

International Business

Yes, it's true. By the end of this course you will know:

1. Some basic principles of international business
2. Some practical international tools, and
3. The map and spelling of all the countries in the world

News of the Day: Before each class, find a relevant current news story. Be prepared to talk about it. We will pick one or two at random each day. The quality of your brief talk will influence your preparation/participation grade. You may be picked more than once during the semester. Being unprepared guarantees that you will be picked more than once on subsequent dates.

Maps: Yes. How can we talk about international business without knowing where things are? The course website has a study guide, and there are lots of online guides, games, and books to help.

Date	Topics	Additional readings, assignments, notes
Day 1	Intro Video: St Petersburg Set 1 Globalization & Internat'l Linkages	-
Day 2	(continued)	-
Day 3	Set 1 continued Video re economics: The Ship Breakers	If you want to watch today's video again, go to http://www.cbsnews.com/news/the-ship-breakers-of-bangladesh/
Day 4	Finish Set 1 and begin Set 2 Political, Legal & Technological Environment	-
Day 5	Set 2 cont Plus International practice	Bring a laptop/tablet if you have one. Part 1—In-class group exercise: Foreign travel—transportation and lodging
Day 6	Set 2 cont	-

Day 7	International practice	Bring a laptop/tablet if you have one. Part 2—In-class group exercise: News from a country
Day 8	Government, news, and practical impact	Video Enemy of the State: http://www.cbsnews.com/videos/americans-fight-to-expose-corruption-in-russia/ Transcript of video: http://www.cbsnews.com/news/americans-fight-to-expose-corruption-in-russia/
Day 9	International practice	Bring a laptop/tablet if you have one. Part 3—In-class group exercise: Exporting from a country
Day 10	GUEST	Guest presenter
Day 11	No regular class meeting	Study for exam focusing on the items identified below in the exam day details
Day 12	First Exam	Exam: Sets 1-2, course intro, discussions, examples, exercises, readings, videos: Ship Breakers, Enemy of the State Maps: World continents/oceans, North America, Central America, South America, the Caribbean, and Europe
Day 13	Set 3 Ethics and Social Responsibility	Return exams Read: 1. Liver la Vida Loca, Business Week http://www.businessweek.com/magazine/book-review-the-red-market-by-scott-carney-08042011.html 2. More organ donors turning to Web to find them. CBS News.
Day 14	International practice	Bring a laptop/tablet if you have one. Part 4—In-class group exercise: Finding an office, housing, and industrial facilities
Day 15	International practice	Bring a laptop/tablet if you have one. Part 5—In-class group exercise: Legal issues and fun
Day 16	Set 5 Entry Strategies, Organizational Structure, Political Risk and Intellectual Property	Begin Case Application: BEER Globalization and entry strategies: Read before class: The Plot to Destroy America's Beer http://www.businessweek.com/articles/2012-10-25/the-plot-to-destroy-americas-beer
Day 17	(cont)	Beer Case continued and Set 5 slides
Day 18	(cont)	Wrap up beer case and Set 5 slides
Day 19	-	Exam review
Day 20	Second Exam	Exam: Sets 3 and 5 (no 4), discussions, examples (e.g. Blood in the Mobile), exercises, readings (organ trafficking, beer case)

		Maps: Africa, Asia, Oceania.
Day 21	Case application on economics, marketing, political risk, government relations Case: Diamonds	Read the short article Tiffany & Co: A Case Study in Diamonds and Social Responsibility. http://knowledge.wharton.upenn.edu/article.cfm?articleid=1074 Video: The Diamond Empire Full written transcript of video if you wish to refer to it: http://www.pbs.org/wgbh/pages/frontline/programs/transcripts/1209.html
Day 22	(cont)	Diamonds continued
Day 23	Case application on technological change, government Case: Piano industry	-
Day 24	Pianos cont	-
Day 25	Case application on culture, communication, law Case: Sewol ferry sinking	Before class, print and read these short articles about the sinking of the Korean ferry "Sewol" back in Spring 2014 Transcript of emergency communications: http://www.twincities.com/breakingnews/ci_25603519/transcript-skorea-ship-sinking-we-cant-move A brief post on a maritime industry website: http://gcaptain.com/sewol-becomes-100th-passenger-vessel-lost-since-2002/ Brief description of international agreement on safety at sea: http://www.imo.org/About/Conventions/ListOfConventions/Pages/International-Convention-for-the-Safety-of-Life-at-Sea-%28SOLAS%29,-1974.aspx
	Continuation of culture, communication, law	
Day 26	Summarize Beer, DeBeers, Pianos, and Sewol lessons	
Day 27	TBA	
Day 28	LAST DAY OF CLASS	Course wrap-up and review
Final Exam		DUE TODAY: Course feedback assignment.

Office hours XXXXXX and by appointment
Stop by or call anytime
The best way to get in touch is to stop by my office or call.

Email is okay for providing one-way information but clumsy for interaction. I will use it to send class-wide updates from time to time. Please do not email or text to submit assignments, for urgent items, or for questions and conversations.

Grading: You must demonstrate that you understand and can apply course concepts and skills in order to pass the course.

Preparation/participation: I will arrive on-time, prepared, awake, and ready to participate. Please respect your classmates by doing the same. Ask thoughtful questions, raise interesting points, do the readings and any written assignments, be prepared for occasional pop quizzes, and take part in any in-class activities.

You start the semester with no participation points and build points by demonstrating a consistent pattern of behavior. Being unprepared for or missing a single class will not affect your participation grade, but missing several classes or showing a pattern of poor preparation will. The following is a general guide, not a strict rule, on how points will be assigned based on expected behaviors.

0/20 **Poor attendance/timeliness/preparation and/or being distracted by electronics.**

8/20 Inconsistent attendance/preparation or participation in discussion & exercises. Writing shows mediocre preparation, content, and editing.

13/20 Consistent attendance/preparation, regular participation in discussion and exercises. Writing shows solid preparation, content, and editing.

20/20 Consistent insight - great questions, applies and integrates concepts, helps classmates by asking them questions and providing constructive feedback when appropriate, demonstrates leadership. Writing shows outstanding preparation, content, and editing.

Grade Breakdown

First exam 25, second exam 25, preparation/participation/any brief papers 20 points, final exam 30. There are no late or make-up exams.

The points total for the course is 100. An A is 90 and above, B 80-89, C 70-79, D 60-69, F below 60. There are no plusses or minuses.

Grade Tracker—write in your scores and watch them add up!

First exam out of 25 _____

Second exam out of 25 _____

Prep/part out of 20 _____ (estimate using the categories down this page)

Final exam out of 30 _____ (estimate based on your earlier exams)

Scale: 90-100 total points A, 80-89 B, 70-79 C, 60-69 D, below 60 F
