

INTST 150: International Business

HYA, Item #5284, Spring 2020 Syllabus

Instructor: Beta ("Bebe") Bales, esq.; J.D., LL.M.
E-mail: b.bales@bellevuecollege.edu
Office Location: Online
Office Hours: M/W by appointment
Class Days/Times/Location: M/W 8:30-10:20am online

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 put your newly learned Knowledge Worker skills to use as we learn about business and the global value chain. We'll then delve into the PESTLE analysis-- covering global politics, economics, social, technological, legal and environmental issues.

Throughout this course we will work together in groups and critically think about the concepts we cover and the information we share.

It's exciting to embark on this journey together and 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.

Class Meetings

This course will be held online for this quarter. We will have a combination of synchronous class meetings on our scheduled class days, and asynchronous instruction via assignments you will complete in your groups on your own time. Your attendance and participation in these classes are required just as if we were meeting on campus.

Please refer to our Canvas site for instructions on joining class meetings and scheduling.

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. Emails sent during business hours Monday-Friday are typically responded to within a few hours, emails sent late in the evening or on weekends may require a longer response time.

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 assignment is due likely means you may not receive a response before the due date.

Office Hours

This quarter, I will hold virtual office hours by appointment. Please send me an email in advance following the communication instructions above to ask any questions or 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.

Grading Scale

A 94-100; A- 90-93; B+ 87-89; B 83-86; B- 80-82; C+ 77-79; C 73-76; C- 70-72; D+ 67-69; D 60-66; 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 to ensure there are no surprises.

Course Grading

Resume, Accomplishments, and 30-second Commercial	75
Canvas Scavenger Hunt	10
Global Knowledge Worker (1300 words)	100
Product Design	10
Film Worksheets	20 points each
Two PESTLE Presentations (100 points each)	200
PESTLE Peer Review (10 points each)	20
Exams (100 points each)	200
News Article Post and Presentation	25
Paris Climate Accord Debate	10
Group Activities	variable
Total:	800

“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.**

Extra Credit

Students are to understand that extra credit, 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

Every student is required to be an active participant in the class. This includes completing assignments, contributing to discussions, taking notes, listening to your peers, and collaborating with your group. Your grade in this course will be based on the quality of your work, your effort, and your teamwork within your group.

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.

Resume, Accomplishments, 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 by the specified due dates.

Canvas Scavenger Hunt

This assignment will be completed online on the date indicated in the schedule below.

Global Knowledge Worker Assignment

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

Product Design

Student groups will be formed and each group will design a product or business venture. This product/business venture will be used throughout the course to apply the concepts we learn in class.

Film Worksheets

This class was originally scheduled as a hybrid class, meeting primarily on-campus with additional class instruction through films as identified in the schedule below. Film classes will consist of watching a required film and completing a worksheet that will be due on Canvas. Every required film can be accessed for free through a link on our Canvas page. The required worksheets are included in your course module.

Group Activities

There will be a series of group activities as indicated in the schedule below. These activities are to be worked on together as a group and submitted as discussions on Canvas to share with the rest of the class.

PESTLE PPTs

Each student will be required to complete a PowerPoint on two elements of the PESTLE analysis. This selection of the country and element will be determined in groups. The PowerPoint presentation is due on Canvas as specified in the Course Schedule below. The PPT presentations are subject to Vericite review. The purpose of these two assignments is for students to learn research, compilation and analysis skills.

PESTLE Peer Reviews

There are two PESTLE peer reviews. Students will partner to assist each other in beginning their individual PESTLE presentations.

Exams

There are two exams as indicated in the Course Schedule below.

News Article Presentation (Online)

Each student will be required to present a news article of global relevance. The presentation will be treated as a discussion thread on Canvas.

Paris Climate Accord Debate (Online)

Each student will be required to choose a side (Pro or Con) for the Paris Climate Accord, and rebut an opposing point. The debate will be treated as a discussion thread on Canvas.

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 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.

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 still available to students online 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 will a makeup of any kind be accepted after the last class meeting as this may cause substantial delays in grading to the whole class

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.

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.

Reasons of Faith and Conscience

Students who will be absent from course activities due to reasons of faith or conscience may seek reasonable accommodations so that grades are not impacted. Such requests must be made within the first two weeks of the course to the office of the Associate Vice President of Student Affairs (see Bellevue College Policy 2950 (<https://www.bellevuecollege.edu/policies/id2950/>)).

In the event you feel you are being discriminated against based on faith or conscience, you may refer to the procedures outlined in the college's Discrimination, Harassment and Retaliation Policy 1440P (<https://www.bellevuecollege.edu/policies/id-1440p/>).

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 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.”

KEY:

Group Assignments/ collaborative work is in **BLUE**

Individual Assignments are in **GREEN**

Film Worksheets are in **PURPLE**

Highlighted Items indicate largest point-valued assignments

Due Dates are in **RED**

Week	Monday Class – Group Activity	Wednesday Class – Topic & Readings	Exams and Individual Assignments
	(Always DUE Monday night at 11:59pm)		(Always DUE Friday night at 11:59pm)
Week 1 4/8	No Class	MODULE 1 – GLOBAL KNOWLEDGE WORKER Introduction/Class requirements <u>Read:</u> You Are a Knowledge Worker, p. 4 to 36	Thirty-Second Commercial due on Canvas (<u>Due:</u> Friday, 4/10)
Week 2 4/13-4/17	Get to Know Your Peers! Read Through Thirty Second Commercials and meet people! Canvas Scavenger Hunt (<u>Due:</u> Monday, 4/13)	<u>Read:</u> Drucker – Managing Oneself, p. 39 to 48 (Mind map is on p. 37-38) Accomplishments & Resume	Five Accomplishments due on Canvas (<u>Due:</u> Friday, 4/17)

Week 3 4/20-4/24	Form Groups and Brainstorm Group Product Design (<u>Due: Monday, 4/20</u>)	MODULE 2 – GLOBAL BUSINESS <u>Read:</u> Global Business, p. 49 to 61 Knowledge Worker & Business Marketing – Targeting & Demographics Product Life Cycle Brands, Customer Relationship	Resume due on Canvas (<u>Due: Friday, 4/24</u>)
Week 4 4/27-5/1	Finalize Group Product & Put Together a Marketing Mix (<u>Due: Monday, 4/27</u>)	<u>Read:</u> Global Value Chains, p. 62 to 83 Business & the PESTLE analysis Design your Product Choose Countries for PESTLE	Knowledge Worker Assignment due on Canvas (<u>Due: Friday, 5/1</u>)
Week 5 5/4-5/8	Build a Global Value Chain for your product (<u>Due: Monday, 5/4</u>) Choose countries to expand your product into (for PESTLE) (<u>Due: Monday, 5/4</u>)	MODULE 3 – POLITICAL LEGAL ECONOMIC <u>Read:</u> PESTLE – Political/Legal, p. 86 to 114 SWOT p. 87 Analysis of World Governance Indicators World Governance Indicators Reading – Compare two countries in groups http://info.worldbank.org/governance/wgi/#reports	VIDEO: Watch Putin's Way (https://www.pbs.org/wgbh/frontline/film/putins-way/) & Complete p. 90 (<u>Due: Friday, 5/8</u>)
Week 6 5/11-5/15	Complete PESTLE Peer Review – Getting Started (<u>Due: Monday, 5/11</u>)	<u>Read:</u> PESTLE – Economic, p. 115 to 133 Economic Basics	VIDEO: Watch Commanding Heights (https://www.youtube.com/watch?v=bSGAJTJzgLA) & Complete p. 116-117 & Complete p. 133 (<u>Due: Friday, 5/15</u>)

Week 7 5/18-5/22	Political, Legal, Economic Power Point Presentations (Due: Monday, 5/18)	Review for Exam Share PESTLE information with your group → Will you still expand to your chosen country/countries based on the data you found? (Due: Wednesday 5/20)	EXAM: Political, Economic, Legal Components ONLINE (Due: Friday, 5/22)
Week 8 5/25-5/29	**NO CLASS MONDAY, 5/25**	MODULE 4 – SOCIAL TECHNOLOGY ENVIRONMENTAL Factors in Social Analysis - Demographics, ethnicity and other, p. 134 <u>Read:</u> Universal Human Rights, p. 139 to 188 Happiness Survey – Which countries are the happiest? Happiness Survey Worksheet p. 135- 138 <u>Read:</u> Inequality, p. 189 to 204 <u>Read:</u> Healthcare, p. 206 to 219	VIDEO: Watch Sick Around the World (http://www.pbs.org/video/frontline-sick-around-the-world/) & Complete p. 205 (Due: Friday, 5/29)
Week 9 6/1-6/5	Consider social factors for your product (Due: Monday, 6/1) Decide to keep or change countries to expand your product into (for PESTLE) (Due: Monday, 6/1)	<u>Read:</u> Porter Article, p. 220 to 233 <u>Read:</u> Technology in China, p. 234 to 250 <u>Read:</u> Global Competitiveness, p. 251 to 295	VIDEO: Watch Technology in China (Video: Exploring China's Technological Revolution https://www.youtube.com/watch?v=kwD3MUtZxE E) & Take Notes (Due: Friday, 6/5)

<p>Week 10</p> <p>6/8-6/12</p>	<p>Complete PESTLE Peer Review – Round 2 (<u>Due: Monday, 6/8</u>)</p>	<p><u>Read:</u> Environmental, p. 296 to 397</p> <p>PARIS CLIMATE ACCORD <u>Read:</u> Background, p. 326-329</p> <p>Paris Climate Accord Debate on Canvas (<u>Due: Wednesday 6/10</u>)</p>	<p><u>VIDEO:</u> Watch <i>Years of Living Dangerously</i> Season 1: Episode 1 (https://www.youtube.com/channel/UCpB8sbYuefrX6bblUFUM1hQ/) & Complete p. 297 (<u>Due: Friday, 6/12</u>)</p>
<p>Week 11</p> <p>6/15-6/19</p>	<p>Social, Technology, Environmental PPT Presentations (<u>Due: Monday, 6/15</u>)</p> <p>Share PESTLE information with your group (<u>Due: Monday, 6/15</u>)</p>		<p>FINAL EXAM: Social, Technology, Environmental Components ONLINE (<u>Due: Friday, 6/19</u>)</p>