

# 5285B564 - INTST150 International Business

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## International Business

Spring Quarter 2016

### Hours and Location:

Tuesday and Thursday from 3:00 p.m. - 5:10 p.m.

D 101

Office hours by appointment

### Instructor:

Nicholas Price

*J.D.*, Harvard Law School

*B.A.*, University of Washington, Seattle

*Member*, Washington State Bar Association

The instructor is a lawyer licensed to practice in Washington State, but neither the course, nor lectures, nor anything else related to the course constitutes legal advice. *This course only presents an overview of business law and does not provide adequate tools for you to appropriately analyze real-world legal situations. Lawyers spend their entire careers focusing on the material we'll survey during single course sessions.*

Individuals should therefore seek the advice of licensed and qualified legal counsel and enter into an attorney-client relationship when seeking legal advice.

### Mandatory Coursebook:

Geringer, Michael. *International Business (M Series)*, 1st ed. McGraw-Hill.

### Course Description:

This course provides an overview of the International Business environment, focusing on business processes, environment and sustainability concerns, and critical perspectives about the place of business within the international political system.

Students are responsible for all material, as described below. Each class period will briefly review the assigned reading and prior material, but will primarily focus on the *application* of those concepts to real-world situations; it is therefore crucial that students attend class and complete the reading *prior* to attending class.

All updates to this course will be posted on Canvas—you are responsible for regularly checking this course's Canvas page.

### Course Goals:

Specifically, students will study:

- An overview of business processes: Business processes provide a unified conceptual framework for the analysis of enterprises and can provide the basis for strategy and competitive advantage.
- Career exploration in business, government, and nonprofits: The course will provide opportunities to sample a variety of career paths in which business knowledge and skills are

used.

- A comparative analysis of foreign countries and the US with regards to factors that impact markets and businesses.
- An overview of social responsibility and environmental models and issues: Corporate social responsibility is an enterprise's mechanism for embracing responsibility for its actions and advancing a positive impact on the public sphere.
- An exploration of new business models in particular collaborative networks incorporating social responsibility and the ascendance of human capital and information assets.
- An exploration of the role of business in the international community.

### **Messaging Etiquette\*:**

Please *only message me on Canvas*—I set aside time specifically to respond to Canvas messages. Messaging me on Canvas will ensure the quickest possible response.

You should use professional-grade, typo-free writing when drafting Canvas messages. Your attention to detail reflects your professionalism; I don't take typos personally, I just want to prepare you for the real world. You should also employ the below conventions in this course and the business world.

Please include in Canvas message subject lines: 1) an identification of both the class; and 2) the matter (example: "BUS 201—Week 3 Quiz; NOT "question"). Most professionals receive dozens—if *not hundreds*—of e-mails every day. The subject line provides an opportunity to summarize your request and allows the reader to appropriately triage your question.

Also, if you do not receive a reply from me within 48 hours (longer on weekends/holidays), it could mean that, for whatever reason, I did not receive your message. If I do not respond, please feel free to send me another message to ensure that I've received your message.

You are responsible for confirming receipt of any message. Consequences for any glitches resulting from not following these or any other instructions are your responsibility—you are training for a career in business and should act as if every responsibility is your own.

### **Grades will be awarded as follows:**

<b>GRADE</b>	<b>POINTS</b>	<b>PERCENTAGE</b>
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	<b>BELOW 62</b>

**Academic Integrity:**

If you choose to cheat, steal, or plagiarize, then you will receive a zero for the assignment. You might also receive a failing grade for the course.

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.

Stealing includes, but is not limited to, using 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 your own. 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.

**Late Policy:**

All assignments are due on the dates specified below unless you are notified otherwise. Assignments must be submitted by 11:59 p.m. on their due date. This class runs on a tight schedule, and I take deadlines seriously. I uniformly enforce the late policy as a matter of fairness to your classmates.

Late assignments will receive ten percentage points less for each day the assignment is late. So, for example, if you would have scored a 93/100 had you turned the assignment in on time, you would score an 83/100 if you turn the assignment in any time during the 24 hours after the initial deadline.

If you are experiencing difficulties comprehending or completing the material, are experiencing personal hardship, or otherwise need to make any other arrangements, please contact me as soon as possible. *In order for me to grant an exception to the standard grading policies, you must e-mail me BEFORE the due date of the particular assignment with documentation of an excuse (e.g., a doctor's note, etc.).*

**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](tel:425-564-2498). Deaf students can reach us by video phone at [425-440-2025](tel:425-440-2025) or by TTY at [425-425-4254](tel:425-425-4254).

564-4110. Application information and other helpful links are available at [www.bellevuecollege.edu/drc](http://www.bellevuecollege.edu/drc) (<http://www.bellevuecollege.edu/drc>).

### Public Safety:

The Bellevue College Public Safety services provide 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/> (<http://bellevuecollege.edu/publicsafety/>) for campus emergency preparedness information, campus closure announcements, and critical information in the event of an emergency.

### Assignments and Grade Weight:

**Class Participation**—10%. Class attendance is mandatory. We will complete in-class exercises in addition to lecture. Additionally, I will reward students who regularly participate. You can earn full participation points by asking thoughtful questions or making insightful comments, whether in class, during office hours, or in your emails.

**Reading Responses**—30%. You will complete three reading responses throughout the course, each worth 15% of your grade. We will discuss details during the coming weeks. Students are encouraged to utilize the [Writing Lab](http://www.bellevuecollege.edu/asc/writing/works/) (<http://www.bellevuecollege.edu/asc/writing/works/>) resources.

**Timed Writes**—15%. You will complete five timed writes, each worth 3% of your grade, on random days throughout the quarter. The writes will cover material from your reading that day. We'll discuss more details during the coming weeks.

**Presentations**—15%. Students will complete group presentations at the end of the quarter in small groups. We'll discuss more details during the coming weeks.

**Course-end common final**—30%. The exam will include short answer questions asking you to evaluate business scenarios using the ideas you learn from class material. Details will be discussed during class.

### Reading Assignments:

Unless otherwise specified, the reading assignments are from *International Business (M Series), 1st ed.*—you are responsible for reading the entire chapter. I will discuss practical takeaways and conceptual highlights during class—so please attend!

\* These e-mail etiquette policies are borrowed in part from Dr. Michael S. Brown.

Date	Details	
Mon Apr 11, 2016	<a href="https://bc.instructure.com/courses/1263094/assignments/7621228">Chapter 1: The challenging world of international business</a> ( <a href="https://bc.instructure.com/courses/1263094/assignments/7621228">https://bc.instructure.com/courses/1263094/assignments/7621228</a> )	due by 11:59pm
Wed Apr 13, 2016	<a href="https://bc.instructure.com/courses/1263094/assignments/7621229">Chapter 2: International Trade and Investment</a> ( <a href="https://bc.instructure.com/courses/1263094/assignments/7621229">https://bc.instructure.com/courses/1263094/assignments/7621229</a> )	due by 11:59pm
Wed Apr 20, 2016	<a href="https://bc.instructure.com/courses/1263094/assignments/7621230">Chapter 3: International institutions from an international business perspective</a> ( <a href="https://bc.instructure.com/courses/1263094/assignments/7621230">https://bc.instructure.com/courses/1263094/assignments/7621230</a> )	due by 11:59pm
Mon Apr 25, 2016	<a href="https://bc.instructure.com/courses/1263094/assignments/7621231">Chapter 4: Sociological forces</a> ( <a href="https://bc.instructure.com/courses/1263094/assignments/7621231">https://bc.instructure.com/courses/1263094/assignments/7621231</a> )	due by 11:59pm
Wed Apr 27, 2016	<a href="https://bc.instructure.com/courses/1263094/assignments/7621232">Chapter 5: Natural resources and environmental sustainability</a> ( <a href="https://bc.instructure.com/courses/1263094/assignments/7621232">https://bc.instructure.com/courses/1263094/assignments/7621232</a> )	due by 11:59pm
	<a href="https://bc.instructure.com/courses/1263094/assignments/7621233">Chapter 6: Political and trade forces</a> ( <a href="https://bc.instructure.com/courses/1263094/assignments/7621233">https://bc.instructure.com/courses/1263094/assignments/7621233</a> )	due by 11:59pm

Mon May 2, 2016	<a href="https://bc.instructure.com/courses/1263094/assignments/7621240">Reading Response 1 (https://bc.instructure.com/courses/1263094/assignments/7621240)</a>	due by 11:59pm
Wed May 4, 2016	<a href="https://bc.instructure.com/courses/1263094/assignments/7621234">Chapter 7: Intellectual property and other legal forces (https://bc.instructure.com/courses/1263094/assignments/7621234)</a>	due by 11:59pm
Mon May 9, 2016	<a href="https://bc.instructure.com/courses/1263094/assignments/7621219">Chapter 10: International competitive strategy (https://bc.instructure.com/courses/1263094/assignments/7621219)</a>	due by 11:59pm
	<a href="https://bc.instructure.com/courses/1263094/assignments/7621235">Chapter 8: The international monetary system and financial forces (https://bc.instructure.com/courses/1263094/assignments/7621235)</a>	due by 11:59pm
Wed May 11, 2016	<a href="https://bc.instructure.com/courses/1263094/assignments/7621220">Chapter 11: Organizational design and control (https://bc.instructure.com/courses/1263094/assignments/7621220)</a>	due by 11:59pm
	<a href="https://bc.instructure.com/courses/1263094/assignments/7621237">Chapter 9: Labor forces (https://bc.instructure.com/courses/1263094/assignments/7621237)</a>	due by 11:59pm
Mon May 16, 2016	<a href="https://bc.instructure.com/courses/1263094/assignments/7621221">Chapter 12: Assessing international markets (https://bc.instructure.com/courses/1263094/assignments/7621221)</a>	due by 11:59pm
Wed May 18, 2016	<a href="https://bc.instructure.com/courses/1263094/assignments/7621222">Chapter 13: Entry modes (https://bc.instructure.com/courses/1263094/assignments/7621222)</a>	due by 11:59pm
Mon May 23, 2016	<a href="https://bc.instructure.com/courses/1263094/assignments/7621223">Chapter 14: Marketing internationally (https://bc.instructure.com/courses/1263094/assignments/7621223)</a>	due by 11:59pm
Tue May 24, 2016	<a href="https://bc.instructure.com/courses/1263094/assignments/7621241">Reading Response 2 (https://bc.instructure.com/courses/1263094/assignments/7621241)</a>	due by 11:59pm
Wed May 25, 2016	<a href="https://bc.instructure.com/courses/1263094/assignments/7621224">Chapter 14: Marketing internationally (https://bc.instructure.com/courses/1263094/assignments/7621224)</a>	due by 11:59pm
Mon May 30, 2016	<a href="https://bc.instructure.com/courses/1263094/assignments/7621225">Chapter 15: Global operations and supply chain management (https://bc.instructure.com/courses/1263094/assignments/7621225)</a>	due by 11:59pm
Wed Jun 1, 2016	<a href="https://bc.instructure.com/courses/1263094/assignments/7621226">Chapter 16: Managing human resources in an international context (https://bc.instructure.com/courses/1263094/assignments/7621226)</a>	due by 11:59pm
Mon Jun 6, 2016	<a href="https://bc.instructure.com/courses/1263094/assignments/7621227">Chapter 17: International accounting and financial management (https://bc.instructure.com/courses/1263094/assignments/7621227)</a>	due by 11:59pm
Thu Jun 16, 2016	<a href="https://bc.instructure.com/courses/1263094/assignments/7621260">Final Exam (https://bc.instructure.com/courses/1263094/assignments/7621260)</a>	due by 3:30pm
	<a href="https://bc.instructure.com/courses/1263094/assignments/7621238">In-Class Participation (https://bc.instructure.com/courses/1263094/assignments/7621238)</a>	
	<a href="https://bc.instructure.com/courses/1263094/assignments/7621239">In-Class Presentations (https://bc.instructure.com/courses/1263094/assignments/7621239)</a>	
	<a href="https://bc.instructure.com/courses/1263094/assignments/7621279">Timed Writes (https://bc.instructure.com/courses/1263094/assignments/7621279)</a>	



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