

IB 303

INTERNATIONAL BUSINESS OPERATIONS

Summer 2021 (Section 101)

<http://canvas.psu.edu/>

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Office hours: T, W, R, 1.30pm -2:30pm EST and by appointment

Course Objectives

Upon successful completion of this course, students will be able to:

1. articulate an overview of international company operations, the environments in which international business takes place, and the effects of international business on the objectives of nation states
2. define the distinctive challenges associated with international business
3. demonstrate the capacity to think globally in the context of business planning and decision making

Grading

Course grades will be determined as follows:

Table 1: Course Graded Activities

Graded Activity	Percentage of Final Grade
First Exam	20%
Second Exam	20%
Third Exam	20%
Discussion Assignments	30%
Attendance & Participation	10%
Total	100%

Final Grade Determination

The final letter grades will be assigned based on the following distribution:

- A = 93 or above
- A- = 88-92
- B+ = 84-87
- B = 80-83
- B- = 76-79
- C+ = 70-75
- C = 65-69
- D = 60-64
- F = 59 or below

Exams

All exams will be designed to require the student to synthesize information presented in class lectures, videos and reading assignments. Each scheduled exam will consist of multiple choice questions and concept matching. The three exams will be available:

1. **Exam 1:** Friday 5/28 from 3PM EST to Sunday 5/30 11:59 PM EST
2. **Exam 2:** Friday 6/11 from 3:00 PM EST to Sunday 6/13 11:59 PM EST
3. **Exam 3:** Thursday 6/24 from 3:00PM EST to Saturday, 6/26 11:59 PM EST.

Please plan accordingly. Only students with verifiable excuses in accordance with university policy will be allowed to make-up exams. All make-up exams will be in essay format.

Attendance and Participation

Attendance is mandatory; a necessary but not sufficient condition to earn high grade in 'attendance and participation' category. In an online course this means signing in several times each week and participating timely and actively in class discussions.

Online Conduct

Netiquette (network + etiquette) is the practice of acceptable online behavior. You should expect to be treated with respect and you should also treat others with respect. Disruptive behavior in class will not be tolerated and includes but is not limited to making rude and sarcastic comments.

See [the Penn State iStudy netiquette self quiz](http://tutorials.istudy.psu.edu/learningonline/OnlineEtiquette/OnlineEtiquette.htm) to check your knowledge of netiquette (http://tutorials.istudy.psu.edu/learningonline/OnlineEtiquette/OnlineEtiquette.htm).

The instructor will seek removal from the class those whose behavior is disruptive to learning, in accordance with University policies.

Books and Supplemental Readings

The required book for the course can be purchased through the Penn State University Bookstore. The class will be notified (in advance) of supplemental readings/ cases to be made available on Canvas. Reading international articles in business publications will be helpful. The New York Times, Economist, The Wall Street Journal and The Financial Times are some of the popular readings.

Required

- W.L. Hill; *Global Business Today* (McGraw-Hill, 11th Edition)
- News features and Articles on International Business (provided by the instructor)

Canvas

On Canvas students will find a copy of this syllabus, lecture PowerPoint slides, and supplemental readings prior to each class. Feel free to use Canvas to contact the instructor and class mates concerning class material, exams etc.

Academic Integrity

According to the Penn State Principles and University Code of Conduct:

Academic integrity is a basic guiding principle for all academic activity at Penn State University, allowing the pursuit of scholarly activity in an open, honest, and responsible manner. According to the University's Code of Conduct, you must neither engage in nor tolerate academic dishonesty. This includes, but is not limited to cheating, plagiarism, fabrication of information or citations, facilitating acts of academic dishonesty by others, unauthorized possession of examinations, submitting work of another person, or work previously used in another course without informing the instructor, or tampering with the academic work of other students.

Any violation of academic integrity will be investigated and, where warranted, corrective academic and/or disciplinary action will be taken. For every incident where a penalty is assessed, an [Academic Integrity Incident Report form](https://intranet.smeal.psu.edu/handi/undergraduate-incident-report-form-aiir/2012-universal-academic-integrity-form.pdf) must be filed

(<https://intranet.smeal.psu.edu/handi/undergraduate-incident-report-form-aiir/2012-universal-academic-integrity-form.pdf>). This form is to be used for undergraduate courses. The report must be signed and dated by both the instructor and the student, and then submitted to Jeff Sharp, Associate Dean for Undergraduate Education, 202 Business Building.

Smeal Honor Code:

We, the Smeal College of Business Community, aspire to the highest ethical standards and will hold each other accountable to them. We will not engage in any action that is improper or that creates the appearance of impropriety in our academic lives, and we intend to hold to this standard in our future careers.

Plagiarism / Copying

All work you submit for grading or academic credit is designed to reflect your knowledge and skill related to the course subject matter. Therefore, unless otherwise indicated, all work

submitted is to be done on an individual basis. This includes but is not limited to all exams, quizzes, homework, papers, written assignments, and presentations.

Plagiarism is claiming work as your own that you have copied from another person, whether that other person knows about it or not. This includes copying from web sites without proper source citation and using homework or papers prepared by current or past students whether working as an individual or working in a group / team.

Affirmative Action & Sexual Harassment

The Pennsylvania State University is committed to a policy where all persons shall have equal access to programs, facilities, admission, and employment without regard to personal characteristics not related to ability, performance, or qualifications as determined by University policy or by Commonwealth or Federal authorities. Penn State does not discriminate against any person because of age, ancestry, color, disability or handicap, national origin, race, religious creed, gender, sexual orientation, or veteran status. Related inquiries should be directed to the Affirmative Action Office, 328 Boucke Building.

Students with Disabilities

Penn State and the Smeal College of Business welcome students with disabilities to all of its classes, programs and events. The Penn State Office of Disability Services (ODS) in Room 116 Boucke Building provides a vast array of services for students with disabilities according to mandates under Title II of the ADA amendments Act of 2008 and Section 504 of the Rehabilitation Act of 1973. For more information or to meet with a service provider from ODS, contact them at (814) 863-1807 (V/TTY) or [visit the ODS website](http://equity.psu.edu/ods) (<http://equity.psu.edu/ods>).

In order to receive consideration for reasonable accommodations, you must contact the Office of Disability Services, participate in an intake interview, and provide documentation. [See the ODS website guidelines section](http://equity.psu.edu/ods/guidelines) (<http://equity.psu.edu/ods/guidelines>). If the documentation supports your request for reasonable accommodations, ODS will provide you with an accommodation letter that you will need to share with the instructor as early in the course as possible. Adjustments will be made based on the recommendations in the accommodation letter. This process must be followed each semester that accommodations are requested.

Counseling and Psychological Services

[Counseling and Psychological Services \(CAPS\)](https://studentaffairs.psu.edu/counseling) (<https://studentaffairs.psu.edu/counseling>) provides group and individual counseling, crisis intervention, and psychological and psychiatric evaluations for undergraduate and graduate students as well as prevention and consultation services for the University community. If you would like to learn more, please call CAPS at (814) 863-0395.

Course Schedule (Subject to revision as necessary)

Table 2: Course Schedule

Date	Module	Textbook Reading	Assignment
May 17	0	Introduction & Overview	Read all the information in Module 0.
May 18	1	Chapter 1: Globalization	Read the Module 1 Introduction. Read M1L2 – M1L3
May 19	1	Chapter 1: Globalization	Participate in the M1L3 Group Discussion Complete the M1L4 Activity Read M1L5 – M1L6 Take M1 optional, non-graded quiz.
May 20	2	Chapter 2: National Differences in Political, Economic & Legal Systems	Read M2 Introduction Read M2L2 Participate in the M2L2 Group Discussion
May 21	2	Chapter 3: National Differences in Economic Development	Read M2L3
May 24	2	Chapter 4: Differences in Culture	Read M2L4
May 25	2	Chapter 4: Differences in Culture	Participate in the M2L4 Group Discussion
May 26	2	Chapter 5: Ethics, Corporate Social Responsibility & Sustainability	Read M2L5
May 27	2	Chapter 5: Ethics in International Business	Read M2L6 Take M2 optional, non-graded quiz
May 28-30			Exam 1 <ul style="list-style-type: none"> • Covers chapters 1 - 5 • Opens May 28 3PM EST • Closes May 30 11:59PM EST
June 1	3	Chapter 6: International Trade Theory	Read M3L1 Participate in the M3L1 Group Discussion

June 1	3	Chapter 6: International Trade Theory	Read M3L2
June 2	3	Chapter 6: International Trade Theory	
June 4	3	Chapter 7: Government Policy & International Trade	Participate in the M3L2 Group Discussion
June 7	3	Chapter 7: Government Policy & International Trade	Read M3L3 – M3L4
June 8	3	Chapter 8: Foreign Direct Investments	Participate in the M3L4 Group Discussion
June 9	3	Chapter 8: Foreign Direct Investments	
June 10	3	Chapter 9: Regional Economic Integration	Participate in the M3L5 Group Discussion
June 11	3	Chapter 9: Regional Economic Integration	Take M3 optional, non-graded quiz
June 11-13			<p>Exam 2</p> <ul style="list-style-type: none"> • Covers chapters 6 - 9 • Opens June 11 3PM EST • Closes June 13 11:59PM EST
June 14	4	Chapter 10: Foreign Exchange Market	Read M4L1 – M4L2
June 15	4	Chapter 11: International Monetary System	Read M4L3
June 16	4	Chapter 11: International Monetary System	Read M4L4 Take M4 optional, non-graded quiz
June 17	5	Chapter 12: Strategy of International Business	Read M5L1 – M5L2 Participate in the M5L2 Group Discussion
June 18	5	Chapter 12: Strategy of International Business	Read M5L3 – M5L4 Take M5 optional, non-graded quiz
June 21	6	Chapter 13: Entering Foreign Markets	Read M6L1 – M6L3
June 22	6	Chapter 14: Exporting, Importing and Countertrade	Read M6L4 Participate in the M6L1 Group Discussion

June 23	6	Chapter 15: Global Production, Outsourcing and Logistics	Read M6L5 – M6L6 Take M6 optional, non-graded quiz
	7	Special Topic: Post COVID-19 Impact on International Business Scene	Read M7L1 – M7L5
June 24-26			<p>Exam 3</p> <ul style="list-style-type: none"> • Covers chapters 10-12, 14-15 and Special topic • Opens June 24 3PM EST • Closes June 26 11:59PM EST <p>Note: This quiz closes on a Saturday, to give the instructor time to grade it and then submit final course grades.</p>

World Campus Technical Requirements

Table 3: WC Technical Reqs.

Requirement	Description
Operating System	Windows 7, Windows 8/8.1 or higher; Mac OS X 10.5 or higher recommended
Processor	2 GHz or higher
Memory	1 GB of RAM
Hard Drive Space	60 GB free disk space
Browser	<p>Canvas supports the last two versions of every major browser release. We highly recommend updating to the newest version of whatever browser you are using as well as the most up-to-date Flash plug-in.</p> <p>To determine if your browser is supported, please review the list of Canvas Supported Browsers.</p> <p>Note: Cookies, Java, and JavaScript must be enabled.</p> <p>Pop-up blockers should be configured to permit new windows from Penn State websites.</p> <p>Due to nonstandard handling of CSS, JavaScript and caching, older versions of Internet Explorer (such as IE 8 or earlier) do not work with our courses.</p>

Plug-ins	Adobe Reader [Download from Adobe] Flash Player (v18.0 or later) [Download from Adobe]
Additional Software	Microsoft Office (2010 or later) iTunes/Quicktime
Internet Connection	Broadband (cable or DSL) connection required
Printer	Access to graphics-capable printer
DVD-ROM	Not-required
Sound Card, Microphone, and Speakers	Required
Monitor	Monitor (Capable of at least 1024 x 768 resolution)

If you need technical assistance at any point during the course, please contact the [World Campus Helpdesk](https://student.worldcampus.psu.edu/technical-support/contact-us) (<https://student.worldcampus.psu.edu/technical-support/contact-us>).

Disclaimer

Please note that the specifics of this Course Syllabus are subject to change, and you will be responsible for abiding by any such changes. Your instructor will notify you of any changes.