



Title: International Business

Instructor: Tove Rasmussen, MBA

Class Time & Location : Online

Office hours : By appointment on phone, Google Meet and/or Zoom.

Catalog Number: BUS335

Email : tove.rasmussen@maine.edu (Check daily on weekdays)

Telephone : 207-409-7576

Spring 2023 International Business Course Syllabus r1 (1 12 23)

Prerequisite: ECO101+102 & Jr Standing

Course Description

This course offers an introduction into the theory and practice of international business. We will review and discuss business factors that global enterprises consider when developing and managing international business programs including differences between cultures, local, regional and global politics, laws, trading systems, and finance systems. We will also discuss strategies and options for growing and managing a global business. Finally, we will probe current global issues and concepts that confront today's international businesses at all levels of international operations.

Specific Objectives

Students in international business, BUS 335 will gain knowledge and skills including: understanding key international concepts; learning new techniques for designing and implementing global business programs. Some of the specific objectives for class members include:

- Understand the impact of globalization on all worldwide businesses.
- Understand the implications of environmental factors such as economic, cultural, social, political, and legal differences between countries and cultures.
- You will also be able to assess how environmental factors impact your worldwide business and marketing.
- Gain a greater appreciation of the risks involved in making international business decisions.
- Learn about global information sources and acquire basic competence in uncovering and evaluating business potential per targeted country or region.
- Review best practices for developing and implementing global strategies that help companies maximize their competitive advantage.
- Learn the importance of strategy in a global marketplace.

USM School of Business Objectives

The University of Southern Maine's School of Business mission statement recognizes the promotion and development of key student skills including written communication skills, oral communication skills, analytical skills, critical thinking skills, and the examination of the ethics and ethical context within professional business practice. To promote these SB-directed skills, BUS 335 will require students to complete written examinations and present business topics to the class in the Discussion Forum and Wiki content areas.

Course Structure

Students enrolled in this class are expected to use the Brightspace system for the course to access information. To access the course in Brightspace, navigate to <http://mycampus.maine.edu> (note: due to a compatibility issue with MS Word, you will need to copy and paste this link into your web browser for it to work). Sign in using your Maine Street username and password. In the Launchpad of icons, click on the large, orange B to access Brightspace.

The Brightspace will be used in the following ways:

- Submitting assignments, including quizzes and tests

- Posting on discussion boards
- Checking grades
- Maintaining course communication through announcements and email
- Accessing documents on electronic reserves

Note that any information posted to the announcements on Brightspace becomes an official addition to the class syllabus. The grade listed in BB may not be your exact, final grade, due to other factors. However, it will give you an indication of how you are doing throughout the semester.

Course Resources

Brightspace - All course documents (lecture slides, syllabus, assignment outline, links, grading keys, etc.) are posted on Brightspace. I will periodically post announcements, so please make sure that you check Blackboard regularly. Finally, please do not hesitate to reach out to me if you have any questions or issues.

Course Materials

Required Textbook– International Business: **The Challenges of Globalization**, 8th edition, John L. Wild & Kenneth L. Wild, Pearson Education, (2016), ISBN 9780133866247

- No access code needed for Management Lab
- Paperback or e-text - New or used (**it should be pretty cheap used**)

Course Repeat Policy

Any School of Business major or minor who has enrolled in this course (BUS335 or equivalent) more than twice must, before continuing, complete and have approved by the Department chair, a “course condition form” (available from the School of Business). Failure to do so may result in course credit disqualification.

Emails

Please include the words **BUS335** in the subject line of all class-related emails sent to me.

Student Evaluation and Grading

Students are responsible for reading assigned chapters, participating actively in class discussions and completing assignments, quizzes and tests. Announcements will be posted on Brightspace so check it regularly.

Grades will be based on a combination of assignments, class participation, quizzes and exams. Check available rubrics for how assignments are graded. The rubric towards the end of the syllabus is a general rubric for grading.

Remember to check your email regularly and the announcements in Brightspace, as I will post updates and changes to the schedule as they become necessary. Assignments will be accepted in MS Office formats only, such as Word, PDF, Powerpoint, etc. Please refer to assignment instructions for specific information about accepted file formats.

There are NO make-ups for any assignments if not submitted by the due date, unless there is authorization prior to the deadline. Documentation is required. I have the authorization to be lenient due to the COVID-19 crisis, when I deem appropriate.

The Final Grade will be based on the following

The following provides a breakdown of how and upon what your final grade is calculated.

• Weekly Quizzes	10%
• Tests	20%
• Classroom Discussions/Reflections	40%
• Powerpoint Assignment Discussion	10%
• Project	
- Rough Paper/Peer Review	5%
- Paper	15%
	100%

Classroom Discussion

Your initial online discussion posts are **due by Thursday at 11:55 pm**, Eastern Standard Time. **Responses to other students’ posts are due by Sunday 11:55pm.** Late discussion posts will not be accepted beyond the

weekly Sunday at 11:55pm deadline. Any student that misses 4 or more discussions or assignments may be given an F grade at my discretion.

Students must be respectful and professional to all other students and the instructor during online discussions and any other communications. You will have an “Introduce Yourself” discussion where you introduce yourself. Respond to two other students. Aside from this, this discussion is exempt from the requirements listed below.

During the semester, you will contribute to online class discussions on Brightspace relating to topics that we cover in assigned readings and homework. In your entries, you will write about the significant points in the topics covered and how they relate to you and your experiences with business. This is an opportunity to demonstrate critical reading, writing skill and your understanding of the text. Please share your insights and observations.

You will also **comment on at least two other students' discussion posts** in that week (the goal is robust, on-line, dialogue). Your comments must be constructive and substantive. When responding to threads, you are required to respond thoughtfully and with reference to examples and theory. The question or statement for discussion will be available online on Monday of each assigned week – **initial posting for the week’s topic must be completed by Thursday 11:55pm and conversations on that topic will conclude by Sunday at 11:55pm of that week. Discussion posts will not be accepted beyond the weekly Sunday deadline.**

Grading of participants will be based on quality of post, posting on-time and responding to at least two other students’ posts. See the Discussion Rubric – in the discussion assignment, below the instructions.

Weekly Quizzes

Weekly quizzes are chapter quizzes that are due Sunday by 11:55 pm. They are generally 25 questions, with a 45 minute time limit. Students have two attempts to complete the quizzes, and the system will take the best grade. Students are expected to complete each quiz in one session. Quizzes must be completed by the due date. Students can review quiz results any time after the due date. **Quizzes are not accepted after the due date** – see the assignment schedule below for due dates.

Exams

There will be 2 tests. All tests are online. The Final test is not cumulative. Tests are made up of multiple choice and possibly short essay questions. **Tests must be completed during the time specified. There are no make up tests.**

PPT Presentation Discussion

See details in discussion in Brightspace, or in relevant weekly folder.

Project

The Project for this course is developing a strategy and plan for entering a new country with a product or service. This is a in individual or up to 4 students can work on it. Details are on Brightspace in Weekly Materials, in the week it is due. See assignment schedule below for the week it is due.

Grading Scale

<i>Letter Grade Earned</i>	<i>Weighted Semester Average</i>	<i>Letter Grade Earned</i>	<i>Weighted Semester Average</i>
A	93.00-100.00	C+	77.00-79.99
A-	90.00 - 92.99	C	73.00-76.99
B+	87.00-89.99	C-	70.00-72.99
B	83.00-86.99	D	60.00-69.99
B-	80.00-82.99	F	Below 60.00

Learner Support

In order to help you budget your time, the weekly lessons will be made available to you at least one week in advance. Plan accordingly. Make sure you check your email regularly. Announcements will be both emailed to you and posted in Brightspace. If you are having any difficulty with the course content, it is your responsibility to seek out help- email me @ tove.rasmussen@maine.edu or contact the help desk @ Phone: 207-780-4029 Email: helpdesk@usm.maine.edu

You are encouraged to consult the technology and writing tutors in the Learning Commons in USM's libraries on the Portland and Gorham campuses, or the Writing Center at Lewiston-Auburn College for assistance. The technology tutors are USM students who have been selected and trained by the Learning Commons to support USM students with a set of learning technologies that are used in USM courses. The writing tutors can assist you with creating an outline, reviewing the structure and content of paper drafts, identifying issues with grammar and sentence structure, and providing feedback on the final draft of the work. To schedule an appointment with a tutor at Portland, Gorham or Lewiston-Auburn, please visit <https://usm.maine.edu/learningcommons>. You can also call [\(207\) 780-4228](tel:2077804228).]

Technology Support Center (Help Desk)

If you need technical support at any time during the course (especially concerning Brightspace), please contact the Technology Support Center:

Phone: 207-780-4029^[1]_[SEP] **E-mail:** usm-helpdesk@maine.edu

Computer access:

Participants will need a reliable PC or a Mac with the latest version of a web browser. In addition, you will need broadband Internet connection (DSL or faster).

Below is a suggested list of recommended software to maximize your learning experience.

Latest Versions of Plugins/Players

- [Adobe Reader](#)
- [Adobe Flash Player](#)
- [Quicktime](#)
- [Windows Media Player](#)

Withdrawal from the course:

The last day to drop the course is available here: <https://usm.maine.edu/reg/academiccalendar>]

For more information on USM's Add/Drop and Withdrawal Policies: <https://usm.maine.edu/reg/addingdroppingwithdrawal>

Incomplete grades:

A grade of "I" (Incomplete) is assigned if a student has been doing work of acceptable quality but, for reasons satisfactory to the instructor, has not completed all of the work required to earn credit by the end of the semester or session. The work must be completed and submitted to the instructor by the date agreed to with the instructor, but not later than one year (i.e., 12 months) from the end of the semester or session in which the incomplete was granted.

Disability

If you need course adaptations or accommodations because of a disability, please contact the Disability Services Center at 780-4706 and alert me as soon as possible. We will work together to ensure that course materials are accessible.

Academic Honesty

Students are expected to complete graded work for this course independently. Soliciting feedback from other students is highly encouraged. However, using another student's work and/or plagiarizing published material (whether electronic or print) will be considered cheating. If you have questions about what constitutes plagiarism, please ask or contact the Chief Student Affairs Office at 780-4035. Evidence of academic dishonesty will result in a zero for that assignment and a report will be filed.

Evaluation and grading policies and procedures - *Contingency Plan*

In the event of disruption of normal classroom activities due to unexpected circumstances, the format for this course along with assignments and grading procedures may be modified to enable completion of the course. In that event, an addendum to this syllabus will be provided that will supersede this version.

Confidentiality Statement

All academic records of students are maintained in the highest of confidence as directed by FERPA (Family Educational Rights and Privacy Act). For more information on the University of Southern Maine FERPA Policy, please click on the following link: <https://usm.maine.edu/reg/privacy-records-ferpa>

Academic Services

Below you'll find information for our most crucial student services and supports. For USM's most complete and current information on services available to students, as well as academic policies, see [The Academic Services & Policies Overview webpage](#).¹ (If the link doesn't work, copy and paste the following into your browser:

<https://mycampus.maine.edu/group/usm/common-syllabus>.)

- **Request disability accommodations** | (207) 780-4706 | dsc-usm@maine.edu
- **Report Interpersonal violence** | (207) 780-5767 | usm.titleix@maine.edu
- **Report On-Campus Emergencies and Safety Concerns** | (207) 780-5211 or your local police agency.
- **Get academic help** | mycampus.maine.edu/group/usm/learning-commons
- **Get technology help** | usm.maine.edu/computing/helpdesk
- **Meet with an Advisor** | usm.maine.edu/advising




- Scan the QR Code to go to the [Academic Services & Policies webpage](#)

Assignment Schedule on next page

¹ <https://mycampus.maine.edu/group/usm/common-syllabus>

Course Agenda (Schedule subject to change at Lecturer's discretion)

Wk	Due Date	Required Reading	Discussions, Quizzes	Tests/Projects
DISCUSSIONS: Per discussion section on page 2 above, original discussion posts are due Thursday by 11:55pm, and response post(s) are due Sunday by 11:55pm. Read Classroom Discussion section above for all the details.				
1	Jan 22	Be sure you have bought the text. Orientation – Read through Syllabus and Start Here on the Brightspace Content page In Weekly Modules, Module 1: – Ch. 1: Globalization – “The Global Entrepreneur,” HBS	Introduction Discussion Ch. 1 Discussion, Ch. 1 Quiz	
2	Jan 29	Ch. 2: Cross Cultural Business	Discussion, Chapter Quiz	
3	Feb 5	Ch. 3; Political Economy & Ethics Ch. 4: Economic Development	Discussion, Ch. 3 & 4 Quizzes	
4	Feb 12	Ch. 5: International Trade Theory	Ch. 5 Discussion Practice Chapter Quiz (optional, ungraded)	Test (Ch. 1-5)
5	Feb 19	Ch. 6: Political Economy of Trade Ch. 8: Regional Economic Integration	Ch 8 Discussion, Chapter Quizzes	Final Project: Individual or Team? If team, who will be on team?
6	Feb 26	Ch. 9: International Financial Markets Ch. 10: International Monetary System	Discussion, Chapter Quizzes	Final Project: Decide on team & topic.
7	Mar 5		PPT Presentation Discussion	Test (Ch. 6-10)
		SPRING BREAK		
8	Mar 19	– Ch. 12: Analyzing Opportunities – “The Global Entrepreneur,” Harvard Business School	Discussion (with group, optional), Chapter Quiz	Essential to have final project topic.
9	Mar 26	Ch. 13: Entry Modes	Discussion (with group, optional), Chapter Quiz	
10	Apr 2	Ch. 14: Products	Discussion (with group, optional), Chapter Quiz	
11	Apr 9	Ch. 15: Managing International Operations	Discussion (with group, optional), Chapter Quiz	
12	Apr 16	Managing International Technology • Technology & Global Business, including video of World Affairs – Richard Baldwin: Globalization, Robots, and the Future of Work	Discussion (with group, optional), Your Questions on International Technology Required Reading (noted to left)	
13	Apr 23	Ch. 16 Human Resources	Chapter Quiz, Optional, extra credit discussion.	Rough Draft & Peer Review
14	Apr 30	Final Project Due		Final Project Due

VERY IMPORTANT-PLEASE READ

****NO ASSIGNMENTS WILL BE ACCEPTED AFTER THE DUE DATE. EVEN IF YOU SWEAR YOU SUBMITTED IT, THE BRIGHTSPACE ADMINISTRATOR OR MY MANAGEMENTLAB CAN CHECK AND IF IT IS NOT THERE YOU WILL RECEIVE A ZERO. THEREFORE IT IS YOUR RESPONSIBILITY TO MAKE SURE THE ASSIGNMENT IS RECEIVED BY GOING INTO BRIGHTSPACE OR MYMANAGEMENTLAB AND CONFIRMING IT HAS BEEN SUBMITTED. IT SHOULD ALSO BE A MOTIVATOR TO NOT WAIT UNTIL THE LAST MINUTE TO SUBMIT ASSIGNMENTS SINCE COMPUTER ISSUES OFTEN CANNOT BE ADDRESSED IMMEDIATELY.**

Subject to Change Statement

*****Schedule and assignments are subject to change as our course moves forward. Students are expected to regularly check the BUS335 Brightspace course area for announcements and updates about the course. Students are also expected to check their email accounts daily for any announcements, changes, etc.***

General Grading Rubric for Class

100 - 90 Points:

- Comments/questions are outstanding and bring depth and/or breadth to the scholarly discussion. (i.e., you illustrate your point with examples, suggesting a new perspective on an issue, integrating other references and resources, asking questions that help further discussion, etc.).
- Comments are well written, coherent, clear and substantive.
- Comments/questions provide evidence that the student has carefully read and reflected upon the assignment and its broader implications.
- Comments/questions provide evidence that the student has listened to and considered a substantial number of classmates' comments before responding.

89-80 Points:

- Comments/questions are reasonably responsive to the discussion, bringing in a new perspective or insight.
- Comments/questions provide evidence that the student has read at least most of the assigned material.
- Comments are well written with proper spelling and grammar.
- Comments/questions provide evidence that the student has listened and considered at least some classmates' comments before responding.

79 -70 Points:

- Comments/questions are limited in their relevance to the discussion topics.
- Comments provide evidence that the student has done little to prepare for the assignment.
- Comments/questions provide evidence that the student has read a few of the required readings before submitting the assignment.
- Comments minimally reflect a quality writing style.

69 points and below:

- Comments/questions are not relevant to the discussion topics.
- Comments/questions provide no evidence that the student has adequately prepared before submitting the assignment.
- Comments lack any quality writing style; they are fragmented and incoherent.
- Comments do not extend our knowledge with an additional perspective, an alternative point of view, or an additional resource for understanding.

POLICIES

Academic Integrity

According to the University Of Southern Maine Code Of Conduct, academic integrity is a basic guiding principle for all academic activity, allowing the pursuit of scholarly activity in an open, honest, and responsible manner. In accordance with the University's Code of Conduct, you must not engage in or tolerate academic dishonesty. This includes, but is not limited to cheating, plagiarism, fabrication of information or citations, facilitating acts of academic dishonesty by others, unauthorized possession of examinations, submitting work of another person, or work previously used without informing the instructor, or tampering with the academic work of other students. You will submit your Final Paper to Bb Safe

Assign, which will check it for plagiarism, so be sure it's your own work and not cut-and-paste material from the Internet! Any violation of academic integrity will be investigated, and where warranted, punitive action will be taken; <https://cms.usm.maine.edu/ocs/student-academic-integrity-policy-0> for additional information).

Grade of Incomplete:

Please review the USM policy in the catalog toward a grade of incomplete: "As a general rule, an incomplete is assigned only in extenuating circumstances and only if the amount of work to be completed is limited. Incomplete grades must be resolved by the end of each subsequent semester or revert to an F. The faculty member may designate a shorter period of time for the resolution of incomplete grades."

Policy on Student Collaboration on Class Work:

Students may discuss materials covered in the course with one another and go over assignments or quiz material, however, all work must be completed and submitted independently.

Affirmative Action & Sexual Harassment

The University of Southern Maine is committed to a policy that all persons shall have equal access to programs, facilities, admission, and employment without regard to personal characteristics not related to ability, performance, or qualifications as determined by University policy. Please visit the website for the Office of Campus Diversity & Equity (<http://www.usm.maine.edu/eoo/>) for additional information.

An Invitation to Students with Learning Disabilities & Americans with Disabilities Act

At any point in the semester, if you encounter difficulty with the course or feel you could be performing at a higher level, please consult with me. Students experience difficulty for a variety of reasons. For problems with writing skills and time management, make an appointment to see a student tutor at the Learning Center (TLC), 253 Luther Bonney (780-4228). Help is also available through the Counseling Center, 105 Payson Smith (780-4050), and the Office of Academic Support for Students with Disabilities, 242 Luther Bonney (780-4706; TTY 780-4395).

The Americans with Disabilities Act of 1992 mandates the elimination of discrimination against persons with disabilities. If you need course adaptations or accommodations because of disability please contact the Office for Students with Disabilities, 2nd floor, 242 Luther Bonney Hall (780-4706; TTY 780-4395).

Prior Learning Assessment

Students who have considerable business experience in the U.S. or other free-market economy might consider taking the CLEP exam in lieu of enrolling in this class. The CLEP, or College Level Exam Program, is a national program set up to provide college credit for various college level courses based on prior learning. For further information on this option, contact the Office for Prior Learning Assessment in 100 Payson Smith Hall at (207) 780-4443 or toll-free (800) 800-4876, x4443 or online at <http://usm.maine.edu/pla>.