

College of Business (CoB)



Course Number: INTB:205-003

Course Name: International Business (3 credits)

<b>Instructor:</b>	Dr. Jamal Feerasta	<b>Year/Term:</b>	Fall 2022
<b>Office:</b>	By appointment	<b>Phone:</b>	330-310-9434
<b>Email:</b>	jamal@uakron.edu	<b>Office Hours:</b>	Email or call
<b>Class Meeting Time and Location:</b> <i>This course is in-person UNLESS the situation changes.</i> <b>Monday – Wednesday 5:15pm – 6:30pm POL 567</b>			

*Mind is like a parachute; it works best when open*

#### COVID GUIDELINES

The COVID-19 pandemic guidelines will be updated as when available at: <https://www.uakron.edu/return-to-campus/>. However, please exercise caution

#### Course Description:

International Business is an introductory course designed to enable students to obtain a foundational understanding of the unique theories and practices of international business. For career success, it is imperative that we are aware of unique challenges of international business environment - economic, political, legal, cultural, technological, and environmental aspects.

**Prerequisites:** 24 hours college credit

#### Rationale/Essential Questions/Reason for Taking the course:

International Business is part of the core requirements for degrees in the College of Business (CoB). This course will provide students with strong foundation to gain international and cross-cultural perspectives on varieties of business topics. In addition, the course has heavy emphasis on written assignments and discussions on current topics.

Required Texts and Materials:

- *Global Business Today. Charles Hill and Tomas Hult, McGraw Hill, 12th edition, 2020.*
- *McGraw-Hill Connect Learning website*

#### Required Materials

This is a “First Day Ready” course, which means your e- TEXTBOOK is included with this course. To access your e-TEXTBOOK, go to Brightspace home page for this course and click on the Course Content tab, then click Course Orientation, then click e-Textbook McGraw Hill Connect. To reduce the cost of course materials, the materials for this course are provided digitally in Brightspace, and they will be charged to you through your tuition. There is nothing additional required for you to purchase, but discounted print copies may be available to you after the add/drop period. Please check with your bookstore staff. By law the cost is below market value, and it is very unlikely that you will find them cheaper elsewhere. If you choose to opt out of the program

and source your materials in another format, you may do so by filling out the form provided at [uakron.edu/book](http://uakron.edu/book) and taking it into the bookstore personnel.

**Technical Support (McGraw Hill)**

If you need Technical Support (forgotten password, wrong code, etc.)

Please contact the McGraw-Hill Education **Customer Experience Group (CXG)** at:  
**(800) 331-5094** [www.mhhe.com/support](http://www.mhhe.com/support)

*(Please be sure to get your case number for future reference if you call the CXG line.)*

**Optional external resource: the Wall Street Journal**

We will incorporate Current Events in International Business in lecture material (to the extent possible), discussions, guest lectures and the like. One source that is regarded highly in industry is *The Wall Street Journal*. A copy of the Journal is usually available in campus libraries, and we have access to certain articles via library log in if I assign a specific reading. You may wish to receive your own electronic (and maybe print) copy at the discounted student rate. You can get this rate by using this URL: <https://r.wsj.com/PROFme08> Do not start at the Journal's website as you will not be able to enjoy the student price.

The textbook has exercises to assure learning and comprehension as you read and complete each chapter. Instructional methods for this course will include lecture, partner or group discussions, writing, projects, and exercises requiring individual student participation, library research, and computer activities.

**Course Learning Outcomes:**

**College of Business Learning Goals**

The College of Business has been accredited by the *Association to Advance Collegiate Schools of Business International* ([AACSB International](http://AACSB International)), which is the hallmark of excellence in management education and represents the highest achievement for business schools worldwide.

**The learning goals of the course are:**

- Students will demonstrate that they have integrated business knowledge, that could be applied to core business fundamentals.
- Students will demonstrate understanding of global nature of the contemporary business environment and demonstrate cross-cultural awareness
- Students will use their writing and oral communication skills to communicate logical and “effective” decisions.
- Students will identify ethical dilemmas and address them.

**International Business Learning Outcomes**

- Describe the global economy
- Identify cultural implications for global business.
- Outline global trade theory
- Identify the tools of global business
- Relate the institutions of global business
- Explain the strategy of global business
- Identify relevant countries on global maps.
- Explain the pros and cons of specific global markets
- Explain cultural differences affecting decisions to do business.
- Relate current events in global business to course content

## **Required Websites, Brightspace and other web-based resource(s)**

Many required & suggested course materials or resources will be found on Brightspace. Note that the software company is updating the Brightspace package on a monthly basis. You need to check your University of Akron email and Brightspace daily. I will post announcements frequently on Brightspace and will use email only sparingly. Please check the announcement archive for answers to questions.

### **Please pay close attention to the date/time of various submissions**

#### **ASSESSMENTS:**

Components for “Assessments” would include, quizzes, assignments, a country portfolio project, and a comprehensive final exam. Every test component has a start and finish timeline. **No extensions, make up quizzes, exams, assignments, extra credits would be offered unless the situation/s is/are extenuating – support documents required.**

- **Quiz**

At the end of each chapter (17 chapters), there would be a quiz containing combination of 20 multiple choice and T/F questions. Test would be timed. Respond to the quiz from each chapter. This would help in developing your conceptual understanding and with the final exam.

Quizzes would be taken online via Brightspace.

- **Warm up Assignment # 1**

The purpose of this short assignment is to give you an opportunity to refresh/recall key information related to the global economy.

- **Assignment # 2**

The purpose of the assignment is to facilitate information about the major companies that we hear about and to create awareness about career options.

- **Adopt a country (Assignments # 3 & 4)**

The purpose of the project is to facilitate learning and application of concepts that we will be discussing in the class. To avoid duplication of country, between teams, country would be assigned on first-come first serve basis. Research key economic information/data related to your “adopted” country – format will be provided. This information should cover the years 2021, 2020 and 2019. Compare the data for the periods and present your interpretations. The Assignment would be in two phases (Assignment # 3 and Assignment # 4)

- **Assignment # 5**

The textbook has 17 chapters. Identify (your opinion), 5 aspects/ideas from each chapter of the text that you found as a source of new knowledge/learning that has helped you in understanding what globalization all is about, local impact and how would the knowledge help you towards your career goals.

- **Final exam**

Details will be provided.

- **Participation/Engagement/Attendance/Professional Conduct:**

Throughout the semester you will be measured on your ability to stay engaged (in the course, with course content & material, with your Professor & with your peers). Like most of life, showing up is a minimum requirement for success, thus attendance is required. Please note that you must be present on all presentation and test days, **otherwise “0”** will be recorded unless an excused absence has been approved.

**Excused Absences:**

There are justifiable reasons for missing a class. These reasons include but are not limited to:

- (1) Illness or hospitalization of the student with doctor’s note
- (2) Serious illness/death of an immediate family member/family emergencies
- (3) Sponsored trip (through The University of Akron)
- (4) Mandated Court Appearance

Please note: all other absences will be considered on a case-by-case basis at the discretion of the instructor. It is expected that you proactively approach the instructor prior to your absence whenever possible. Documentation required.

**Homework and Written Reports/Submission:**

All homework and written reports **must be submitted as scheduled**, unless prior approved by the instructor or if the delay is due to extenuating circumstances with supporting document.

All written assignments should be submitted in the Dropbox.

For all written assignments, refer to the *Marking Rubric* on page 14

All written assignment must be professionally presented, word processed, double spaced and in 12 fonts. Cover page must indicate the following – Name of the student/s, Course title, Course number, Title of the topic, Date submitted and Instructor’s name. Table of Contents with Page numbers are required (unless advised otherwise). Do not use separate plastic covers for each page. Relevant and appropriate sources must be cited.

**Points distribution:**

Warm up (Assignment #1)	50 points
Assignment # 2	100
Assignment # 3	50
Assignment # 4	150
Assignment # 5	150
Quizzes 17 @ 20 points	340
Final Exam	100
Participation/Attendance	60
Total	1000

**To do well in this Course:**

- Attend the classes
- Pay attention to details
- Be a team player
- Take notes
- Ask questions/participate
- Read/study the assignments
- Create a portfolio for the course
- Set high standards for yourself
- Be proud of your work

<b>Grading Matrix</b>	
<i>Percentage</i>	<i>Grade</i>
100% to 93%	A
92.99% to 90%	A-
89.99% to 86%	B+
85.99% to 83%	B
82.99% to 80%	B-
79.99% to 76%	C+
75.99% to 73%	C
72.99% to 70%	C-
69.99% to 66%	D+
65.00% to 63%	D
62.99% to 60%	D-
59.99% and below	F

**Integrity of academic standards and acceptable behavior will be enforced as per University policy.**

**Campus Police: 330-972-7123**

**Please refer to the document frequently and keep it handy.**

*Time does not discriminate  
We discriminate in the use of time*

### **Instructor Contact and Reply Policy:**

**Email** is the best way to reach me (I check spam and junk folders regularly and suggest strongly that you do so as well. However, when you email, please use UA issued email, indicate in which course you are enrolled and use your course enrolled name. You may call me on (330-310 9434) and leave your name (used for course enrollment), contact number, course name and a brief message. If I miss replying - emails sometimes get mis-sorted, please call back or do not hesitate to remind me. I very much want to provide all the necessary answers and assistance.

### **Classroom or Online Behavioral Expectations:**

- Check your email daily as important information and notifications may be sent via this method of communication.
- Check Brightspace daily as news for the class may be posted on this site. It is recommended that you sign up for automatic notifications and download the Pulse App to stay up-to-date.
- Complete all assignments & assessments defined within the course. Your grade may be an “Incomplete” until all assignments are completed.
- Please do not hesitate to ask me about your grades in this class. I want to help you improve your performance and achieve your goals. You can certainly send me an email to inquire about a grade on an assignment.
- **Accessibility Note** - Quite simply, my goal is to make it possible for each student to achieve the best learning and grade outcomes possible. The sooner you apprise me of the issue/s, the sooner we can seek a solution.  
The University has excellent institutional resources to make this possible. Coordinating with your instructors and the appropriate offices is usually the best way to get the most out of your educational experience. You can find information at [www.uakron.edu/access](http://www.uakron.edu/access)

### **Professionalism/Netiquette:**

*Honesty is expensive, do not expect it from cheap people*

One goal of this course is to prepare you for a professional work environment. Students will be expected to communicate in a professional manner both electronically and in person. This means that if you disagree with a classmate or me, you will make your point in a calm, respectful manner, just as your future managers and colleagues will expect. You will listen carefully and fully before responding, and, if necessary, you will ask questions to ensure you understand the point. Speaking with the instructor outside of class might be necessary.

Other examples of professionalism include, but are not limited to

- Following directions.
- Knowing and following the rules of the syllabus
- Checking e-mail and Brightspace regularly and responding accordingly
- Accepting responsibility - not making excuses or blaming others; no whining

- Communicating in a professional manner
- Penalties for unprofessional behavior may include, but are not limited to
- Student losing points on assignments or tests.
  - Student losing the privilege of communicating with the instructor via e-mail.
  - Report of misconduct to the office of Student Conduct and Community Standards

**SHOULD YOU OR SOMEONE YOU KNOW BE EXPERIENCING ACADEMIC, PERSONAL, FINANCIAL PROBLEMS ETC. CONSULT HELP-A-ZIP [www.uakron.edu/referral](http://www.uakron.edu/referral) .** If appropriate, advise your instructors directly.

See the university website for information on the following current University Policies [www.uakron.edu/referral](http://www.uakron.edu/referral) . However, for academic/course related issues you may contact me or your Academic Advisor.

- Student Code of Conduct and Academic Honesty
- Add, Drop, Withdrawal and Refund
- Inclusive Excellence
- Title IX
- Sexual Harassment and Sexual Violence
- Students with Disabilities
- First Day Course Materials Fee
- Board of Trustees' Rule on Attendance
- Inclement Weather Policy
- Registration Policy
- Student Privacy Rights

**ASSIGNMENT # 1**  
**WARM UP**  
*Points = 50*  
**(Year 2021, cite source/s Avoid wikipedia)**

1. Number/name of continents =

2. Number of Countries =

3. World population =

4. Three countries with the highest population and numbers


5. Three largest economies/\$ value (GDP)


6. Per capita income – top three countries/\$


7. Major trading blocs-list three with name of countries


8. Three major currencies/exchange rate to US\$


**9. Major religions – list five**

- (i)                      (ii)                      (iii)                      (iv)                      (v)

**10. Major languages – list five**

- (i)                      (ii)                      (iii)                      (iv)                      (v)

**11. Major multinational corporations (list 20)**

**12. Current events that could affect the US economy-list three**

**13. Current events that could affect the Global economy-list three**

**14. Ohio based companies that do businesses internationally - list 8**



## **International Business**

### **Assignment # 2**

***Points distribution: Report = 50; Presentation = 50***

This is a team assignment – the instructor will advise accordingly. You will be required to write a brief report and make a 6-8 minutes presentation to the class. Be creative, use of visual aids encouraged.

The purpose of the assignment is to facilitate information about the major companies that we hear about and to create awareness about career options.

You will have to identify, read, and summarize an article on a **multi-national company**. The article **must** cover at least one of the following issues and report must be at least 300 words in length:

- Corporate philosophy in the global environment
- International relocation of staff
- Trade blocks
- Out sourcing
- Dealing with multiculturalism
- Challenges of operating overseas
- Mergers and takeover of overseas companies

There are numerous articles in various magazines, periodicals, newspapers and the internet that discusses the challenges and trends facing businesses in the context of globalization.

After you have selected the article, get it approved by the instructor so as to avoid duplication by other students.

Your summary must answer the following questions:

- How and why is the article relevant to globalization?
- What are the key issues cited?
- What have you learned from this article?

**Please follow submission guidelines, additional details will be provided**

**Attendance for all presentations is required. No show will result in losing 50% of assigned value. Dress professionally. You will evaluate your team members and peers.**

**Assignments # 3 & 4**  
Adopt a Country Portfolio

<b>(Asgmnt. 3)Phase I Report =25; Presentation = 25</b>	<b>50 points</b>
<b>(Asgmnt. 4)Phase II Report = 75; Presentation = 75</b>	<b><u>150 points</u></b>
<b>Total</b>	<b>200 points</b>

Depending on the number of students taking the course, the assignment may be completed in a group of 2 or 3 – the instructor will advise accordingly. You will be required to write a brief report and make a 6 to 8-minutes presentation to the class.

The purpose of the project is to facilitate learning and application of concepts that we will be discussing in the class. You are aware that you will learn better if you apply your knowledge – take a good shot at it, and be proud of your work.

Select a country and research key economic information/data – format will be provided. This information should cover the years 2021, 2020 and 2019. Compare the data for the periods and present your interpretations.

After you have selected the country, get it approved by the instructor so as to avoid duplication by other students.

**The project is divided into two phases:**

For **Phase I (Assignment # 3)**, start working on the project by the end of the second week of classes and be prepared for presenting your findings to the class during the week 6 or 7 of the semester

**Project Phase # 1 (see next page)**

**COUNTRY PORTFOLIO PHASE # 1/Assignment # 3**

**GROUP MEMBERS** \_\_\_\_\_ **(Full name)**

**Country** \_\_\_\_\_

**CONTINENT:**

**CAPITAL:**

**NEIGHBOUR/S:**

**LANGUAGE/S:**

**POPULATION (Last census):**

**MAJOR EXPORTS:**

**MAJOR IMPORTS:**

	<b>2021</b>	<b>2020</b>	<b>2019</b>
<b>GDP \$</b>			
<b>Per Capita Income \$</b>			
<b>Exports \$</b>			
<b>Imports \$</b>			

**WHY IS THIS COUNTRY IMPORTANT TO GLOBAL BUSINESS – 3 REASONS:**

**Phase II/Assignment # 4)** will cover week 7 through 13 of the semester. You will maintain a portfolio that **will contain 2 or 3 economic news item – per week, related to your country.** You must have at least 12 news items. The news item may be sourced from reputable newspapers, websites etc. **avoid wikipedia.** Identify the date/s and source/s of each news item.

Later in the semester, you will make a presentation to the class and share your findings about your ‘adopted’ country. You may use up to four news items to support your presentation. Details will be discussed in the class.

**The report must follow the submission guidelines. Attendance for all presentations is required. No show will result in losing 50% of assigned value. Dress professionally. You will evaluate your team members and peers.**

- **Assignment # 5**

***Points Distribution: Report = 80; Presentation = 70***

The textbook has 17 chapters. Identify (your opinion), 4 aspects/ideas from each chapter of the text that you found as a source of new knowledge/learning that has helped you in understanding what globalization all is about, local impact and how would the knowledge help you towards your career goals. Details to be discussed

## INTERNATIONAL BUSINESS

### Lesson Plan – FALL 2022

(The lesson plan is guideline and is subject to change)

Day/Date	Topic	Assigned reading/s
<b>AUGUST</b>		
<b>will be advised</b>		
<b>Mon 22</b>	Introduction/Overview	
Wed 24	Chp. 1	Book Review/Globalization
<b>Mon 29</b>	Chp. 1	Globalization
<b>Wed 31</b>	Chp. 2	National Differences Warmup activity/Form Team
<i>You may start working on the quizzes prior to the due dates to prepare for upcoming chapter readings.</i>		
<b>SEPTEMBER</b>		
<b>Mon 5</b>	<b>LABOR DAY</b>	
Wed 7	Chp. 3	PESTEL Warm up Assignment #1 due on 9/12
<b>Mon 12</b>	Chp. 4	Culture Multiculturalism
<b>Wed 14</b>	Chp. 4	Culture
<b>Mon 19</b>	Chp. 5	Ethical Issues
Wed 21	Chp. 5	Ethical Issues
<b>Mon 26</b>	Chp. 6	Trade Theories
<b>Wed 28</b>	Chp. 6	Trade Theories
<b>OCTOBER</b>		
<b>Mon 3</b>	Presentation Assignment # 2	
Wed 5	Presentation Assignment # 2	
<b>Mon 10</b>	Chp. 7	Government Policies
<b>Wed 13</b>	Chp. 8	Foreign Investments
<b>Mon 17</b>	Adopt a Country Phase # 1 Assig. 3	
Wed 19	Adopt a Country Phase # 1 Assig. 3	
<b>Mon 24</b>	Chp. 9	Regional Economies
<b>Wed 26</b>	Chp. 10	Foreign Exchange
<b>Mon 31</b>	Chp. 11	International Monetary System
<b>NOVEMBER</b>		
Wed 2	Chp. 12	Strategies
<b>Mon 7</b>	Chp 13 & 14	Emerging Markets
<b>Wed 9</b>	Chp. 14 & 15	Export/Import/ Supply Chain
<b>Mon 14</b>	Adopt a Country Phase # 2 Assig. 4	
Wed 16	Adopt a Country Phase # 2 Assig 4	
<b>Mon 21</b>	Chp. 16	Business Analytics
<b>Wed 23</b>	Chp. 17	Global HR
<b>Thursday 24 – Sunday 27 THANKSGIVING</b>		
<b>Mon 28</b>	Assignment # 5	
Wed 30	Assignment # 5	
<b>DECEMBER</b>		
<b>Mon 5 – Sun 11 FINAL EXAM WEEK</b>		

## COUNTRIES

<b>Afghanistan</b>	<b>Japan</b>
<b>Algeria</b>	<b>Kazakhstan</b>
<b>Angola</b>	<b>Kenya</b>
<b>Argentina</b>	<b>Lebanon</b>
<b>Australia</b>	<b>Luxembourg</b>
<b>Azerbaijan</b>	<b>Malaysia</b>
<b>Bangladesh</b>	<b>Maldives</b>
<b>Belgium</b>	<b>Mexico</b>
<b>Bhutan</b>	<b>Mongolia</b>
<b>Brazil</b>	<b>Morocco</b>
<b>Burundi</b>	<b>Myanmar</b>
<b>Canada</b>	<b>New Zealand</b>
<b>Chile</b>	<b>Nigeria</b>
<b>China</b>	<b>Pakistan</b>
<b>Denmark</b>	<b>Portugal</b>
<b>Egypt</b>	<b>Qatar</b>
<b>Fiji</b>	<b>South Korea</b>
<b>Finland</b>	<b>Rwanda</b>
<b>France</b>	<b>Russia</b>
<b>Germany</b>	<b>Saudi Arabia</b>
<b>Greece</b>	<b>South Africa</b>
<b>Honduras</b>	<b>Tajikistan</b>
<b>India</b>	<b>Thailand</b>
<b>Indonesia</b>	<b>Turkey</b>
<b>Iran</b>	<b>United Arab Emirates</b>
<b>Iraq</b>	<b>United Kingdom</b>
<b>Israel</b>	<b>Ukraine</b>
<b>Italy</b>	<b>Venezuela</b>

**RUBRIC TABLE/MARKING GUIDELINE FOR  
ASSIGNMENT/PROJECT**

(The % allocation may vary – you will be advised accordingly)

Category	‘A’ Quality	‘B’ Quality	‘C’ Quality	‘D’ Quality
<b>Topic/Issue identified</b> <b>15%</b>	The topic/purpose/issue is/are appropriate to the course and clearly stated	The topic/purpose/issue is/are appropriate to the course	The topic/purpose/issue is/are vague	The topic/purpose/issue is/are ‘off’ the mark or not relevant
<b>Writing/layout/organization</b> <b>40%</b>	Coherent and logical presentation. Submission guidelines have been followed. Free of any spelling or grammatical error	Basically coherent but missing logical presentation. Submission guidelines have been followed. Minor spelling or grammatical errors	Lacks coherent or logical presentation. Submission guidelines ignored for most part. Poor grammar and spellings	Lacks meaningful direction Submission guide lines not followed Poor grammar and spellings
<b>References/additional resources</b> <b>15%</b>	Appropriate and relevant literature/professional journal/trade magazine cited and linked to the topic/purpose/issue	Resources cited but fail to establish meaningful link/s	No evidence of additional resources used	No evidence of additional resources used
<b>Depth/meaningful analysis/conclusion</b> <b>20%</b>	The author takes the reader through a logical process of analysis and conclusion and avoids ambiguity	Logical conclusion but lacks depth and somewhat ambiguous	Vague conclusion	Abrupt conclusion
<b>APA citation/reference</b> <b>10%</b>	APA style appropriately used for citation/references	APA style appropriately used for citation with minor errors	No citations	No citations
<b>Appendix</b> <b>0</b>	NA	NA	NA	NA