

COURSE SYLLABUS			
COURSE INFORMATION			
Course Code:	BUS201	Level: Undergraduate	Credit: 3
Course Title:	International Business Management		
PREREQUISITE			
N/A			
COURSE OVERVIEW			
<p>This course is about the pre-eminent development in economic activity this century, the globalization of business. Especially since the end of World War II, even through the uncertainties of the Cold War, business has increasingly become a global enterprise. The end of the Cold War and the development of emerging markets and international economic alignments has further accelerated the pace of globalization, and has created opportunities and risks that could not have been imagined even a few years ago.</p> <p>You will navigate this course through the following parts:</p> <p>Part 1 & 2 - Globalization and Country Differences (Chapter 1, 2, 3, 4, & 5);</p> <p>Part 3 - The Global Trade and Investment Environment (Chapter 6, 7, 8, & 9);</p> <p>Part 4 - Global Money System (Chapter 10 & 11);</p> <p>Part 5 - The Strategy of International Business (Chapter 12 & 13);</p> <p>Part 6 - International Business Functions (Chapter 14, 15, 16, & 17)</p>			
LEARNING OUTCOME			
<p>This course aims to introduce the student to the key concepts necessary to understand the functioning of global markets and the inherent issues managers face in planning and executing international business strategies. Each week students will have 10 hours class time for lecture, discussion, in-class exercise, and pop-up quizzes. Out-of-class activities may include homework, field-trip and tutoring.</p> <p>After successfully completing this course students should be able to:</p> <ol style="list-style-type: none"> 1. Apply the basic theories and frameworks in international business at the level of both the country and the firm 2. Appreciate the differences across country markets and their importance to the firm 3. Assess positive and negative circumstances affecting the internationalization of firm activities 4. Solve practical real-life problems confronted by international business managers and public policy makers 5. Evaluate the important public policy issues relating to international business 6. Make management decisions relating to the internationalization of a firm under a range of different circumstances 			
CLASS HOURS			
Lecture: Monday to Friday, 180 minutes each day			
Discussion Section: One hour each week			
LEARNING RESOURCES			
Required Textbook			
MacKenzie, K., Wickramasekera, R., Liesch, P., Hult, T.M., Hill, C.W.L. (2014). <i>Global Business Today: Asia Pacific Perspective</i> . 4th Edition. McGraw-Hill/Irwin.			
Reference Books & Online Resources			
Supplementary materials may be utilized during the class.			
Suggested Textbook			
N/A			
Other Teaching Methods			
N/A			

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WEEKLY SCHEDULE			
Week	Day	Topic	Reading
1	1	Introduction and Overview	Chapter 1
	2	Business Environment: National Differences in Political Economy	Chapter 2 Chapter 3
	3	Culture and Its Impact on Global Businesses	Chapter 4
	4	Business Ethics	Chapter 5
	5	International Trade Theory Government Policy and International Trade	Chapter 6 Chapter 7
2	1	Foreign Direct Investment	Chapter 8
	2	Regional Economic Integration	Chapter 9
	3	The Foreign Exchange Market The International Monetary System	Chapter 10 & Chapter 11
	4	The Strategy of International Business	Chapter 12
	5	Midterm Exam	
3	1	Entry Strategy	Chapter 13
	2	Exporting, Importing, and Countertrade	Chapter 14
	3	Global Production and Supply Chain Global Marketing and R&D	Chapter 15 Chapter 16
	4	Global HRM	Chapter 17
	5	Final Exam	
ASSESSMENT			
Assessment Task		Percent (%)	
Attendance/Participation		10%	
In-class Assignments		10%	
In-class Pop-up Quizzes (3 of 40 pts/each)		15%	
Case Study (Group Project)		15%	
Midterm Exam		20%	
Final Exam		30%	
Total		100%	
DETAILS ON GRADE COMPONENTS			
Class Participation			
<p>Students are required to attend all classes and participate actively. Students should treat their classroom obligations as they would treat any serious professional engagement. Your participation grade will be based on the instructor's assessment of how well you contribute to classroom dynamics relative to your class peers.</p> <p>In case of an absence, the student is responsible for the materials and assignments for that class; it is the student's responsibility to inform the instructor regarding absences and assignments that are missed. Unexcused absence from five or more scheduled class sessions will be grounds for failure in this course. If you do have to miss class due to a personal emergency, please let the instructor know as soon as possible. Such emergencies will be dealt with on a case-by-case basis.</p>			

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DETAILS ON GRADE COMPONENTS														
<p>Participation grades will be based on quality (in-class performance that reflects intellectual depth, insightfulness, and contribution to class learning) and quantity (consistency and regularity of performance). Accordingly, you are expected to read the related chapters before participating the class. Be prepared to be called upon to “open” a class discussion by presenting your full analysis and thoughts on the assigned topic at the start of class, or to be asked through a "cold call" for comment during the discussion.</p> <p>The grading of class participation is necessarily a subjective exercise. However, high- quality comments have one or more of the following characteristics: (1) insightfulness, (2) appropriate application of course concepts, and (3) advancement of the in-class discussion at hand.</p> <p>In-class Assignments To enhance the learning process, assignments/exercises will be arranged during the class time.</p> <p>Pop-up Quizzes Pop-up quizzes will happen every week to review and reinforce what has been learned in the previous classes.</p> <p>Case Study (Group Project) This is a team work. Students can set up teams by themselves or with the assistance from the instructor. The schedule, contents and all other details will be arranged in the first week of the program. * The grade you receive for group activities will depend on two components: (1) the quality of the team submission and (2) the quality and level of your personal participation in the team. Thus, everyone on the team may receive different scores for an assignment.</p> <p>Midterm and Final Exam If an emergency arises, a notification must be given to the instructor in advance for an alternative time; otherwise a grade of zero will be given.</p>														
COURSE GRADING														
<p>Upon completion of this course, you receive a final grade. The final grade is a letter grade that carries with it a numerical value, as outlined below.</p> <table border="1" data-bbox="561 1357 1026 1588"> <thead> <tr> <th>Grade</th> <th>Percentage %</th> </tr> </thead> <tbody> <tr> <td>A</td> <td>80-100</td> </tr> <tr> <td>B</td> <td>70-79</td> </tr> <tr> <td>C</td> <td>60-69</td> </tr> <tr> <td>D</td> <td>50-59</td> </tr> <tr> <td>E</td> <td>0-49</td> </tr> </tbody> </table>			Grade	Percentage %	A	80-100	B	70-79	C	60-69	D	50-59	E	0-49
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<p>For Post-Graduate Students To pass this subject, students are required to obtain Grade B or above in order to satisfy all the intended learning outcomes.</p> <p>For Undergraduate Students To pass the subject, students are required to obtain Grade C or above in order to satisfy all the intended learning outcomes.</p>														
ACADEMIC INTEGRITY & ACCOMMODATION														
<p>Classroom Protocol Students are expected to attend class regularly, arrive promptly, have completed the required readings for the session before coming to class, and participate thoughtfully in all in-class activities. Cell phones must be turned off and stowed at all times. Lecture notes and/or PowerPoint slides are available on Canvas. Class materials should be downloaded from the course website and brought to class either as a hard copy or on your laptop.</p>														

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ACADEMIC INTEGRITY & ACCOMMODATION		
Laptops and tablets are permitted in the class for class-related purposes ONLY, and their use will be closely supervised by the instructor. If any student is found to be using a laptop or tablet for non-class purposes, the student will be prohibited from using the device(s) in class for the remainder of the semester.		
UNIVERSITY POLICIES		
General Expectations, Rights and Responsibilities of the Student		
As members of the academic community, students accept both the rights and responsibilities incumbent upon all members of the institution. Students are encouraged to familiarize themselves with the university's policies and practices pertaining to the procedures to follow if and when questions or concerns about a class arises. In general, it is recommended that students begin by seeking clarification or discussing concerns with their instructor. If such conversation is not possible, or if it does not serve to address the issue, it is recommended that the student contact the program administrator as a next step.		
Academic Integrity		
Your commitment, as a student, to learning is evidenced by your enrollment at the university. You are expected to be honest in all your academic course work. Faculty members are required to report all infractions to the program administrator.		
Using the ideas, data, or language of another without specific or proper acknowledgement is dishonest. We will not accept work that includes copied and pasted information; all information or ideas included in your assignments must be in your own words. If you use ideas of others, whether they are "experts" writing for websites, friends from class, or other individuals, you must provide proper citations and references in the assignment.		
Campus Policy on Disabilities		
If you need course adaptations or accommodations because of a disability, or if you need to make special arrangements in case the building must be evacuated, please notify the instructor or program administrator as soon as possible, in order to make the appropriate accommodation.		
Accommodation to Students' Religious Holidays		
It is the responsibility of the student to inform the instructor, in writing, about such holidays before the add deadline at the start of each semester. If such holidays occur before the add deadline, the student must notify the instructor, in writing, at least three (3) days before the date that he/she will be absent. It is the responsibility of the instructor to make every reasonable effort to honor the student request without penalty, and of the student to make up the work missed.		