

INTST 150: International Business

Sec. B, Item #5285, Winter 2019 Syllabus

Instructor: Beta ("Bebe") Bales, esq.; J.D., LL.M.
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Office Location: C-207B
Office Hours: Friday 9:25-10:25am or M/W/F by appointment
Class Days/Times/Location: M/W 10:30-12:20pm & F 10:30-11:20am in C165

Course Information: Description & Outcomes

The course starts off with you--as a global knowledge worker. We will use the classic business article by Peter Drucker which predicted the rise of the knowledge worker to critically analyze Managing Oneself.

Next we travel to the land of Minecraft (which is a world in itself) and learn about the business global value chain works in the new digital economy.

To cover global politics, economics, social, technological, legal and environmental issues, there is no better teaching vehicle than PESTLE analysis. Each component of this analysis for selected countries will be assigned to individual students and a presentation and paper will be completed on each.

Throughout this course we will be taking the pulse on what you are learning by logging in a folder. You will be asked often: What was the most important thing you learned? What questions do you still have?

So, it's exciting to embark on this journey together to define a new kind of course that will keep you excited about the possibilities and that will teach you what the world and the future brings.

Outcomes

- Conduct an inventory of strengths, culture heritage, values, belongingness, and contribution and the relationship of the student and a culturally diverse world.
- Critically analyze how political, economic, and socio-cultural forces, using models of universalism, to reducing inequity, promoting resilience, empowering those who are left out and promoting those who are marginalized.
- 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 culturally diverse teams of students to authentically interact and communicate to complete assigned activities.

Course Materials

Course Module to be purchased at bookstore under INTST 150.

Communication

Please **only** contact the instructor via her official Bellevue College email (b.bales@bellevuecollege.edu). Include “**INTST 150**” in the subject heading to ensure your email is not overlooked. **Allow 24-48 hours for an email response**. If, after 48 hours, you have not received an email response, please email the instructor again in case your message was lost.

Note: this means that emailing the instructor the night before an exam likely means you will not receive a response before the exam. Failure to follow this procedure may risk losing your message.

Office Hours

I hold weekly drop-in office hours as described above. Office hours are your first and best resource to obtain assistance with course information, content, and assignments. I also do my best to make myself available to you outside of office hours should you be unable to attend during that time, however I am only on campus on class days. If you would like to meet outside of office hours, please send me an email in advance following the communication instructions above to schedule an appointment.

Grading

College Grading Policy

Bellevue College utilizes a consistent, published letter grading system to reflect the student’s achievements. Please refer to the College Grading Policy for specific information.

Course Grading

Individual Timed Writes on Fridays (20 points each)	100
Resume and 30-second Commercial	75
Global Knowledge Worker (1300 words)	100
Two PESTLE Presentations (100 points each)	200
Three Exams (100 points each)	300
News Article Post and Presentation	25
In-class Activities (attendance taken every class)	up to 100
Total:	900

“Minimum.” Where applicable, the use of the term “minimum” in any guideline pertaining to requirements shall conform to the common, dictionary definition of the term. I.e., “minimum” shall not give rise to any inference that conformity with minimum standards consists of anything beyond a barely passing grade, e.g., a “D”; **minimum effort does not mean maximum points**.

Grading Scale

A 95-100; A- 90-94; B+ 86-89; B 83-85; B- 80-82; C+ 76-79; C 73-75; C- 70-72; D+ 66-69; D 60-65; F 0-59.

Grades are final upon recording. Grades are not negotiable. Grades will be posted on Canvas throughout the quarter. Please check your grades regularly.

Extra Credit

Students are to understand that extra credit, even if available, is not a substitute for, nor is it intended, to make up for deficiencies in regularly-assigned coursework. Please also be sure to thoroughly familiarize yourself with all course policies, including requirements for exceptions. Having an unsatisfactory grade is not an excuse for gaining extra credit opportunities.

All extra credit opportunities will be posted on Canvas under “Announcements” and will have specified due dates.

Attendance & Participation

Your attendance in class is required. 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. Many assignments will be given in class and you will be required to complete assignments and compile your work in folders that will be collected every class.

Point deductions for participation may be assessed for conduct that detracts from the classroom learning environment and/or from academic integrity. Such conduct includes, but is not limited to conduct that has the effect of causing demoralization or otherwise detracting from a positive class environment.

Assignments & Assessments

Detailed instructions for completing all assignments are available in your Course Module and on Canvas.

Timed Writes

Timed writes are in-class exercises given every Friday there is not an exam or presentation. There are a total of five timed writes, as indicated in the Course Schedule below. There are no make-ups for timed writes. If you miss them for any reason, points can be made up with extra credit opportunities.

Resume and 30-Second Commercial

Instructions for these assignments are included in your Course Module and are on Canvas. These assignments are to be submitted on Canvas and do not require an in-class submission.

Global Knowledge Worker Assignment

There is one writing assignment and it is due in class and on Canvas and will be subject to Vericite review.

PESTLE 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 middle of the term and the last week of class. The power point presentation is due on Canvas Sunday midnight before the first presentation in class. Presentations are subject to Vericite review. The purpose of these two assignments is for students to learn research, compilation and analysis skills.

Exams

There are a total of three exams throughout the quarter. Exams are given in class on Friday of the week noted, as indicated in the Course Schedule below.

News Article Presentation

Each student will be required to present on an assigned news article. The selection of the article and the requirements will be on Canvas, with no in-class submission required.

Class Policies

Keeping Track of Your Work

You are solely responsible for keeping track of your own work. Grades will appear on Canvas and it is your responsibility to check your grades on a regular basis so that you can avoid any surprises. As mentioned above, *grades are final upon recording and non-negotiable*. The instructor recommends saving all your course work until the term has ended.

Assignment Drafts

The instructor will not read or proofread assignment drafts for the sole purposes of grade feedback. I am happy to give specific feedback as requested or to answer specific questions related to assignments and drafts. You may seek assistance in office hours, by appointment, or via email, as time allows and no later than 48-72 hours before an assignment due date.

Submission Problems

If you cannot submit all or part of an assignment because of an accidental loss, etc., this will not excuse a late or missing assignment. If I don't have it, I can't grade it. Technical problems – including computer-related, printer-related, etc. – do not excuse late submissions. If you are experiencing

technical difficulties, you are encouraged to consult the Help Desk or other formal sources dedicated to dealing with such issues.

Late Assignments

Unless indicated otherwise, all assignments are *due at the beginning of class or the due date and time indicated on Canvas*. At any point thereafter, there is a minimum *full letter grade deduction per calendar day* that an assignment is late.

Assignments submitted past the due date should be submitted via Canvas or if a printed copy is required, to the instructor's official mailbox (NOT personal mailbox) in the Social Sciences Division Office in **D-110** with an official date stamp. The official date stamp will determine the total grade deduction for an in-person late submission.

Writing Proficiency

Writing proficiency is an essential skill. If you have difficulty with writing, whether you are an ESL or native English speaker, I strongly recommend that you seek assistance from the on-campus Writing Lab and other resources available to you.

The On-Campus Writing Lab is available to students as follows:

Academic Success Center
Main Campus, Room D204
(425) 564-2200
asc@bellevuecollege.edu

Hours: Monday – Thursday: 8:00am – 8:00pm; Friday: 8:00am – 3:30pm
Saturday – Sunday: 11:00am – 4:00pm

Makeups

Any makeup of an exam must satisfy the following requirements: A request must (1) be made in writing via email (2) specify the date, time, and place of the exam and (3) be confirmed in all respects by the instructor in writing no later than 48 hours *prior* to the proposed makeup exam date. No makeup is permissible without instructor confirmation of all details.

All other policies in this syllabus, including those on submission and technical problems, confusion, and “emergencies,” apply.

Under no circumstances – even if otherwise approved based on a documented “emergency” – will a makeup of any kind be accepted after the last class meeting. At the instructor’s discretion, approved makeups may be accepted for grading after the end of the quarter. Receiving a hodgepodge of makeups and other loose ends near final exams causes substantial delays in grading, as well as significant risks to students that graded work may get lost.

Emergencies

There are exceptions to due dates and other class work for a legitimate “emergency.” An “emergency” is a documented death in the family, physical or mental incapacitation, and/or work-related conflict. *Nothing else* is an “emergency” within the meaning of this syllabus.

You must document any “emergency.” The instructor will only consider official documentation on dated and signed letterhead hard copy. All such documentation must include (a) legible name of the document’s signer (b) legible contact information (c) identification of the period of the “emergency” and (d) identification of you as the person affected by the “emergency.” The documentation must be submitted accordingly. This paragraph notwithstanding, there are no promises or guarantees, and the instructor retains complete discretion.

Incompletes, Hardship, Withdrawals, Medical Withdrawals

Incompletes, hardships, and all withdrawals are granted only in exceptional circumstances and are subject to supporting, official documentation. Requests must be made in writing and are made on a case-by-case basis at the instructor’s discretion. There are no guarantees.

College Policies

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 Bellevue College, and students, faculty, staff members, and administrators are to treat one another with dignity and respect.

College Anti-Discrimination Statement

Bellevue College does not discriminate on the basis of race or ethnicity; creed; color; national origin; sex; marital status; sexual orientation; age; religion; genetic information; the presence of any sensory, mental, or physical disability; or veteran status in educational programs and activities which it operates. Bellevue College is prohibited from discriminating in such a manner by college policy and by state and federal law. All college personnel and persons, vendors, and organizations with whom the college does business are required to comply with applicable federal and state statutes and regulations designed to promote affirmative action and equal opportunity.

Confidentiality and Mandatory Reporting

As an instructor, one of my responsibilities is to help create a safe learning environment on our campus. It is my goal that you feel able to share information related to your life experiences in classroom discussions, in your written work, and in our one-on-one meetings. I will seek to keep information you share private to the greatest extent possible. However, I am required to share with the Title IX Coordinator any and all information regarding sexual assault and other forms

of sexual misconduct (e.g. dating violence, domestic violence, stalking) that may have occurred on campus or that impacts someone on campus. Students may speak to someone confidentially by contacting the BC Counseling Center at (425) 564-2212. The Title IX Office can be contacted at 425-564-2641.

Student Code of Conduct and Academic Integrity

Inappropriate/disruptive classroom behavior is a violations of the Student Code of Conduct at Bellevue College. Examples of unacceptable behavior include, but are not limited to, talking out of turn, arriving late or leaving early without a valid reason, allowing cell phones/pagers to ring, and inappropriate behavior toward the instructor or classmates. The instructor can refer any violation of the Student Code of Conduct to the Dean of Student Success for investigation.

Academic Integrity

All academic assignments are to be the work of the individual student. Any act of academic dishonesty, including cheating, plagiarism (using the ideas or words of another as one's own without crediting the source), and fabrication will not be tolerated. Without prior announcement or notice, any written assignment may be reviewed via Vericite, an anti-plagiarism application; and penalties may come into play at the instructor's sole discretion.

Penalty for first violation: 0 on the assignment without possibility of makeup on that assignment. Depending on the severity of the act of the academic dishonesty, additional course and/or College policies pertaining to academic dishonesty may also take place. Having a smart phone or smart watch in view for any reason during an exam will result in a zero in the exam.

In addition, at the instructor's discretion and whether or not it is a first offense, the instructor may refer the incident to appropriate channels and/or take additional steps, which may result in one or more of the following: (1) suspension (2) expulsion (3) an academic "hold" on your record, preventing you from enrolling in future terms (4) a failing grade and/or (5) permanent notation on the student's academic transcripts. There may be additional penalties on a case-by-case basis. **Do not risk your academic and professional career by cheating.**

Special Accommodations

Accessibility

The elements of this course are designed to be welcoming to, accessible to, and usable by everyone, including students who are English-language learners, have a variety of learning styles, have disabilities, or are new to online learning. Be sure to let me know immediately if you encounter a required element or resource in the course that is not accessible to you.

Disability Resource Center

Please review the mission statement from the Disability Resource Center:

"The Disability Resource Center (DRC) is dedicated to service excellence in the provision of comprehensive and flexible accommodation plans, working with students, instructors, staff, administration and community contacts to ensure the successful academic endeavors and goals of qualified Bellevue College students with disabilities.

The DRC works in innovative ways to provide teaching and learning opportunities to college staff, faculty members and community partners to remove barriers to access and help further the understanding, support and success of the students we serve. We contribute to the disability justice movement, centered in a social justice model of disability, and work to incorporate concepts of universal design into all aspects of the Bellevue College environment.

The DRC helps students develop the critical skills necessary to achieve success, promoting self-advocacy, and seeks to better integrate people with disabilities—through structural, curricular, and attitudinal changes — into the overall pluralistic fabric of the college and community."

If you are a student who has a disability or learning challenge, you are encouraged to contact the DRC as soon as possible to discuss any accommodations that may support your success in this class. Please note that accommodations do not apply retroactively, so please plan accordingly.

The DRC Office is available to students as follows:

Office Location: B132; Testing Location: B142

Voice: (425) 564-2498; TTY: (425) 564-4110; Fax: (425) 564-4138

Skype for ASL users: DRCatBC; Email: drc@bellevuecollege.edu

Course Outline

Week 1 (1/2-1/4)	MODULE 1 – GLOBAL KNOWLEDGE WORKER <u>Read:</u> You Are a Knowledge Worker, p. 3 to 36 Get to know your instructor & peers Introduce 30-sec commercial Complete ViaCharacter.org survey Values introduction – clusters Come up with list of actions to work on strengths Present 30-sec commercial – vote on most memorable
Week 2 (1/7-1/11)	MODULE 1 – GLOBAL KNOWLEDGE WORKER, cont. <u>Read:</u> Drucker – Managing Oneself, p. 37 to 70 Complete a group Mind map of article (Mind map is on p. 35-36) Accomplishments introduction Review knowledge worker assignment – prepare to get feedback from 5 people Resume exercise Triad accomplishments activity Review Resume assignment <u>Due:</u> Thirty second commercial due on Canvas (Jan 11) <u>Due:</u> Timed Write in Class (Jan 11)
Week 3 (1/14-1/18)	MODULE 2 – GLOBAL VALUE CHAINS <u>Read:</u> Read Minecraft, p. 71 to 102 Minecraft story The Global Value Chain Video of Microsoft Minecraft speakers: https://vimeo.com/294439974 <u>Read:</u> Start Global Value Chains, p. 103 to 151 Reading Minecraft Generation - STP - Target market – demographics – group activity <u>Due:</u> Five accomplishments due on Canvas (Jan 18) <u>Due:</u> Timed Write in Class (Jan 18)
Week 4 (1/21-1/25)	**NO CLASS MONDAY, 1/21** <u>Read:</u> Global Value Chains, con't. p. 103 to 151 Product life cycle – Exercise with video games Price/Promotion – Design the 4P's for Minecraft Brands – Starbucks exercise

CHOOSE COUNTRIES FOR PESTLE

Customer Relationship Management - Activity
Global Value Chain reading – Value chain exercise
Review Knowledge worker assignment – finding patterns
Map Minecraft value chain and what to do at each stage

Due: Resume due on Canvas (Jan 25)

Due: Timed Write in Class (Jan 25)

Week 5
(1/28-2/1)

MODULE 3 – POLITICAL LEGAL ECONOMIC

Read: PESTLE – Political/Legal, p. 152 to 180

Check in How am I doing?
SWOT p. 153
Analysis of World Governance Indicators
World Governance Indicators Reading – Compare two countries in groups <http://info.worldbank.org/governance/wgi/#reports>
Putin's Way; Fill in p. 156 as you watch
<https://www.pbs.org/wgbh/frontline/film/putins-way/>

Due: Knowledge worker assignment due on Canvas (Feb 1)

EXAM: Doing Business Globally, Friday, 2/1 IN CLASS

Week 6
(2/4-2/8)

MODULE 3 – POLITICAL LEGAL ECONOMIC, cont.

Read: PESTLE – Economic, p. 181 to p. 231

Economic basics – GDP, GDP per capita, Business cycles, currency, debt
Video: *Commanding Heights*
<https://www.youtube.com/watch?v=bSGAJTJzgLA>
Terminology p. 182-183
Fill in p. 215-216 as you watch

Due: Timed Write in Class (Feb 8)

Due: Lab Peer Review (Feb 8)

Week 7
(2/11-2/15)

POLITICAL, ECONOMIC, LEGAL PRESENTATIONS

Due: PowerPoint due on Canvas **Sunday, Feb. 10 before presentations**

Week 8
(2/18-2/22)

****NO CLASS MONDAY, 2/18****

MODULE 4 – SOCIAL TECHNOLOGY AND ENVIRONMENT

Factors in Social Analysis -Demographics, ethnicity and other

Read: Universal Human Rights, p. 232, 238-240, 271 to 310

Happiness Survey – Which countries are the happiest?

Happiness Survey Worksheet p.234-237

Read: Inequality, p. 255 to 271

Read: Healthcare, p. 241 to 255

Watch *Sick Around the World* and fill out p. 233.

<http://www.pbs.org/video/frontline-sick-around-the-world/>

Week 9
(2/25-3/1)

MODULE 4 – SOCIAL TECHNOLOGY AND ENVIRONMENT, con't

Read: Mind Map Porter Article on Clusters, p. 311 to 323

Read: Technology in China, p. 324 to 350

<https://www.youtube.com/watch?v=kWD3MUTzxE>

Read: Global Competitiveness, p. 351 to 369

EXAM: Political, Economic, Legal Components, Friday, 3/1 IN CLASS

Week 10
(3/4-3/8)

MODULE 4 – SOCIAL TECHNOLOGY AND ENVIRONMENT, con't.

Read: Environmental, p. 370 to 397

Years of Living Dangerously Season 1: Episode 1

<https://www.youtube.com/channel/UCpB8sbYuefrX6bblUFUM1hQ/>

Complete definitions on p. 371

Due: Timed Write in Class (Mar 8)

Due: Lab Peer Review (Mar 8)

Week 11
(3/11-3/15)

PARIS CLIMATE ACCORD & FINAL PRESENTATIONS

Read: Paris Climate Accord Debate Rules p. 398

Read: Background, p. 399-402

Andrew Light on the Paris Climate Accord Negotiations

<https://vimeo.com/298425456/64783e3f64>

Due: Paris Climate Accord Debate in Class Mar 11

FINAL PRESENTATIONS START 3/13

Due: PowerPoint due on Canvas **Sunday, March 10** before presentations

Week 12
(3/18-3/22)

FINAL PRESENTATIONS CON'T. 3/18

FINAL EXAM, FRIDAY 3/22, 9:30-11:20AM

Course Schedule

This schedule may be modified as needed. Students are responsible for inquiring about any changes in the event of an absence. Any major modifications (due dates, class scheduling, etc.) will be posted on Canvas under “Announcements.”

Week	Topics and Readings	Exams and Assignments
Week 1 1/2 – 1/4	MODULE 1 – GLOBAL KNOWLEDGE WORKER Introduction/Class requirements <u>Read:</u> You Are a Knowledge Worker, p. 3 to 36 Get to know your instructor & peers Introduce 30-sec commercial Complete ViaCharacter.org survey Values introduction – clusters Come up with list of actions to work on strengths Present 30-sec commercial – vote on most memorable	
Week 2 1/7 – 1/11	<u>Read:</u> Drucker – Managing Oneself, p. 37 to 70 Complete a group Mind map of article (Mind map is on p. 35-36) Accomplishments introduction Review knowledge worker assignment – prepare to get feedback from 5 people Resume exercise Triad accomplishments activity Review Resume assignment	Thirty Second Commercial due on Canvas Jan 11 Timed Write Jan 11
Week 3 1/14–1/18	MODULE 2 – GLOBAL VALUE CHAINS <u>Read:</u> Read Minecraft, p. 71 to 102 Minecraft story The Global Value Chain Video of Microsoft Minecraft speakers: https://vimeo.com/294439974 <u>Read:</u> Start Global Value Chains, p. 103 to 151 Reading Minecraft Generation - STP - Target market – demographics – group activity	Five Accomplishments due on Canvas Jan 18 Timed Write Jan 18

Week 4 1/21—1/25	<u>Read:</u> Global Value Chains, con't. p. 103 to 151 Product life cycle – Exercise with video games Price/Promotion – Design the 4P's for Minecraft Brands – Starbucks exercise CHOOSE COUNTRIES FOR PESTLE Customer Relationship Management - Activity Global Value Chain reading – Value chain exercise Review Knowledge worker assignment – finding patterns Map Minecraft value chain and what to do at each stage	Resume due on Canvas Jan 25 Timed Write Jan 25
Week 5 1/28—2/1	MODULE 3 – POLITICAL LEGAL ECONOMIC <u>Read:</u> PESTLE – Political/Legal, p. 152 to 180 Check in How am I doing? SWOT p. 153 Analysis of World Governance Indicators World Governance Indicators Reading – Compare two countries in groups http://info.worldbank.org/governance/wgi/#reports <i>Putin's Way</i> ; Fill in p. 156 as you watch https://www.pbs.org/wgbh/frontline/film/putins-way/	Exam – Doing Business Globally in class Feb 1 Knowledge Worker Assignment Due on Canvas Feb 1
Week 6 2/4—2/8	<u>Read:</u> PESTLE – Economic, p. 181 to p. 231 Economic basics – GDP, GDP per capita, Business cycles, currency, debt Video: <i>Commanding Heights</i> https://www.youtube.com/watch?v=bSGAJTJzgLA Terminology p. 182-183 Fill in p. 215-216 as you watch	Timed Write Feb 8 Lab Peer Review
Week 7 2/11—2/15	Political, Economic, and Legal Presentations	PowerPoint due on Canvas on Sunday Feb 10 before presentations

Week 8 2/18—2/22	MODULE 4 – SOCIAL TECHNOLOGY AND ENVIRONMENT Factors in Social Analysis -Demographics, ethnicity and other <u>Read:</u> Universal Human Rights, p. 232, 238-240, 271 to 310 Happiness Survey – Which countries are the happiest? Happiness Survey Worksheet p.234-237 <u>Read:</u> Inequality, p. 255 to 271 <u>Read:</u> Healthcare, p. 241 to 255 Watch <i>Sick Around the World</i> and fill out p. 233. http://www.pbs.org/video/frontline-sick-around-the-world/	
Week 9 2/25—3/1	<u>Read:</u> Mind Map Porter Article on Clusters, p. 311 to 323 <u>Read:</u> Technology in China, p. 324 to 350 https://www.youtube.com/watch?v=kwD3MUtZxeE <u>Read:</u> Global Competitiveness, p. 351 to 369	Exam on political, economic and legal components Mar 1
Week 10 3/4—3/8	<u>Read:</u> Environmental, p. 370 to 397 <i>Years of Living Dangerously</i> Season 1: Episode 1 https://www.youtube.com/channel/UCpB8sbYuefrX6bbIUfUM1hQ/ Complete definitions on p. 371	Timed Write Mar 8 Lab Peer Review
Week 11 3/11—3/15	Paris Climate Accord Debate in Class Mar 11 <u>Read:</u> Paris Climate Accord Debate Rules p. 398 <u>Read:</u> Background, p. 399-402 Andrew Light on the Paris Climate Accord Negotiations https://vimeo.com/298425456/64783e3f64 Presentations Start Mar 13	PowerPoint due on Canvas on Sunday Mar 10 before presentations
Week 12 3/18—3/22	Mar 18 Presentations Con't.	Final Exam: Mar 22, 9:30-11:20am