for the presentations in midterm week.
- 3.5 It is your responsibility to manage your role in the group process.
- 3.6 Documentation should be kept of group rules and meetings etc in case it is necessary to carry out disciplinary action against a member.
- 3.7 From the 200 points available:
  - 100 points will be awarded by the instructor in accordance with criteria agreed in class
  - Within each group, 100 points will be awarded to each group member by each group member by secret ballot. This is the peer group assessment.
- 3.8 Students who miss the presentation without notifying me before hand, cannot makeup the presentation. If you can't make the presentation, then notify me ahead of time and we can reschedule your part.

## 4) The International Business News (2x 25 points)

- 4.1 Each week I will ask several students **at random** to present a printed media article on an international business news story

- 4.2 You can expect to be chosen twice during the duration of the course. Each presentation of the news carries 25 pts.
- 4.3 If you do not have any news to present, say “pass”. You must however forfeit the points available for presenting the business news on that day. There can be no make-up.
- 4.4 When you are chosen I want you to tell the class (from where you are seated) about some news from the world of business from the **current or previous week’s headlines**.
- 4.5 Pin the article to the bulletin board in order to get credit
- 4.6 Your news should last between **1 - 2 minutes**.
- 4.7 Familiarize yourself with your news article before class because the news should be **presented not read**.
- 4.8 This assessment is not intended to trick students who do not have an article to present. This assessment encourages students to take an interest in the international business news. If the student does not have a printed article, then going to the computer lab to print an article does not demonstrate to me that the student is following the international business news, nor does the ability to pull an article up on a cell phone.

**5) Final: (100 points). Paper: Topic to be decided**

**6) Participation points (100 points)**

- 6.1 During the term I will be giving the opportunity for each student to earn 100 participation points. The points will be earned for contributing to the class, bringing weekly news articles and by participating in role plays, activities, and discussions etc.
- 6.2 You will need to be present at roll call and at the end of class in order to participate and qualify for the points. You cannot get credit if you were not present on the day points were given.
- 6.3 **Note:** When I calculate grades at the end of term, the weekly points often make the difference between grades. In other words, you will need to be in class to get the points to maximize the possibility of earning a good grade.
- 6.4 Participation points are earned for student participation. Participation points are not attendance points.
- 6.5 Instructor records are final

## 7) Guest Speaker (50 points)

7.1 Groups should identify a speaker from another culture to speak to the class about their culture. The group will be responsible for booking a class time for the speaker, briefing, meeting and greeting them and also writing a letter of thank you. Students that do not participate will not be able to earn the points. Make sure you have a task to facilitate the speaker's presentation

## LBCC Comprehensive Statement of Nondiscrimination

The college is committed to fostering a learning environment characterized by excellence in instruction and best practices in disability accommodation. We comply with local, state and federal law regarding students with disabilities, including Section 504 of the Rehabilitation Act and the Americans with Disabilities Act (ADA). The law requires that no qualified student may be discriminated against based on disability and every student with a disability must be provided reasonable accommodations and an opportunity to participate fully in all activities and programs for which they are qualified with or without accommodation

LBCC prohibits unlawful discrimination based on race, color, religion, ethnicity, use of native language, national origin, sex, sexual orientation, marital status, disability, veteran status, age, or any other status protected under applicable federal, state, or local laws.  
(for further information <http://po.linnbenton.edu/BPsandARs/> )

Sorry all this sounds a bit formal but we must establish the ground rules before we proceed. Always remember that I'm on your side. I'm always available during office hours to discuss anything that you do not understand. I do not care how many times you ask the same question or ask for help.

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The only dumb question is one that doesn't get asked!

