



Academic Inquiries: Communication University of China

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BUA 3345 International Business

Basic Information:

Instructor Name	TBA
E- Mail	
Home Institution	
Office	TBA
Office Hours	TBA, and by appointment

Course Description:

CATALOG DESCRIPTION: GLOBAL ENTERPRISE. **PREREQUISITE:** in ECO 2305 (with a grade of C or better).

A survey of the international dimensions of business. It examines theories of international trade and foreign investment, the location and diffusion of multinational enterprises, the importance of world institutions such as the United Nations and the International Monetary Fund to international business; trends in world trade, investment, and regional integration; and the economic, legal, political, and physical forces present in the world economy today.

Course Learning Objectives	BBA Program Goals
1. Identify today's global linkages that drive nations and firms to operate across borders	Functional Theories and Concepts: Each student will apply functional area concepts and theories appropriately.
2. Examine ethical problems and identify key concepts in international business ethics and social responsibility.	Ethical Sensitivity and Reasoning: Each student will demonstrate sensitivity and reasoning ability in ethical dilemmas.
3. Describe trade and investment policies have historically been a subset of domestic policies	Communication Skills: Each student will demonstrate effective communication skills, both oral and written.



<p>4. Analyze the opportunities and challenges offered by international business and the effects of cultural differences on international business.</p>	<p>Analytical and Critical Thinking Skills:</p> <p>Each student will demonstrate effective communication skills, both oral and written.</p>
<p>5. Explain the positive and negative impacts of foreign direct investments on both the host nation and the home nation and identify importance of political and legal environments in domestic and overseas markets.</p>	<p>Discipline-specific knowledge:</p> <p>Students will demonstrate competency in discipline-specific knowledge.</p>

Required Course Materials:

Textbook	Edition	Author	Publisher	ISBN-10
International Business	8 th Edition	Griffin, Ricky W. & Pustay, Michael W.	Pearson	0133506290

Link to e-book purchase address:

https://www.amazon.com/International-Business-Managerial-Perspective-8th/dp/0133506290/ref=sr_1_1?ie=UTF8&qid=1498099337&sr=8-1&keywords=International+Business+ricky+8th

Instructional Methods

- This course will involve class lecture and discussion of relevant events and cases.
- Classroom and group discussions are an important part of this class and participation is required.

Course Hours:

The course has 17 class sessions , a 5-hour field trip and four 80-minute after-class discussion. Each class session is 160 minutes in length. The course normally meets from Monday to Friday. This course has a total of 66 contact hours including a final exam. Final exams are scheduled on July 27, 2019.

Course Schedule:

	Session	Day	Lecture Topic and Assignment
Part 1: The World's Marketplaces	July 4	Th	School Orientation
	July 5	F	Introduction Chapter 1: An Overview of International Business
	July 5 18:40-20:00	F	After-class Discussion
	July 6	Sat	Chapter 2: Global Marketplaces and Business Centers



	July 8	M	Chapter 3: Legal, Technological, Accounting, and Political Environments Chapter 4; The Role of Culture
	July 9	T	Chapter 5: Ethics and Social Responsibility in International Business
	July 10	W	EXAM I (Chapters 2, 3, 4 and 5)
Part 2: The International Environment	July 11	Th	Chapter 6; International Trade and Investment Chapter 7; The International Monetary System and the Balance of Payments
	July 11 18:40-20:00	Th	After-class Discussion
	July 12	F	Chapter 8: Foreign Exchange and International Financial Markets Chapter 9: Formulation of National Trade Policies
	July 15	M	Chapter 10: International Cooperation Among Nations
	July 16	T	EXAM II (Chapters 6, 7, 8, 9, 10)
	July 17	W	Chapter 11: International Strategic Management Chapter 12; Strategies for Analyzing and Entering Foreign Markets
Part 3: Managing International Business	July 18	Th	Chapter 13: International Strategic Alliances Chapter 15: Leadership and Employee Behavior in International Business
	July 18 18:40-20:00	Th	After-class Discussion
	July 19	F	Field Trip (5 hours) Company Visit of Industrial Bank Co.,LTD Industrial Bank is one of the first batch of joint-stock commercial banks in China and represents a time of change. Industrial Bank will arrange their HR manager and Business manager to introduce key elements of their bank



			operations.
Part 4: Managing International Business Operations	July 22	M	EXAM III (Chapters 11, 12, 13, 15)
	July 23	T	Chapter 16: International Marketing Chapter 17: International Operations Management
	July 24	W	Chapter 18: International Financial Management
	July 25	Th	Review all the chapters
	July 25 18:40-20:00	Th	After-class Discussion
	July 26	F	Reading Day
	July 27	Sat	Final Exam

Evaluation & Grading

- **Participation and Country Current Event Presentation:** For this part of your grade, I will assess the quality of your contribution to the class. Since you cannot participate if you are not present, I will take attendance on a regular basis. I also expect you to read the assigned material before each class and to participate by joining in class discussions, class exercises and by asking questions. You are also required to lead a classroom discussion on a country current event in the context of international business course. The assigned person will engage in a 3-minute lecture giving the background to the event. He/she will then engage in the class in a 5-7 minutes discussion about the topic. The individual must email the class his/her topic 24 hours prior to the current event discussion. All students are expected to become familiar with the topic and engage in classroom discussion. This will count towards the class participation component of your final grade. A schedule of current event discussion will be announced in class.
- **Exams:** There are 4 exams in this class. Each exam will consist of multiple choice and short answer type questions.

Possible Points

Participation and Country Current Events	200
Exams (4 Exams @ 200 points each)	800
TOTAL	1000

100% to 90%= A

89% to 80% = B



79% to 70% = C

69% to 60% = D

Less than 59% = F

Absence Policy

Regular and punctual attendance at all scheduled classes is expected of all students. University regulations authorize certain absences of students when representing the University (e.g. at athletic, student government, student development, or fine arts events). Absences that may be necessary to fulfill course requirements and are approved by the Provost are also considered to be authorized. **The maximum number of authorized absences during one semester is three for a Tuesday/ Thursday class and two for a class meeting once a week.** Additional authorized absences may be granted on an individual basis when extreme circumstances warrant. Individual faculty may not enforce a more restrictive policy than what is set by the University. Students are **required** to notify instructors prior to any missed class and will be held responsible for all class and laboratory assignments.

Grade Distribution:

Percentage	Letter Grade	Grade Points
100-90	A	4.0
80-89	B	3.0
70-79	C	2.0
60-69	D	1.0
59 or below	F	0.0

Academic Integrity

School expects honesty from students in presenting all of their academic work. Students are responsible for knowing and observing accepted principles of scholarly research and writing in all academic work.

Academic dishonesty or cheating includes acts of plagiarism, forgery, fabrication or misrepresentation, such as the following:

- claiming the work or thoughts of others as your own
- copying the writing of others into your written work without appropriate attribution
- writing papers for other students or allowing them to submit your work as their own
- buying papers and turning them in as your own
- having someone else write or create all or part of the content of your assignments
- submitting the same paper for more than one study or class without explicit permission from the faculty members

General Principles

This program is committed to principles of trust, accountability, clear expectations and consequences. It is also committed to redemptive efforts, which are meaningful only in light of these principles. Students will be granted due process and the opportunity for an appeal.

Academic dishonesty offenses generally are subject to incremental disciplinary actions. Some first offenses, however, receive severe penalties, including dismissal from the program.



General Disciplinary

The following is a non-comprehensive list of possible actions apart from dismissal from the program: warning from a professor, program director; a lower or failing grade on an assignment, test or course; suspension or dismissal from the course; suspension or dismissal from the program.

Disciplinary Actions for Specific Offenses

Some academic dishonesty offenses call for specific disciplinary actions. The following have been identified:

Falsification of documents: Students who falsify or present falsified documents may be dismissed. Prospective students who are discovered to have presented falsified admission documents prior to admission shall be denied admission to the program. Should it be discovered after admission that a student had presented falsified documents for admission, such admission may be annulled and the record of academic achievement removed from the academic record, with appropriate notations. Such annulments or denials may be reviewed after one year.

Dishonesty in course requirements: Course work (a quiz, assignment, report, mid-term examination, research paper, etc.) in which a student has been dishonest generally will receive zero points towards the grade in fulfillment of a course requirement, and/or the student may receive a failing grade for the course. The professor of the course determines the appropriate consequence.

Final assignment: When a student cheats in a major or final assignment such as a comprehensive examination or presents plagiarized material in a major or final assignment, that student shall receive an F in that particular subject. Student cheats on more than two exams shall be dismissed from this program.