

**Portland Community College**  
**Sylvania Campus**  
**BA 203 – Introduction to International Business**  
**Course Syllabus: Winter Term 2009**

**Instructor:** Phil Seder  
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**Office hours:** 10:00 – 12:00 TTH or by appointment  
**Office location:** SS 215  
**Class Hours:** Distance Learning  
**Location:** NA  
**CRN Number:** 17434  
**Credits:** 3

**Required Text:**

This class will use two texts, ‘The Global Entrepreneur’ by James Foley and a custom version of ‘International Business (Ball)’ from McGraw Hill. These texts are used together because they cover the full range of information for the course plus they are configured to cost less than previous texts for this class. Used 11<sup>th</sup> editions of the Ball text will have the same materials required by the course.

**Course objectives:**

The goal of this course is to help you understand the following:

1. The international environment in which business exists
2. The international economic and monetary system
3. The development of international strategy and the execution of marketing programs in an international environment

In addition, this course is one of four being developed to support students wishing to eventually take the NASBITE Certified Global Business Professional (CGBP) exam. The CGBP is designed to meet the needs of individuals working in the profession or studying for a career related to global commerce. Candidates from both small and large companies will benefit as will students in two or four year degree programs. The credential is also suitable for individuals working in trade assistance organizations, trade promotion agencies, and related educational institutions. Portions of this course specifically map to the Global Business Management domain as specified by the NASBITE CGBP Practice Delineation.

**Overview:**

Most business in America today takes place in an international environment or is at least impacted by foreign influences. An understanding of the social, economic and market environment for international business is a key to career success in the business world. This course will focus international business divided into three major areas of focus:

1. The social, political and geographic forces impacting business worldwide
2. The economics of international trade
3. Strategic planning, marketing and operations management in an international environment

## Grading

Grading is based on a combination of skills as listed below.

<b>Course Work</b>	<b>Possible Points</b>
Homework (two assignments 25 points each)	50
Discussion Board Contributions (two, 25 points each)	50
Mid term exam	100
Team Project – Country Focus Assignment	100
Country Focus Quizzes (four, 25 points each)	100
Final exam	100
<b>Total</b>	<b>500</b>

An A is achieved by earning 450 or more points, a B 400, a C 350 and a D 300 points.

If you decide not to attend the class, it is your responsibility to withdraw within timelines specified by PCC. If you withdraw during the first four weeks of class, the class will not appear on your transcript. If you withdraw during the fifth through eighth week of class, a “W” will be entered on the transcript. An appropriate grade will be entered by the instructor for all students showing as registered past the eighth week.

Per PCC policy, if you want to audit a class, you must inform the instructor in writing / email in the first three weeks of class. If you want to take the class on a pass / no pass basis, you must make arrangements with the instructor in the first eight weeks of the class.

## Team Projects

You may be required to complete a team project during the term. Your project will involve researching and presenting on a plan or topic to be assigned. The team project will require you to communicate effectively with team members, whether that be via the internet and email, phone or in person. Please be aware that standards of academic honesty apply to team projects and penalties will be applied to the entire team since I have no good way of knowing who the offending party is.

## Exams

Exams will consist of multiple choice and essay. Essay responses will be evaluated both on the quality of the content, and the professional expression of your ideas. This means that I will consider spelling, punctuation, grammar and syntax in evaluating your exams.

## Homework

Unless otherwise specified, homework should be submitted via the appropriate section of the assignment drop box and should be in MS Word format. Although under special circumstances (and with prior approval) I can accept other formats, Word format allows me to provide meaningful constructive feedback by directly marking up your electronic document. All homework should be double spaced with 12 point font and have your name and the date submitted on the paper.

## Late Assignments

No late work will be accepted for this class without prior approval.

## **Students with Disabilities**

If you have a disability and need an accommodation, please make arrangements to meet with me outside of class. PCC Students requesting accommodations must provide documentation of disability and work with The Office for Students with Disabilities (OSD) at 977-4341.

## **Assignment and Exam Calendars**

Any assignment or examination calendar may be changed in response to institutional, weather or class problems.

## **Academic Honesty**

Please familiarize yourself with the guidelines for academic integrity that can be found at [www.pcc.edu/edserv/academic/integrity.htm](http://www.pcc.edu/edserv/academic/integrity.htm). Adherence to the guidelines will save you, your team mates, your classmates and your instructor embarrassment and extra work. Penalties for dishonesty can be severe. Papers with clear evidence of plagiarism, copying or collusion will receive a zero. Repeated offences may receive more severe penalties.