



354457: INTRODUCTION TO INTERNATIONAL BUSINESS

MGMT-X 460.902

Summer 2017 Section 1 4 Credits 07/03/2017 to 09/17/2017 Modified 07/03/2017

MEETING TIMES

Each week of this online course starts on Monday morning and ends the following Sunday evening. (For example, week 1 starts on July 3rd and ends on July 9th.)

CONTACT INFORMATION

Instructor: [REDACTED]

Phone: [REDACTED]

Email: [REDACTED]

DESCRIPTION

This course provides students with a basic understanding of the broad field of international business, presenting views from both the home and host country perspectives. The wide range of international business topics covered includes foreign direct investment, import/export, foreign exchange, global sourcing, marketing, and international economic concepts. This course provides a solid foundation for the subsequent courses in the certificate program in International Trade and Commerce. Students in other programs also find the course very useful in achieving a fundamental understanding of international business operations.

OBJECTIVES

The key objective of this course is to provide students with a multi-perspective framework on the importance of international business and how to capitalize on this opportunity. The goals of this course are:

- Understand basic aspects of global business and why companies engage in it
- Comprehend environmental frameworks and trade theories
- Enhance understanding of global foreign exchange market and determination of exchange rates
- Acquire knowledge about formulating international strategies and selection of entry strategy
- Recognize complexity of marketing globally
- Acquire knowledge about key issues of international business management

MATERIALS

International Business: Environments and Operations

Author: John D. Daniels, Lee H. Radebaugh, and Daniel P. Sullivan

Publisher: Prentice Hall

Edition: 15th Edition

ISBN: 978-0133457230

(The previous edition of this textbook is also acceptable.)

Recommended Reading

The Wall Street Journal, Business Week, The Economist, etc.

DELIVERABLES

International Business Paper

Students select their international business topic on which they will write their final paper. The topic should relate to some study topic of this course.

Study Summaries

On weeks 3, 5, and 7, students will submit summaries of study topics from their textbook required readings.

Analysis of Assigned Textbook Cases

Under the Modules link of this course site are listed selected textbook cases under the assigned course sessions.

Final Quiz

Consists of 15 multiple choice and true/false questions. All questions are based on our Course Materials on the Blackboard.

EVALUATION

Criteria

Course grades will be based on participation and completion of assignments as follows:

Type	Weight	Topic	Notes
Introduction	5 points	Due week 1	
Analysis of Textbook Cases	40 points (10 each)	Due: Sessions (S) 2, 4, 6 and 8	
Summaries	15 points (5 each)	Due Weeks 3, 5, 7	
Topic & Outline for Final Paper	5 points	Due week 9	
International Business Paper	20 points	Due: Week 10	
Final Quiz - Online	15 points	Last Course Week	

Breakdown

All assigned course grades are final.

Grade	Range	Notes
A+	100	
A	95 - 99	
A-	90 - 94	
B+	87 - 89	
B	83 - 86	
B-	80 - 82	
C+	78 - 79	
C	72 - 77	
C-	70 - 71	
F	0 - 69	

COURSE POLICIES

Instructor Expectations

Each online week starts on Monday and ends the following Sunday. Students need to submit weekly assignments no later than Sunday evening under Modules appropriate assignment links.

Online Course

This course is conducted through asynchronous online sessions, using Canvas (the learning management system at UCLA Extension) to access materials provided by the instructor. Course materials delivered through Canvas may include:

- Course announcements and communications
- Readings, links, videos, and other media
- Assignment submission areas and grades

It is your responsibility to be aware of all assignments, due dates and guidelines.

Note the following points about online course components at UCLA Extension:

- Students must have basic computer skills, including the use of word processing software, email, and the ability to use internet browsers such as Firefox, Safari, or Chrome in order to complete activities and assignments in Canvas.
- Students should familiarize themselves with Canvas and are responsible for meeting the minimum technical requirements for using Canvas.
 - For more information about the Canvas learning management system, please visit: <http://student.uclaextension.edu/our-platform/overview/> (<http://student.uclaextension.edu/our-platform/overview/>)
 - For information about the technical requirements for web-enhanced courses, please visit: <http://student.uclaextension.edu/support/technical-requirements/> (<http://student.uclaextension.edu/support/technical-requirements/>)

Planning Your Study Time

To plan your study time, it is estimated that you will spend approximately 7 - 10 hours per week studying for exam, reading, and completing assignments. Depending on the extent of your academic preparation and recent college-level coursework in this topic area, the amount of study time needed may vary considerably.

INSTITUTIONAL POLICIES

Student Conduct

Students are subject to disciplinary action for several types of misconduct or attempted misconduct, including but not limited to dishonesty, such as cheating, multiple submission, plagiarism, or knowingly furnishing false information to the University; or theft or misuse of the intellectual property of others or violation of others' copyrights. Students are encouraged to familiarize themselves with policy provisions which proscribe these and other forms of misconduct at: <https://www.uclaextension.edu/pages/str/studentConduct.jsp> (<https://www.uclaextension.edu/pages/str/studentConduct.jsp>)

Services for Students with Disabilities

In accordance with the Americans with Disabilities Act of 1990, UCLA Extension provides appropriate accommodations and support services to qualified applicants and students with disabilities. These include, but are not limited to, auxiliary aids/services such as sign language interpreters, assistive listening devices for hearing-impaired individuals, extended time for and proctoring of exams, and registration assistance. Accommodations and types of support services vary and are specifically designed to meet the disability-related needs of each student based on current, verifiable medical documentation. Arrangements for auxiliary aids/services are available only through UCLA Extension's Office for Students with Disabilities at (310) 825-0183 or by email at access@uclaextension.edu (<mailto:access@uclaextension.edu>). For complete information see: <https://www.uclaextension.edu/pages/str/studentswithDisabilities.jsp> (<https://www.uclaextension.edu/pages/str/studentswithDisabilities.jsp>)

Incompletes

Your instructor may post the interim grade *Incomplete/I* if at the end of the class your overall work is of passing quality but a portion could not be submitted for understandable reasons (e.g. illness). It is your responsibility to petition your instructor for permission to submit work late and to provide an explanation, and it is his or her sole decision whether to accept the explanation. If permitted, the *Incomplete/I* grade will be posted and a time frame defined for you to submit the missing work, ranging from one to twelve weeks. *Incomplete/I* grades that remain unchanged after twelve weeks will lapse to *F*, *NP* or *U*. Receiving an *I* grade entitles you to submit only the missing work your instructor has agreed to accept late, and does not allow other work to be retaken or oblige UCLA Extension to provide continuing access to course materials via Canvas. The *Incomplete/I* grade is not an option for courses that do not bear credit, such as 700, 800, or 900-level courses. For complete information, see: <https://www.uclaextension.edu/pages/str/grading.jsp> (<https://www.uclaextension.edu/pages/str/grading.jsp>)

All Grades are Final

No change of grade may be made by anyone other than the instructor, and then, only to correct clerical errors. No term grade except Incomplete may be revised by re-examination. The correction of a clerical error may be authorized only by the instructor of record communicating directly with personnel of Student and Alumni Services.

Sexual Harassment

The University of California is committed to creating and maintaining a community where all individuals who participate in University programs and activities can work and learn together in an atmosphere free of harassment, exploitation, or intimidation. Every member of the community should be aware that the University prohibits sexual harassment and sexual violence, and that such behavior violates both law and University policy. The University will respond promptly and effectively to reports of sexual harassment and sexual violence, and will take appropriate action to prevent, to correct, and when necessary, to discipline behavior that violates our policy.

All Extension students and instructors who believe they have been sexually harassed are encouraged to contact the Department of Student and Alumni Services for complaint resolution: UCLA Extension, Suite 113, 10995 Le Conte Ave., Westwood; Voice/TTY: (310) 825-7031. View the University's full Policy on Sexual Harassment and Sexual Violence at <http://policy.ucop.edu/doc/4000385/SHSV> (<http://policy.ucop.edu/doc/4000385/SHSV>).

ADDITIONAL ITEMS

About Your Online Course Materials

Please note the following about online course components at UCLA Extension:

- Students must have basic computer skills, including the use of word processing software, email, and the ability to use internet browsers, such as Safari, Firefox, or Chrome.
- Students are responsible for meeting the technical requirements of Canvas and familiarizing themselves with the Canvas Learning Management System.
 - What are the basic computer specifications for Canvas? <https://guides.instructure.com/m/4214//82542-what-are-the-basic-computer-specifications-for-canvas> (<https://guides.instructure.com/m/4214//82542-what-are-the-basic-computer-specifications-for-canvas>)
 - Which browsers does Canvas support? <http://guides.instructure.com/s/2204/m/4214//41056-which-browsers-does-canvas-support> (<http://guides.instructure.com/s/2204/m/4214//41056-which-browsers-does-canvas-support>)
- Students are responsible for keeping a copy of all assignments and work submitted, and to be aware of all assignments, due dates, and course guidelines.
- Students are encouraged to keep and/or download a local copy of their assignment files, as **access to the online environment of a specific course is limited to 30 days after the final course date**, as listed in the course catalog.

If you need assistance downloading student materials from your course, please contact Canvas Support or the Office of Instructional Enhancement.

UCLA Extension Enhanced Support

Email: support@unexonline.zendesk.com (<mailto:support@unexonline.zendesk.com>)

Phone: Toll-free at (866) 269-7289 (US only) or (310) 206-4563.

Monday - Friday, 7am to 6pm (Pacific Time).

Website: <http://support.uclaextension.edu> (<http://support.uclaextension.edu/>)

The UCLA Extension course management team assists both students and instructors with Canvas-related technical support, as well as general administrative questions.

For additional support on using Canvas or addressing a technical issue:

Click on the "Help" button on the lower left corner of the screen from within the Canvas system, where you can chat live with a technical support agent or submit a ticket for assistance.

SCHEDULE

STUDY TOPICS

Session 1 - Globalization

Session 2 - The Cultural Environments, International Trade Environment

Session 3 - International Trade Theories, Implications for Business

Session 4 - Government Influence on Trade, Cross-national Cooperation and Agreements

Session 5 - Global Foreign Exchange, Global Capital Markets

Session 6 - Market Entry Strategy & Strategic Alliances, Country Evaluation & Selection

Session 7 - Export, Import & Countertrade, Foreign Direct Investment

Session 8 - Global Marketing, Global manufacturing & Supply Chain Management

Session 9 - The Organization of International Business, Human Resource Management

Session 10 - Accounting in the International Business, The Multi-national Finance