



BELLEVUE COLLEGE

INST 150 – International Business – Spring 2016, Item #5284,

Daily: 11.30-12.20, B204

Judith Paquette, Office Location: **C207G**

Office Hours: **T/W/Th: 9.30 a.m. - 10.20 a.m and W: 1.30-2.30 p.m.** Or by appointment, or just stop by. Office Phone: 425-564-2133. Please use CANVAS® for email.

The Game of Global Business

Course Description: Surveys international business and trade. Students focus on the inter-relationships among technology, culture, law, and economics in the contemporary world. As a case study, we will be looking at a PESTLE (politics, economics, social, technological, legal and environmental issues) analysis in terms of the platform Minecraft® which was acquired by Microsoft® in 2014. This will allow us to look at global business through the game industry. Then, students will study individual countries with presentations and brief papers.

Outcomes:

- Describe how political, economic, and socio-cultural forces have influenced and continue to influence the international business environment.
- Critically evaluate international business practices through the lens of ethical and social responsibility, including with regards to environmental sustainability.
- Communicate effectively both orally and in writing regarding international business issues.
- Think critically and creatively about international business processes.
- Work cooperatively in teams to complete assigned projects.

Required texts and materials: Coursepack to be purchased at bookstore.

Course Grading:

Individual Timed Writes (Weekly on Friday)	90
Resume and 30-second commercial	75
Global Knowledge Worker (1000 words)	75
Country PESTLE Presentation (100 each)	200
Three exams (100 points each)	300
In-class activities (news article, attendance taken every class)	up to 210
TOTAL	850

Grading: The grade will be a numeric grade per BC guidelines.

GRADE	POINTS	PERCENTAGE
A	4.0	92-100
A-	3.7	90-91
B+	3.3	88-89
B	3.0	82-87
B-	2.7	80-81
C+	2.3	78-79
C	2.0	72-77
C-	1.7	70-71
D+	1.3	68-69
D	1.0	62-67
F	0.0	BELOW 62

*Extra Credit opportunities: I am an advisor for the Business Leadership Community, (check us out on **Facebook**). There will be events during the quarter that you can participate in and write a short essay. See **Facebook (Bellevue College BLC) for announcements.***

	Topics and Readings	Exams and Assignments
April 4	Knowledge Worker Introduction p. 4 Drucker – Managing Oneself p. 15 Roberts et al., How to Play to Your Strengths p, 27 <i>Video: Brandon Ting, BC Alumni, Restaurant Entrepreneur</i>	For April 6 – Value Exercise p. 35 For April 7 - Prepare your 30-second commercial Bring a current resume
April 11	Minecraft® – Case study for Global Business Life After God p. 40 Global Value Chains Goods & Services p. 54 Tearing Down a Global Services Value Chain p. 57	Apr 15 Assignment 1: Resume and 30-second commercial due in Canvas
April 18	Minecraft® – Doing Business Internationally Target Market p. 70, Marketing Mix p. 72, Product p. 72, Price p. 76, Place p. 77, Promotion p. 78, Brands p. 79, Customer Relationship Management p. 79	Apr 22 - Assignment 2: Knowledge Worker Assignment due on Canvas
Apr 25	PESTLE – Political, p. 84 SWOT p. 85 Country Classification and Political p. 88	
May 2	PESTLE – Economic, p. 90 GDP, growth, GDP per capita p. 91-96 Inflation, interest rates p. 97, Business cycles p. 100, Currency p. 102 Fiscal policy/deficits p. 103, Trade balance p. 104, Monetary policy p. 105 - <i>Video: Commanding Heights – New Rules of the Game</i>	May 4 – Exam #1 – Doing Business Globally
May 9	PESTLE – Social, p, 108 Social, gender, ethnicity and race, education, income, p. 109-114 McKinsey Global Institute, The World at Work p.116-135	
May 16	PRESENTATIONS: Political, economic and social presentations. Power point due in Canvas Monday midnight before first presentation.	May 18 (<u>Tuesday</u> -midnight) – Power point to Canvas
May 23	PESTLE – Technology, p. 136, Legal, p. 159 Porter, The Competitive Advantage of Nations p. 137-157 Legal - Doing Business p. 160-177	May 27 – Exam #2 - on Political, Economic and Social components.
May 31 (no class 30)	PESTLE – Environmental, p. 179 Climate Accord is a Healing Step p. 180, Inside Paris Climate Deal p.182 Turn Down the Heat p. 184-203	
June 6	Begin PRESENTATIONS	June 5 (midnight) – Power point to Canvas. June 6 – begin Presentations
June 13	PRESENTATIONS: Technology/Legal/Environmental Presentations Power point due in Canvas Monday midnight before first presentation.	June 14 - Exam #3 on Technology, Legal, and Environmental

**Assignments
and
Assessments:**

Resume and 30 Second Commercial: This will be your first class assignment as we begin the class with the importance of becoming a knowledge worker. This will focus us on your core strengths and future goals and how it relates to the study of international business.

Writing assignment: There is one writing assignment and it is due on Canvas and will be subject to turnitin review.

News article presentation (20 points for presentation and post, 5 points for each comment/question, and 5 points responding to each question): Each student will be required to present on an assigned news article. The format of the presentation will be a short description of the article, three main points and three important numbers or figures in the article. Make a conclusion about how the issue impacts global business. This will be posted in a discussion forum and class members are required to post a comment as to how it relates to what we are learning in class and ask a question of a minimum of two articles. The presenter must respond to the questions.

Timed writes: Timed writes are given every Friday there is not an exam. There is no make-up for timed writes. Points can be made up with extra credit opportunities.

Presentations: Each student will be required to present on two elements of the PESTLE analysis. This selection of the country and element will be determined in class. Presentations are scheduled for the last week of February and the last week of class. The power point presentation is due on Canvas Monday midnight before the first presentation in class. Presentations are subject to turnitin review. The purpose of these two assignments is for students to learn research, compilation and analysis skills.

Exams: Exams are given on Friday of the week noted. Early exams may be arranged before.

Attendance

Attendance will be taken at the beginning of the class and you will be required to complete assignments and compile your work in folders that I will collect every class. Many assignments will be given in class. You should come to class having done all the assigned reading and homework.

Every student is required to be an active participant in the class. This includes getting to class on time, being called on to contribute to discussions, taking notes, listening to your peers, and coming to class prepared.

Reading

This course involves a certain amount of reading. I didn't learn how to read effectively until almost my last year of my Master's program! I will be bringing in a Reading Lab faculty member to discuss successful strategies for reading textbooks and journals. Your Timed Writes will be based on your Reading notes and class room discussions/activities. You may bring (limited) notes to your Timed Writes, so I recommend you take through Reading Notes.

**Electronic
devices**

All electronic devices are prohibited in the classroom at all times. If you need a laptop to take notes, I will need verification.

**Standard of
Conduct**

All interactions will be evaluated as to whether they are acceptable in the business environment. This includes interactions in the class, on online discussion forums, email communications, with the instructor, with fellow students, and in the community. Inappropriate communications include jokes and discussions your classmates find offensive, excessive messages, and other communications which would be typically deemed inappropriate in the workplace. If posting are deemed inappropriate or detrimental to the learning environment, they will be removed from the discussion forum. The student will be

informed and expected to comply with requests for change and improvement. The Student Code, Policy 2050, in its entirety is located at: http://bellevuecollege.edu/policies/2/2050_Student_Code.asp

Cheating or Plagiarism Cheating includes, but is not limited to, copying answers on exams, glancing at nearby exams, turning in assignments or papers that have been used in other classes, and giving or receiving help during an exam. Cheating includes, but is not limited to, purchasing or selling notes, assignments or examination materials. Having a cell phone in view for any reason during an exam will result in a zero in the exam.

Stealing includes, but is not limited to, taking the text, notes, exams, library books or other personal property of others without their permission.

Plagiarism is presenting the words, ideas, and/or work of others as if it is an individual's own work. It includes, but is not limited to, using other's papers as one's own and including parts of published works without giving credit where credit is due.

Affirmation of Inclusion Bellevue College is committed to maintaining an environment in which every member of the campus community feels welcome to participate in the life of the college, free from harassment and discrimination. We value our different backgrounds at BC, and students, faculty, staff members, and administrators are to treat one another with dignity and respect.

Code of Honor By being a student in this course you acknowledge that you are a part of a learning community at Bellevue College that is committed to the highest academic standards. As a part of this community, you pledge to uphold the fundamental standards of honesty, respect, and integrity, and accept the responsibility to encourage others to adhere to these standards.

Accommodations The Disability Resource Center serves students with a wide array of learning challenges and disabilities. If you are a student who has a disability or learning challenge for which you have documentation or have seen someone for treatment and if you feel you may need accommodations in order to be successful in college, please contact DRC as soon as possible. If you are a person who requires assistance in case of an emergency situation, such as a fire, earthquake, etc, please meet with your individual instructors to develop a safety plan within the first week of the quarter.
The DRC office is located in B 132 or you can call at 425.564.2498. Deaf students can reach us by video phone at 425-440-2025 or by TTY at 425-564-4110. Application information and other helpful links at www.bellevuecollege.edu/drc

Public Safety The Bellevue College (BC) Public Safety provides personal safety, security, crime prevention, preliminary investigations, and other services to the campus community, 24 hours per day, 7 days per week. Their phone number is 425.564.2400. Public Safety is located in K100 and on the web at: <http://bellevuecollege.edu/publicsafety/> for campus emergency preparedness information, campus closure announcements and critical information in the event of an emergency.

Legal Stuff **Please note: THE LEGAL STUFF:** This syllabus was constructed as a tentative plan for how the course will proceed. A number of conditions and circumstances may arise which can alter the topics, schedule, activities, materials, etc. The faculty member reserves the option to make any changes, as she deems necessary.