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**The University of Akron: College of Business Administration**  
**INTERNATIONAL BUSINESS (6800: 305) – Spring 2019**  
*Subject to Change*

**Primary Instructor:** Dr. Linda M. Orr  
**Email:** linda@uakron.edu

**Office Phone:** (330) 972-5447  
**Class Location:** WWW

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**TEXT:** *Global Business Today Charles Hill and Tomas Hult, McGraw Hill, 10th edition, ISBN 9781259686696/McGraw Hill Connet E-book*

**Brightspace:** All materials will be available on brightspace. It is your responsibility to obtain all notes, PowerPoints, etc. All lectures are on brightspace on panopto. The very first thing you should do is watch the panopto syllabus presentation. This will explain the course and course requirements.

**Content Knowledge Objectives**

1. Understand the global economy
2. Understand cultural implications for global business.
3. Understand global trade theory
4. Understand the tools of global business
5. Understand the institutions of global business
6. Understand the strategy of global business
7. Identify relevant countries on global maps.
8. Explain the pros and cons of specific global markets
9. Explain cultural differences affecting decisions to do business.
10. Relate current events in global business to course content.
11. Use written communication effectively
12. Use oral communication effectively
13. Demonstrate integrated business knowledge
14. Understand competencies required for effective leadership and collaboration

**STUDENT RESPONSIBILITIES**

**Overall:** I expect every student to behave like a mature, responsible professional. The most important skills that are obtained in college are the most basic life skills, such as, maturity, decision-making, problem-solving, communication, and time management skills.

**Communication:** If you are having any difficulties in this course, please see me before these difficulties become insurmountable problems! I cannot know about your needs if you don't tell me. I also cannot be much help the day before a major assignment is due.

It is also your responsibility to make sure that your university email address is functioning properly. Weekly and sometimes more frequently, I send announcements via email. You are responsible for regularly checking your email and responding as necessary. If you are having difficulties with your email account, please call the help desk at x6888.

**GRADING:**

Grades for the course will be determined based on your performance in the following areas:

Four exams (10% each)	40%
Country location test	10%
Country knowledge test	10%
Chapter assignments	40%
Total Points Possible	100%

Final letter grades will be given according to the following percentages:

A	=	92.0 – 100%	C	=	73.0 – 76.0%
A-	=	90.0 – 91.9%	C-	=	70.0 – 72.9%
B+	=	86.1 – 89.9%	D+	=	66.1 – 69.9%
B	=	83.0 – 86.0%	D	=	63.0 – 66.0%
B-	=	80.0 – 82.9%	D-	=	60.0 – 62.9%
C+	=	76.1 – 79.9%	F	=	Below 60

Grades are based on your performance on the criteria listed above. The best route to success in this class is to attend every day, participate in the discussions of assigned material and complete all assigned work.

**EXPLANATION OF ASSIGNMENTS AND CLASS POLICIES:**

1. **Exams:** Exams cover material from the book, powerpoints, and online lectures. Exam format is multiple choice and true-false. If you have read all the powerpoints and listened to all class lectures questions you should have all the necessary info for the Exams.

Exams will be on brightspace and you will be given roughly 4-5 days to take them. They are open book, open note.

Exams are graded almost daily and you can then see your score. However, you can view your missed items and correct answers after the test windows closes.

To view missed items: From the main page click on Exams (just like you are going to take a test). Next to where it says test 1 and test 2 there is a drop down arrow box. After you click it, it will drop down and say submissions and reports. Click on submissions. This brings up the bar graph that shows the median and where your grade falls compared to others. On this page under where your name “YOUR NAME” “attempt 1” is highlighted in blue. When you click on this it brings up the test and you can see the feedback. It is your responsibility to view this and your missed items on your own in the feedback section on brightspace.

*Missing a Quiz:* Exams must be taken on the days they are scheduled. No exceptions since there will be a large window.

2. **Country Location Quiz:** On the date indicated on the syllabus, you will have an exam on brightspace. Images of different countries will be shown. You must identify the country. It will be timed and questions will progress rapidly.
3. **Country Knowledge Quiz:** On the date indicated on the syllabus, you will have an exam on brightspace. Fill in the following chart. You will be asked multiple choice questions about any of the blanks.

Country: America's Largest Trading Partners	Language	Most Common Religion	Political System	Economic Philosophy	Currency	Most common imports/exports with US	Per Capita Income
<a href="#">China</a>							
<a href="#">Canada</a>							
<a href="#">Mexico</a>							
<a href="#">Japan</a>							
<a href="#">Germany</a>							
<a href="#">Korea, South</a>							
<a href="#">United Kingdom</a>							
<a href="#">France</a>							
<a href="#">India</a>							
<a href="#">Hong Kong (autonomous territory)</a>							
<a href="#">Italy</a>							

<a href="#">Taiwan</a>							
<a href="#">Netherlands</a>							
<a href="#">Singapore</a>							
<a href="#">Vietnam</a>							
<a href="#">Brazil</a>							
<a href="#">Belgium</a>							
<a href="#">Ireland</a>							
<a href="#">Malaysia</a>							
<a href="#">Switzerland</a>							

4. Exercises and Assignments: As class progresses, you will be asked to complete many assignments. They are already listed on your syllabus schedule. Everything is submitted on bright space and due the Sunday night after assigned.

Late Assignments: No late assignments!!!

Absolutely do not come to me the last week of class and ask for half credit for what you didn't do. This only shows immaturity and poor time management skills and ruins your reputation. I probably won't give a good reference for you when I get that random call asking if I know you if you fail, but I certainly won't give you a good reference if you can't accept responsibility for your mistakes!


**You can GET an additional 1 point extra credit for every day EARLY that you turn in your assignment!!!!**

## INTERNATIONAL BUSINESS COURSE OUTLINE

**Assignments and tests are due at midnight the Sunday night after noted on the syllabus**

**NO LATE assignments: 1 bonus point given for everyday they are early (not on tests)**

Week	Date	Topic
1	Jan 14-20	Syllabus Day – watch syllabus panopto  Chapter 1: read chapter, watch panopto Assignment due by Sunday night: Closing Case Medical Tourism
2	21-27	Chapter 2: read chapter, watch panopto (no assignment with chapter 2)  Chapter 3: read chapter, watch panopto Assignment due by Sunday night: Research task using globalEDGE™
<b>January 27: Last Day to Drop without a WD</b>		
3	28-Feb 3	Chapter 4: read chapter, watch panopto Assignment due by Sunday night: Ethnocentrism quiz and write-up  <b>Study for country quiz...</b>
4	4-10	<b>Country location quiz</b> due by Sunday night (memorize all the countries of the world). There is a map in the back of your book, or anywhere on google. You will see several blank maps and be asked to identify the country. It could be any country. Some images could be very small – some countries are very small. Do NOT attempt to take this test on an iphone. Take it on the largest monitor you have. You will have 13 minutes to look at 50 maps. You will NOT have time to look at maps or try to think hard about which countries are which. You will have to know them. I took the test in 8 minutes. You should be fine.
5	11-17	<b>Test 1: chapter 1-4</b> (by Sunday night)  <i>Skip chapter 5</i>
6	18-24	Chapter 6: read chapter, watch panopto Assignment due by Sunday night: Country Focus “Is China a Neo-mercantilist Nation?”  Chapter 7: read chapter, watch panopto Assignment due by Sunday night: Free Trade Discussion
7	25-March 3	Chapter 8: read chapter, watch panopto Assignment due by Sunday night: GlobalEDGE research tasks/Top 20 companies  Chapter 9: read chapter, watch panopto Assignment due by Sunday night: NAFTA and Immigration debate
<b>March 3: Last Day to Drop!!! Drop if you are failing at this point!!!!</b>		

Week	Date	Topic
8	4-10	<b>Test 2: chapter 6-9</b> (by Sunday night) <i>This may be the hardest test in my opinion. Study hard. Lots of questions about economic/trade theories and specifics of various free trade agreements</i>
9	11-17	Chapter 10: read chapter, watch panopto Assignment due by Sunday night: Exchange rate dilemma write-up  Chapter 11: read chapter, watch panopto Assignment due by Sunday night: Gold standard write up
10	18-24	Chapter 12: read chapter, watch panopto Assignment due by Sunday night: Companies and their strategic choices  Chapter 13: read chapter, watch panopto Assignment due by Sunday night: Canadian firm foreign market entry
 <p><i>Spring Break March 25-March 31</i></p>		
11	April 1-7	<b>Test 3: chapter 10-13</b> (by Sunday night)
12	8-14	Chapter 14: read chapter, watch panopto No assignment – I suggest you prepare for your country knowledge quiz if you haven't already  Chapter 15: read chapter, watch panopto Assignment due by Sunday night: two brief supply chain management cases
13	15-21	<b>Country Knowledge Quiz</b>
14	22-28	Chapter 16: read chapter, watch panopto Assignment due by Sunday night: global brands assignment  Chapter 17: read chapter, watch panopto Assignment due by Sunday night: The case of the aggravated expatriate
15	29 – May 5	<b>Test 4: chapter 14-17</b> (by Sunday night)