



BUA 123.H50



<http://www.texilaedu.org/wp-content/uploads/2015/12/INTERNATIONAL-BUSINESS-300x300.png>

Hybrid Course, Fall 2018

TIME FRAME: This intensive, seven-week course begins Thursday, November 1, 2018 and ends Thursday, December 20, 2018. We will meet seven consecutive Thursday evenings from 6:00-9:00 p.m. (there will be no class on Thanksgiving Day, November 22nd). As a hybrid course, there will be weekly online work through Jackson College's JetNet course management system.

CREDITS: 3 **LOCATION:** Room 203 in Justin Whiting Hall, Jackson College Central Campus

INSTRUCTOR: Ron Betzig

EMAIL: betzigronalde@jccmi.edu

OFFICE: Room 111, W.J. Maher Campus, 3000 Blake Road, Jackson, MI 49201

OFFICE HOURS: Wednesdays 1:30-4:30 p.m., after class, or by appointment.

Please Note: Email is the best way to contact me. I usually respond within 24 hours.

PRIMARY RESOURCES:

In accordance with JC's Textbook Zero policy, you may use either an electronic copy or a loose leaf printed copy of the textbook, but be sure to get access to the MindTap electronic materials:

*****EITHER*****

Peng, Mike W. *Global Business, 4th edition*. Cengage Learning, 2017.

ISBN: 9781305919143 (Loose Leaf w/ MindTap MGMT Access Card)

*****OR*****

MindTap Management for Peng's Global Business, 4th Edition, Instant Access, 1 term (6 months). **Author:** Peng **ISBN:** 9781305641501 **Publisher:** Cengage Learning

After purchasing one of the above, please follow these instructions from Cengage:

Course Key: MTPN-SKBP-CX8K

Link: <https://www.cengage.com/dashboard/#/course-confirmation/MTPNSKBPCX8K/initial-course-confirmation>

How to access your MindTap course

BUA 123 International Business

Instructor : Ronald Betzig

Start Date : 10/30/2018

What is MindTap?

MindTap empowers you to produce your best work – consistently.

MindTap is designed to help you master the material. Interactive videos, animations, and activities create a learning path designed by your instructor to guide you through the course and focus on what's important. Get started today!

Registration

1. Connect to <https://www.cengage.com/dashboard/#/course-confirmation/MTPNSKBPCX8K/initial-course-confirmation>
2. Follow the prompts to register your MindTap course.

Payment

After registering for your course, you will need to pay for access using one of the options below:

Online: You can pay online using a credit or debit card, or PayPal.

Bookstore: You may be able to purchase access to MindTap at your bookstore. Check with the bookstore to find out what they offer for your course.

Free Trial: If you are unable to pay at the start of the semester you may choose to access MindTap until 11:59 PM on 11/13/2018 during your free trial. After the free trial ends you will be required to pay for access.

Please note: At the end of the free trial period, your course access will be suspended until your payment has been made. All your scores and course activity will be saved and will be available to you after you pay for access.

Already registered an access code? Bought MindTap at your bookstore or online? Now use the course link from your instructor to register for the class: <https://www.cengage.com/dashboard/#/course-confirmation/MTPNSKBPCX8K/initial-course-confirmation>

System Check

To check whether your computer meets the requirements for using MindTap, go to <http://ng.cengage.com/static/browsercheck/index.html>

Please Note: the System Check is also accessible in the drop down box next to your name located in the upper right corner of your MindTap page.

READING REFERENCES:

You must choose ONE of these books and write a review in a forum for the benefit of our entire class. If you'd like to read a book not listed below, be sure to ask Ron Betzig to approve it as a substitute. You don't have to buy the book; many of these can be found at local libraries, either in print or electronic form:

Bagala, Gunjan. *Doing Business in 21st Century India*. 2008. ISBN: 9780446537629.

Baum, Richard. *The Fall and Rise of China*. Lecture Series, audio or PDF can be accessed through audible.com and perhaps for free by your local library. The Great Courses, 2009.

Collier, Paul. *The Bottom Billion: Why the Poorest Countries are Failing and What Can Be Done About It*. Oxford University Press, 2007. ISBN: 9780195311457.

Downey, Tess. *Canada: An Expat's Guide*. Nevada, 2018. ASIN: B07CDPD8JH.

Gordon, Gus, and Williams, Thurmon. *Doing Business in Mexico: A Practical Guide*. Hawthorne Press, 2002. ISBN: 0789012138.

Kim, Chan W. and Mauborgne, Renee A. *Blue Ocean Strategy*.

Kroeber, Arthur R. *China's Economy: What Everyone Needs to Know*. Oxford University Press, 2016. ISBN: 9780190239039.

Lewis, Richard D. *When Cultures Collide: Leading Across Cultures, 3rd Edition*. 2006. ISBN: 9781904838029.

Livermore, David. *Leading with Cultural Intelligence, 2nd Edition*.

Morrison, Terri, and Conaway, Wayne A. *Kiss, Bow, or Shake Hands: The Bestselling Guide to Doing Business in More than 60 Countries, 2nd Edition*, 2006. ISBN: 9781593373689.

Mycoskie, Blake. *Start Something That Matters*. Spiegel & Grau, 2012. ISBN 978-0-8129-8144-5.

Novogratz, Jacqueline. *The Blue Sweater: Bridging the Gap Between Rich and Poor in an Interconnected World*. Rodale Press, Inc., 2010. ISBN: 9781605294766.

Paulson, Henry M. *Dealing with China: An Insider Unmasks the New Economic Superpower*.

Perez, Carlota. *Technological Revolutions and Financial Capital: The Dynamics of Bubbles and Golden Ages*. 2002. ISBN: 1843763311.

Pomfret, John. *The Beautiful Country and the Middle Kingdom: America and China, 1776-Present*.

Rodriguez, Peter. *Why Economic Rise or Fall*. Lecture Series, audio or PDF can be accessed through audible.com and perhaps for free by your local library. The Great Courses, 2013.

Schweitzer, Sharon and Alexander, Liz. *Access to Asia: Your Multicultural Guide to Building Trust, Inspiring Respect, and Creating Long-Lasting Business Relationships*. Wiley, 2015. ISBN: 9781118919019.

Sharma, Ruchir. *The Rise and Fall of Nations: Forces of Change in the Post-Crisis World*. W.W. Norton, 2016. ISBN: 9780939248890.

Weiss, Kenneth D. *Building an Import Export Business, 4th Edition*. Wiley & Sons, 2008. ISBN: 9780470120477.

COURSE DESCRIPTION:

Businesses must attract new customers to achieve long-term growth, and more than 95% of the world's potential customers live outside the United States. This course will equip you with knowledge and skills to help you succeed in the global economy. Prerequisites: CIS 095, ENG 085, ENG 090, or permission of instructor.

COURSE OBJECTIVES AND OUTCOMES:

The primary objective of this course is the development of critical thinking skills. During the course, students will demonstrate critical thinking by citing and analyzing data, discussing issues, and proposing solutions to international business problems in a variety of settings. At the completion of the course, successful students will be able to demonstrate these outcomes:

- Discuss at least four major factors to consider when engaging in international business.
 - Describe at least two strategies for conducting business outside the United States.
 - Discuss at least one specific international business opportunity for Michigan-based businesses.
 - Identify at least two sources of assistance available to Americans who seek to do business overseas.
 - Research, write, and present a two-page (500 word minimum) case study of an American company that either succeeded or failed in entering a foreign market, analyzing the principle reasons for success or failure.
 - For a specific country (other than the USA or Canada), write and present a group research paper (1000 word minimum) describing major challenges and opportunities American companies are likely to encounter when conducting business.
 - Write a review of an international business book or lecture series, and engage classmates in a written online forum discussing their reviews.
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COURSE STRUCTURE:

A *variety of methods* will be used to enhance your understanding of international business management. Guest speakers with expertise in certain countries and regions will visit us in person and/or electronically. We'll read cases and watch videos to provide insight into business practices and opportunities in a variety of countries. Small group case studies will develop teamwork and networking skills. Concepts from the readings and videos will be discussed, so it is imperative that the required work for each class be completed in advance. Lectures and power point presentations will illustrate current issues in international business management and provide examples of successes and struggles faced by current business leaders. You will research and present your findings with regard to conducting business in a specific country and you will develop a case study for a Michigan business that has engaged in international commerce. All classes will be highly interactive—*as with any business, growth and synergies are most effectively achieved when all members are actively contributing*. Assignments, quizzes, and active participation will be graded, as described below.

COURSE CALENDAR (This is a first draft, subject to change):

We will generally follow the sequence of the *Global Business (4th Edition) textbook* by Peng. In addition to these weekly readings there will be assignments, forums, and quizzes in JetNet and MindTap related to issues in the readings:

<u>Week Ending</u>	<u>Reading by end of Week</u>
Nov. 8	Chapters 1-3 in <i>Global Business:</i> <i>Globalizing Business</i> <i>Formal & Informal Institutions</i>
Nov.15	Chapters 4-6 <i>Leveraging Resources</i> <i>Trading Internationally</i> <i>Investing Abroad</i>
Nov. 22	No new work due: Thanksgiving break!
Nov. 29	Chapters 7-8 Internationalizing the Entrepreneurial Firm <i>Foreign Exchange</i> <i>Global and Regional Integration</i> Book review due in JetNet Forum

<u>Week Ending</u>	<u>Reading/Projects due by end of Week</u>
Dec. 6	Chapters 9-11: <i>Internationalizing the Entrepreneurial Firm</i> <i>Entering Foreign Markets</i> <i>Managing Global Competitive Dynamics</i> Case study of an American company due
Dec. 13	Chapters 12-14: <i>Alliances and Acquisitions</i> <i>Strategizing, Structuring, and Learning</i> <i>Marketing and Supply Chain Management</i> Group research project due
Dec. 20	Chapters 15-17 <i>Managing Human Resources Globally</i> <i>Financing and Governing the Global Company</i> <i>Managing Social Responsibility Globally</i>

Note: This calendar is an estimate and may be changed based on the needs of each class.

EXPECTATIONS OF THE INSTRUCTOR:

1. Provide a lively and useful learning experience. For this to happen, I encourage you to give me honest, respectful feedback at appropriate times regarding what is working for you and what I (we) need to do differently.
 2. Thoroughly prepare the course material; pose and answer relevant questions related to that material.
 3. Frequently present concepts in more than one way so that students with differing learning styles can better absorb the material.
 4. Address your questions during class as time allows.
 5. Make time available outside of class to answer additional questions you may have.
 6. Give helpful feedback on your assignments.
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EXPECTATIONS OF THE STUDENT:

1. Do your part in making this experience valuable for you and your classmates. How do you do that? Participate actively, both in class in in the online forums. Be prepared by finishing the assigned reading and electronic resources before class. Submit thoughtful and professionally-written work. Treat others with respect.
2. Establish reliable access to a computer with internet connection. All Jackson College campuses have these available for you during certain hours of the day. There are also computer resources available in public libraries.
3. Turn in the written work (e.g., assignments, quizzes, and forums) on time. **NO LATE WORK WILL BE ACCEPTED.** Most work must be submitted online through the JetNet Course Management System. Be sure to read the instructions for each piece of online work to determine the requirements and specific due dates. NOTE: In the online forums, often there will be two due dates: your initial posting will be due at least two days before the forum closes in to allow classmates time to write comments on each others' postings.
4. If you must miss a class session, inform me ahead of time when and why this will occur. When you miss class you are still responsible for any material presented or any assignments given during the missed class. I suggest that you exchange phone numbers and email addresses with other students in order to get assignments and other information you missed. Please note that I may withdraw any student who does not attend class for two consecutive sessions.
5. Refrain from eating or using electronic devices during class time, unless permission is given by the instructor. You may bring in drinks with closed containers. Also, there will be a break during each class period in case you want to have a snack or check your email.

ASSESSMENT:

Each assignment, forum, and quiz will have specific instructions.

Weighting for final grade:

Assignments	30%
Participation in class and in the online forums	50%
Quizzes	30%

IMPORTANT NOTE: Some of your work will be done in JetNet, some will be done in Cengage's MindTap site, and some will be done during our class sessions. However, all grades will be posted in JetNet. If you need to do work in MindTap, there will be a note on our JetNet site indicating what you need to do in MindTap.

For example, there will be a note in JetNet indicating that you need to take a quiz in MindTap. When you finish the quiz, you will see a grade in MindTap immediately after you finish. That grade will later be transferred to JetNet to be included with all of your other grades.

Final grades for the course will be assigned according to the following scale:

90.0 to 100.0% = 4.0

85.0 to 89.9% = 3.5

80.0 to 84.9% = 3.0

75.0 to 79.9% = 2.5

70.0 to 74.9% = 2.0

65.0 to 69.9% = 1.5

60.0 to 64.9% = 1.0

55.0 to 59.9% = 0.5

0.0% – 54.9% = 0.0

Please note that the above figures are thresholds; for example, a percentage of 69.9% is below the threshold of 70.0% and therefore receives the grade 1.5.

SPECIAL POLICIES:

ACADEMIC HONESTY: In accordance with JC policy, academic honesty is expected from all students; this includes the expectation that all students will produce their own work and not represent others' work as their own. A failing grade in this course is one of many possible consequences of academic dishonesty.

WITHDRAWAL DEADLINE: If you do not wish to receive a grade for this course, you must withdraw before the date printed on the college website.

INCOMPLETES will be given only in accordance with JC policy. Please note that incompletes are very rare and that the determination of an incomplete is the instructor's decision.

SPECIAL NEEDS: Students with disabilities are encouraged to contact the office of Learning Support Services at 517-787-0800, extension 8270/8553 as soon as possible to ensure that such accommodations are implemented in a timely fashion.

JC TECHNOLOGY: If you have trouble with your JC login or other computer issues, please contact the JC Solution Center at 517-796-8639 or jcsolutioncenter@jccmi.edu. When e-mailing your instructor, please include your first and last name and put “BUA 123” in the subject line. Always save your work and have a back-up plan. Please *ask questions and get help early* with any concerns you may have, including computer problems.

Note: This syllabus is not a contract: it is a general plan for the course. Each course and each group of students is unique. We may do more or less work than is outlined above.

Revised: 1NOV2018