

# SYLLABUS

## International Business and Multicultural Relations

### IBUS 330: Online

#### Schedule Number 27910, Section 1



### Spring Semester, 2009 -- Three Credit Units

*Note: The online course syllabus may change slightly over time – Any changes will be promptly reflected on the iLearn® site and announced to students quickly and clearly*

Dr. Joel D. Nicholson Professor	Department of International Business, San Francisco State University
E-mail: <a href="mailto:ibus330@sfsu.edu">ibus330@sfsu.edu</a>	iLearn® Website: <a href="http://iLearn.sfsu.edu">iLearn.sfsu.edu</a>
Dr. Nicholson and the Crew of Teaching Assistants Virtual Office Hours Online	Ask questions anytime, any day of the week (24/7) online in iLearn® or by e-mail. Normally we will answer you quickly, always within 24 hours.
Dr. Nicholson's On-Campus Office Hours:	BUS 347: Mondays from 4 to 6 pm (first-come first-served)
Teaching Assistants – For help with anything in the online course	To make appointments, please either email ( <a href="mailto:ibus330@sfsu.edu">ibus330@sfsu.edu</a> ) Or call 415-338-7017 Weekdays

# OFFICE HOURS



## Course E-mail:

If you need to e-mail the IBUS 330 staff (including Dr. Nicholson), use

[ibus330@sfsu.edu](mailto:ibus330@sfsu.edu)

Do not use any other e-mail address as you may not get a response. When you send e-mail to [ibus330@sfsu.edu](mailto:ibus330@sfsu.edu) the entire crew has a chance to read your message which provides for rapid response. Please remember, if you send e-mails to another address, you may not receive a response to your question.

## Virtual Office Hours Online:

Since this is an online course we offer online office hours, seven days a week, 24 hours a day. Log on to iLearn® and go to a discussion forum. We will usually answer your question within 24 hours (don't forget to look in the syllabus first). Several different boards will be available such as questions (on the readings or lectures), technical help, opinions, and cultural fun (restaurants, books, movies, etc.).

## Office Hours:

We will have comprehensive office hours for face-to-face visits, Monday through Friday at scheduled times. **However, note that you can solve the vast majority of problems by interacting with us virtually in the discussion forums or by e-mail. Please note: Almost any question can be answered by referring to the detailed syllabus.** If you wish to have a face-to-face meeting, you can e-mail us to schedule an appointment or just walk in during the times we're scheduled to be open. Our

schedule follows on the next page – TA Office Hours will be available when the semester begins.

## SCHEDULE OF IBUS 330 OFFICE HOURS IN BUS 347

The full schedule including all the teaching assistants (TAs) will be posted when class begins (once the crew of TAs has their schedules). Until then we only post Dr. Nicholson's main campus and downtown center office hours. Dr. Nicholson will work with students seven days a week virtually and on Mondays in BUS 347. The Friday office hours at the Downtown Center Campus, Room 593, are designed to serve graduate students, especially those writing theses.

<b>BUS 347</b>	<b>Monday</b>	<b>Friday</b>
<b>3:00-3:30</b>		
<b>3:30-4:00</b>		
<b>4:00-4:30</b>	<b>Dr. Nicholson</b>	<b>Dr. Nicholson (DTC)</b>
<b>4:30-5:00</b>	<b>Dr. Nicholson</b>	<b>Dr. Nicholson (DTC)</b>
<b>5:00-5:30</b>	<b>Dr. Nicholson</b>	<b>Dr. Nicholson (DTC)</b>
<b>5:30-6:00</b>	<b>Dr. Nicholson</b>	<b>Dr. Nicholson (DTC)</b>

## CLASS iLearn® WEBSITE

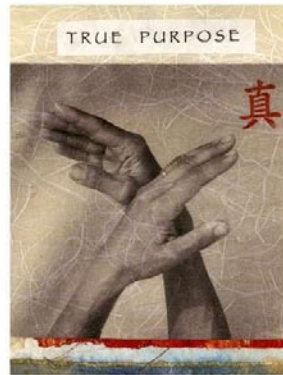


The class will be taught using the iLearn® website ([iLearn.sfsu.edu](http://iLearn.sfsu.edu)). You are automatically enrolled in iLearn® when you register for the course, usually within 24 hours. There will be several functions performed using the site: announcements, assignments, lectures, quizzes, exams, documents, grade book, and online discussion for technical, procedural and conceptual information.

***VERY IMPORTANT: It is YOUR responsibility to regularly access the iLearn® website and to check it to stay current with the class.***

You should make it a habit to check daily for quizzes, assignments and announcements in the course using iLearn® ([iLearn.sfsu.edu](http://iLearn.sfsu.edu)). All official announcements will be made on the iLearn® site. This will include any changes to the schedule or clarifications of class-related issues. It is critically important to check your quiz grades and points for completing assignments regularly. ***To be fair to all, we give clear rules and do not make individual exceptions to them – KNOW THE SYLLABUS WELL and refer to it as your first source for solving all questions.***

# COURSE PURPOSE AND OBJECTIVES



The purpose of this online course is to introduce students to the fundamental concepts, theories and practices of International Business. It provides an **OVERVIEW OF CURRENT INTERNATIONAL BUSINESS PATTERNS**, with an emphasis on what differentiates International from purely domestic business. A major force underlying the internationalization of the world economy has been the rapid, sustained growth of trade, both in the traditional form of international trade and in the progressively evolving forms of multinational, global, and transnational business.

A major objective is to understand the process of **GLOBALIZATION** and its implications for business firms and their managers. A key tool for understanding globalization is the **VALUE ADDED CHAINS** (VAC) or all the activities that take place upstream in acquiring raw materials, midstream where production takes place, and downstream where channels of distribution bring products and services into the hands of both industrial and end-user consumers. Both the upstream production and downstream distribution portions of VACs are subject to globalization. Globalization involves standardization of both upstream production processes and downstream consumer usage of global products and services. By the end of this course, students will be able to describe the process of rationalization of global Value Added Chains at each end of the spectrum. In essence, for each element of the VAC two fundamental decisions must be made in the rationalization process: (a) where to find the best source of comparative advantage; and (b) whether to internalize or outsource the particular stage in the VAC. In addition, students will be able to intelligently discuss the arguments in favor of as well as against globalization, depicting which parties benefit and which parties lose in the process.

Another extremely important element making international business unique in its own right is **CULTURE**, which varies significantly from nation to nation, from firm to firm and indeed within nations around the world. A culture's values, beliefs, and prevailing

attitudes altogether create culturally grounded cognitive **MANAGERIAL MIND-SETS** that perceive, evaluate, and act upon business environments in a radically different fashion than would be the case in other cultures with significantly different historical, geographical, demographic, economic, legal, linguistic and social contexts.

As differing cultures crystallize into governmental institutions, tax codes, human resource regulations, and laws of all forms pertaining business, multinational managers face challenging operational complexities far more dynamic than routinely found in their domestic environments. This course will introduce students to these dynamic complexities. The interrelated complexities of the social, political and economic **ENVIRONMENTS** Multinational Enterprises (MNEs) face are presented and described in detail.

Related to this is an in-depth understanding of the special relationship between **ENVIRONMENTAL AND COGNITIVE INFLUENCES ON BEHAVIOR**. There will be heavy emphasis upon the special role differing cultures have on international business. Students will gain an understanding of how and why the world's cultures differ. Culture will predispose individuals to behave according to socially appropriate norms in particular situations, but the environments in which individuals find themselves can deeply affect these predispositions to behavior in culturally distinct ways, either fostering them or hindering them.

At the end of the course, students will be able to discern both the cognitive and environmental influences on behavior and make cross-culturally appropriate adjustments to achieve more successful outcomes of their cross-cultural engagements. Students will leave the course more cross-culturally literate than when they entered. The key model used to explain this will be Dr. Nicholson's Theory of **EFFECTIVE CROSS-CULTURAL INTERACTION**. By the end of the course, students will be able to define and describe culture, and intelligently discuss the cognitive and environmental influences on behaviors in a wide variety of cross-cultural settings.

We will gain an understanding of the complex set of environments firms doing international business must face; specifically we will explore variations affecting international business in the multiple **ENVIRONMENTS** in which it takes place – the social, political, legal, industrial and cultural environments.. Attendant to this objective is the corollary of understanding the basic concepts of expanded risk Multinational Enterprises face--exchange rate risks, political risks, and cultural risks and differential complexity due to varying levels of economic development.

The notion of **RISK** is expanded to include more than mere business risk: the concepts of political risk, currency exchange risk, and cultural risk are explored. The uni-dimensional "level playing field" of a sole domestic currency, a single language and similarity of cultural values, beliefs and attitudes dissolve when firms begin to do significant business across several borders. Working unaware of complex differences presents complex risk to firms.

The **MULTINATIONAL ENTERPRISE (MNE)** or Multinational Corporation (MNC) is one of the most powerful and significant entities in the world today. Some MNEs have annual gross sales greater than the gross domestic products (GDP) of the majority of nations around the world. The MNE represents one of the most important entities separating the study of "domestic" business from international business. This course will provide students with an overview of the various structures and strategies pursued by Multinational Enterprises (MNEs).

We will come to know the basics of geography which are important to International Business, as well as the countries whose governments are members of **REGIONAL ECONOMIC INTEGRATION** pacts such as

- the European Union (EU),
- the North American Free Trade Agreement or NAFTA,
- the FTAA (Free Trade of the Americas Agreement)
- the Association of Southeast Asian Nations (the ASEAN pact), and
- Mercosur

We will also explore the Andean Pact and institutions such as the **WORLD TRADE ORGANIZATION (WTO)** The Organization of Economic Cooperation and Development (OECD), The G8, and other institutions such as the **INTERNATIONAL MONETARY FUND (IMF)** Fund and the **WORLD BANK**.

We will gain an in-depth understanding of the basic nature of business management and environments in continental markets (Asia, the Americas, and Europe). Special attention will be given to the importance of **BIG EMERGING MARKETS (BEMS)** and economies such as China, India, and Brazil. Students will be exposed to the various global strategic management approaches Rapidly Changing Economic Order and Hyper-competition, especially of trade and investment among and within nations in the TRIAD firms take as they compete in transnational economic chess matches.

We will acquire an understanding of the basic elements of **INTERNATIONAL TRADE** focusing on firm, home and host governmental as well as supranational influences on

trade, and **(FOREIGN DIRECT INVESTMENT (FDI))**, the lifeblood of international business.

We will foster an understanding of **INTERNATIONAL TRADE THEORY** including New Trade Theory and Strategic Trade Policy, Michael Porter's Theory of the Competitive Advantage of Nations, Transnationalism, Core Competencies, Internalization Theory and Transaction Cost Analysis, and Market Imperfections Theory.

This course introduces students to the major **INTERNATIONAL TRADE THEORIES** explaining international business transactions that cross multiple borders, along with the nature of institutions influencing these activities. The approach used emphasizes the managerial viewpoint. The course aims to expose students to the comprehensive dynamics that comprise international business decision-making environments, initiating for them the ability to evaluate alternative paths of action in light of theoretical foundations of the world of global business. Of particular interest will be theory of and practical relevance concerning **MARKET IMPERFECTIONS** – some of the biggest of which are injected into industries by the political actions of local host governments. We will examine the “weapons” governments use to regulate international trade and affect the actions of multinational enterprises – weapons or tools include tariffs, quotas, administrative trade barriers, local content requirements and subsidies.

The objectives of this course involve acquiring an understanding of the basics of how each of the **FUNCTIONAL AREAS** of business fit into the global operations of the Multinational Enterprise; i.e., International Marketing, International Finance; International Human Resource, International Production, International Logistics Information Systems and Global Strategic Management.

This course not only serves as the introduction to more advanced business studies in **the FUNCTIONAL AREAS of International Business** such as International Marketing, International Logistics, Comparative Management, International Finance, International Human Resources, and Global Strategic Management, it also aims to serve a unifying function in providing a transnational context in which students can understand concepts presented in their more domestically oriented functional courses in Business, in order to understand them in a more global context.

Throughout the course we will gain an in-depth understanding of the special nature of the **MULTINATIONAL ENTERPRISE** or **“MNE”** in International Business, focusing on the different strategies and structures that the MNE can adopt to compete in the global marketplace. MNEs are in many cases bigger (GDP versus Sales) and more influential than countries in negotiating situations, such as the creation of regulations regarding

FDI. Another key objective of this course is a thorough grounding in the nature of the MNE in the world economy.

The final objective of the course is to provide students with an in-depth look at **ETHICS** in International Business. Students are shown how ethics becomes an issue across cultures because of the differing political, economic, and legal systems as well as variations in cultural values. Attention is given to areas highly impacted by such variations: employment practices, human rights, environmental pollution, corruption, and moral obligations. Several different philosophical theories that offer a foundation for ethical decision-making are examined. The roots of unethical decision-making and how to make ethical decisions are addressed. Students will gain an appreciation for the difference between ethical and legal responsibility. Rawl's Theory of Veiled Ignorance will be used to guide students to a paradigm for engaging in ethical behavior across cultures. The importance of integrating ethics into the firm's overall patterns of decision-making will be stressed. Special video lectures, MP3 files and other learning tools will be presented during the College of Business's "Ethics Week".



# REQUIRED CUSTOMIZED READINGS PACKAGE

A special customized package is required for this course. The package contains a combination of select chapter readings and a new workbook in which assignments will be written (and are worth 20% of students' final grades). There are only two places the specialized package can be purchased: Either from the SFSU bookstore or directly from the publisher for students who will not be physically attending SFSU. Note very carefully, that there are no used editions of the book or workbook which will work for this course – the specialized package is required and is absolutely necessary to pass the course. We will be assigning student numbers which will be unique for each student.

At two points in the semester the required workbook assignments will be submitted and graded. Students who cannot show the specialized package with the written homework required will not be able to pass the course. Students who attempt to borrow other students' workbooks and try to pass them off as their own will receive zero credit for the assignments and the student from whom they borrowed the package will also receive zero credit for the assignments. This is not worth risking your grade in the class: The special package is designed exclusively for this spring 2009 semester with Dr. Nicholson.

**IT IS AN ABSOLUTE NECESSITY THAT STUDENTS PURCHASE THE SPECIALIZED CUSTOM PACKAGE DESIGNED SPECIFICALLY FOR THIS COURSE. THERE ARE NO USED BOOKS WHICH WILL WORK. IT WILL BE VIRTUALLY IMPOSSIBLE TO PASS THE COURSE WITHOUT THE REQUIRED CUSTOM PACKAGE.**

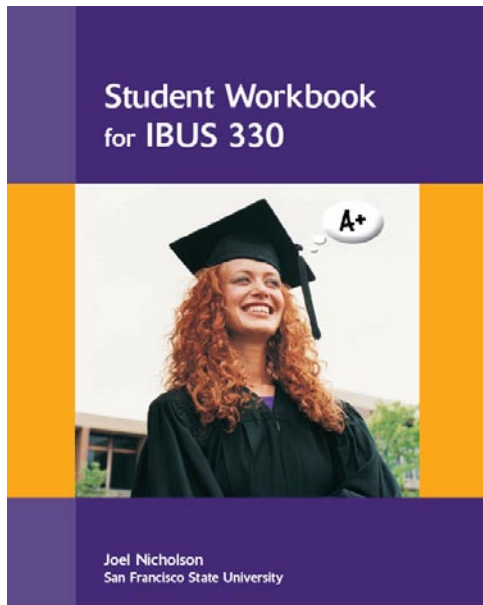
## 1. INTERNATIONAL BUSINESS: THE CHALLENGES OF GLOBALIZATION

2008 – John J. Wild, Kenneth L. Wild, Jerry C.Y. Han.  
Fourth Edition. Prentice Hall, Publisher ISBN 0-13-174743-6



## 2. INTERNATIONAL BUSINESS WORKBOOK

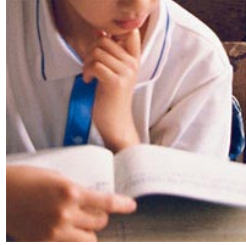
2009 – Joel D. Nicholson.  
Third Edition, Prentice Hall, Publisher



Both Available for purchase as a packaged set (not separately) from the SFSU Bookstore  
(<http://sfsubookstore.com/catalog/>)

**REQUIRED:** *This class requires the 4<sup>th</sup> edition of the textbook and the 3<sup>rd</sup> edition of the workbook.* Use of any other edition puts you at risk of missing some exam or quiz questions. The Workbook contains both the syllabus and pages of all the PowerPoint slides used in each lecture in the course, along with space for students to take notes on the video lectures each week. For more information on this textbook, you may visit the companion website at [http://wps.prenhall.com/bp\\_wild\\_ib\\_4](http://wps.prenhall.com/bp_wild_ib_4). The Two required books (the workbook and the textbook) are sold as a bundle in the SFSU Bookstore.

## SUGGESTED READINGS



These are not required, but they are meant for you to use whenever you want to explore a topic in more detail, either for your own interest or for a project you may be working on. These are sources of information that Dr. Nicholson and other professors read to keep up with what's going on in the ever-changing world of International Business.

**The World Wide Web**  
**Keep in shape by surfing regularly!**

All of the following recommendations are available in the library. Many of them are available online as well: *The Wall Street Journal*, *The Economist*, *Business Week*, *World Trade*, *Latin Trade*, the *Journal of International Business Studies*, the *Journal of International Management*, the *Journal of Cross-Cultural Psychology*, the *International Journal of Intercultural Relations*, *Business Europe*, *Business Asia*, *Business America*, *Business Mexico*, *International Business*, and *Foreign Relations*.

## COMPUTER REQUIREMENTS

To be successful in this course, **IT IS ABSOLUTELY NECESSARY FOR YOU TO HAVE ACCESS TO A WORKING COMPUTER WITH A HIGH-SPEED INTERNET CONNECTION**. You must have functioning sound to listen to the lectures and the most up-to-date version of **QUICKTIME** media player which you can download here:

<http://www.apple.com/quicktime/download/>

As well, you must use **FIREFOX** to be able to view all the videos in iLearn® – Internet Explorer will not reliably show them. You can download Firefox for free at:

<http://www.mozilla.com/en-US/firefox/>

If you do not have access to a computer with all of the required tools, SFSU provides a computer lab in Library Annex 1 near the Lot 20 parking garage. There is also a computer lab in the Business building (room 209). You are responsible for setting aside time each week to use a functional computer with a reliable Internet connection. We are not responsible for connection problems on your end.

For more information on the renovations at the SFSU Main Library, as well as the locations of all library resources including computer labs, study areas, and checking out books, visit

<http://www.library.sfsu.edu/about/building/index.php>

## AMERICANS WITH DISABILITIES ACT (ADA)

Please notify the crew at the beginning of the semester if you are registered with the Disabilities Resources Center so that reasonable efforts can be made to accommodate you. The Disabilities Programs and Resources Center is located in the Student Services Building, room 110. Telephone: (415) 338-2472 (voice/TTY) E-mail: [dprc@sfsu.edu](mailto:dprc@sfsu.edu). The direct link to the DPRC is as follows: <http://www.sfsu.edu/~dprc/student.html>.

## KEEP YOUR EMAIL UP-TO-DATE

**You are responsible for making sure that your correct e-mail address is attached to your iLearn® user name, both at the beginning of the semester and if you change your e-mail address.** We contact students to notify them of errors or deadlines, and you will not receive these notices if your email address is not current. To have your SFSU email forwarded to another email account, log into MySFSU at

<http://www.sfsu.edu/student>

and click the "Email Options" button at the top.

## CREDIT / NO CREDIT OPTION

Students may choose to take this class for credit or no credit instead of a letter grade. Please be aware, however, that no exceptions will be made to the SFSU CR/NCR policy. After the deadline on **Friday, March 20, 2009**, no changes will be made. If you signed up for CR/NCR, you cannot change back to the letter grade option after the deadline. You may not request the CR/NCR option after the deadline has passed. You should also be aware that a credit grade (CR) may or may not translate into a C grade when you send in transcripts to certain graduate schools, so be sure to keep that in mind.

## WITHDRAWAL POLICY

***The last day to drop a class easily is Friday, February 20.*** From February 21 onward, you must submit a withdrawal petition and withdrawal will be considered for serious and compelling reasons only – for which you must have accompanying documentation. ***The following reasons are not considered serious and compelling: Changing your major, poor performance, class not required for graduation/major, or more time needed for work or for other classes.*** If you are requesting a withdrawal, bring your petition and appropriate documentation to Dr. Nicholson during office hours. Per University policy, please note that you may not withdraw from a class or the University except in the case of a serious, documented illness or verified accident.

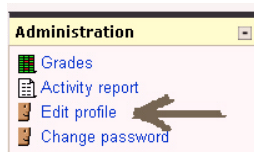
# THE INCREDIBLY IMPORTANT SYLLABUS



**Syllabus Quiz: 40 Semester Points.** Given the overwhelming importance the syllabus plays in this course, we have an actual assignment to read it thoroughly and in detail. This quiz counts as much as any other quiz to assure that students learn the syllabus well. We have designed the syllabus with great detail so that nearly every question you may have is going to have an answer in the syllabus. Always go to the syllabus first when you have a question. Please don't embarrass yourself by asking us a question that is clearly answered in the syllabus – we deduct points from students' syllabus quizzes when they do that. **YOU CAN LOSE UP TO 5 POINTS ON THE SYLLABUS QUIZ IF YOU SUBSEQUENTLY ASK US QUESTIONS THAT ARE CLEARLY ANSWERED IN THE SYLLABUS!**

This quiz and the syllabus will serve as the course contract between the student and the professor. The quiz is designed to assure students read and understand the syllabus. You have one attempt to complete the syllabus quiz. The deadline for completing the syllabus quiz is **Wednesday February 4 at 9pm.** *No late submissions will be accepted **for any reason.** Students who ask questions which are obviously covered in the syllabus may have up to five points deducted from their syllabus quiz score.*

**Personal Profile in iLearn®:** Each student is required to create a personal profile in iLearn®. Required information for full credit: **Name, E-mail address, major, country of birth or cultural identity, languages** you speak, and a **picture** of yourself and not a



representative icon (such as a cartoon or famous figure). **If items are missing, only partial credit will be awarded. Do not post an icon or a picture of someone else or something else;** this is

designed to make the class approximate the nature of a face-to-face class where you can see each other. You must put a picture of yourself up or you will not receive full points for the assignment. Crew members will review all personal profiles to assure that all elements are included. This means that this particular assignment will take some time to grade, some time for your grades to appear in the grade book. IF ITEMS ARE MISSING WE WILL DEDUCT POINTS FROM YOUR SYLLABUS QUIZ (above).

To earn points you have to post the profile before the deadline of Wednesday, February 4 at 9pm. In order to ensure that each student has completed his or her personal profile

by this deadline, crew members will take time-stamped screenshots of each profile at the deadline. Under absolutely no circumstances will any late assignments be accepted. This is designed to keep the playing field as level as possible, and to keep the course as fair as can be.

**Workplace Values Survey:** Later in the semester, you will be asked to fill out a short survey on comparative workplace values. You must submit it as an attachment to [330survey@gmail.com](mailto:330survey@gmail.com)

This survey will give you first-hand experience with how cultural values scales are created. Further details on the workplace values survey will be posted on iLearn®. **No late surveys will be accepted, no exceptions.**

**Discussion Forums:** Several discussion forums will be open for students to discuss questions with one another, as well as to help other students by sharing information. **NEVER POST QUESTIONS FROM THE QUIZZES ON THE DISCUSSION FORUM.**

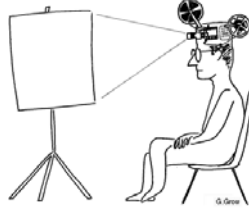


If you have a problem with a quiz question, please email the staff directly. Students must never make negative comments or negatively criticize other students' questions or answers. Only helpful, constructive contributions are welcome. Negative participation points will be given to students who post quiz questions on the boards or make unnecessary negative comments. There are penalties for behaving harshly towards your colleagues and there are benefits for approaching everything in a positive fashion. As well, it's a lot more fun that way. Negative situations tend to make shy students feel afraid to participate, which is unfair to them; we seek to avoid this and make the online experience a safe, positive learning experience where helping one another is considered a very good behavior.

**Audio-Video Lectures:** For each chapter, there will be a corresponding video-lecture posted on iLearn®. You are required to watch each video lecture. Access to computers to view these lectures on the iLearn® site is a requirement of the class; it is your responsibility to get proper access to the video lectures and all other information pertinent to the course in iLearn®. **Questions from the video lectures, as well as questions from both the specialized textbook and the workbook, will appear in the quizzes, the midterm and the final exam.** The Workbook contains all the PowerPoint slides used throughout the semester along with space for you to take notes. Note carefully that many questions will involve students critically thinking about the issue involved. In other words, we will ask questions which will not only require that students have read and understood the specialized textbook, have completed the assignments in

the workbook at the end of each chapter, but also that students be able to think through the logical implications of the materials they have studied in the specialized packet and seen in the video lectures.

***MP3 Lectures:*** For every chapter, ***you will be able to download from iLearn® an MP3 file*** of Dr. Nicholson's lecture. You can download and play the MP3 file on your computer, put it on a media-playing device (iPods, iPhones, Zunes, etc.), or burn it to a CD. It is not required that you download the MP3 versions of the lectures, but it is required that you listen to the lectures each week. Questions from the lectures will be on the quizzes. Anything said in the lectures is fair game to include on any quiz. (The videos are not downloadable. The PowerPoint slides are not downloadable since they are printed for you in your Workbook, which you should use to take notes when you view the video lecture online.)



## CONTENT QUIZZES

400 SEMESTER POINTS, 40% OF THE FINAL GRADE

**SEVEN QUIZZES:** Over the course of the semester, there will be six content quizzes and one syllabus quiz. Each chapter content quiz is worth 60 course points. The syllabus quiz is worth 40 points. The quizzes will be in multiple-choice and true-false style. Each quiz will cover the material from lectures, textbook and workbook readings for that assignment. The professor may elect to put in short definitions in some of the quizzes so make sure to know well the key terms for each chapter.

These key terms will be given in the lectures, and you should take careful note of them in your workbook. ***At the end of each chapter in the workbook there are approximately ten short essay and definition questions WHICH MUST BE ANSWERED IN YOUR OWN HANDWRITING DIRECTLY IN THE WORKBOOK.*** This process (discussed later) will not only be worth 20% of your final grade, but it will help you tremendously in preparing for the chapter content quizzes. Note, this is the reason it is impossible to pass the course without purchasing the required custom package.

***Just as with most every class in the university, you have one attempt to take each quiz.*** Questions will come from reading material (including all case studies, management and country focuses), video lectures, and the PowerPoint slides used in the lectures and the workbook ... and importantly, from the Key Terms at the end of each chapter in the workbook. Anything said in the video lectures is fair game to appear on the quizzes. Again, the professor may elect at any time to include a short definition in any quiz, while the majority of questions will be true/false or multiple/choice in style. Many of the questions will require critical reasoning where students will not only need to know the concepts and terms presented in the customized package and video lectures, but they will be required to think through the implications of those concepts and reason their way to a logical answer to questions posed.



**Taking Exams Online:** Clicking on the quiz will call up 30 questions randomly drawn from different pools (from the textbook, the workbook, and the video lectures). You will have forty (40) minutes to complete each quiz, plus a five-minute (5) grace period

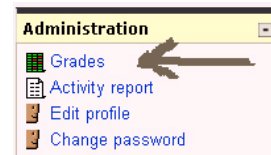
to submit the quiz to iLearn®. If you go over the time limit, iLearn® will submit what you've answered up to that point. **IT IS EXTREMELY IMPORTANT THAT YOU CHECK YOUR GRADESHEET AFTER COMPLETING EVERY EXAM!**

**Timing:** **You are responsible for completing the quiz in the thirty minutes provided.** You are also responsible for timing yourself on this so have a watch or timer with you when you take the quiz. If you do go over the time limit, iLearn® will automatically submit your exam with what you have completed correctly. **Do not ask for extra attempts on the quizzes.** Many students will ask, but to be fair, we will say no to every request.

**Tips:** Click the Submit button only **once.** **NEVER click Refresh or Back on your browser.** If you must leave the quiz page then do so by clicking on the link at the top of the page with the name of the course in it. If you think iLearn® has encountered an error, try logging out and logging back in before alerting the staff.

**No Make-Ups:** **There will not be any make-ups given for any reason,** however compelling. If you are unable to take a quiz, you will receive zero points. Please allow yourself some extra time in case there are problems with your computer or internet connection. If you wait until the last minute, you do so at your own risk. Again, there will be no make-ups given for any reason. **There are absolutely no exceptions to this policy, so please don't ask.**

**Check your grades regularly:** Be sure to verify that your grades have been recorded properly in the grade book. To do so, go into the "Grades" section. Please check your grades every time you visit the website, and after taking every quiz. If you notice a problem, report it immediately. Note: you will see a grade item labeled "DPRC," this is something we set aside for DPRC students and does not affect your grade in any way. **EXTREMELY IMPORTANT: We will not take a look at any errors reported past 24 hours of when you took the quiz for which you think an error has occurred.** Asking us to look at perceived errors later than 24 hours after the suspected error occurred wastes time and may result in a point deduction.



**Documenting your Exam Score / Reporting Errors:** After you complete each quiz, it is an extremely good idea to print your grade sheet directly from your screen. This is a very reliable way to have documentation of your quiz score in case there are any errors. You can also take a "print screen" of your grades page. **If there is an error with your grade, you must report it to us on the same day that the error occurred,**

**or within 24 hours.** Errors are extremely rare. The only evidence of an error we will accept is a print screen. Again, all errors must be emailed to us within 24 hours. To create a print screen simply press the "print screen" button on your keyboard (this will "copy" your entire screen), then paste the image onto a new Word document or MS Paint.

## WRITTEN COMPONENT: WORKBOOK ASSIGNMENTS 20% OF THE FINAL GRADE



### KEY CONCEPTS: 20% OF FINAL GRADE

To solidify understanding of key concepts, students will be required to complete ten half-page, single-spaced, APA-style definitions and essays in their own handwriting in the space provided in the workbook. The recommended procedure for completing this assignment is to: (a) read the book, workbook, APA-help page, grammar pearls and watch the video; (b) prepare your initial answer in Word; (c) run spell and grammar checks on your first draft; (d) work with group members proofread and make sure there is no plagiarism; (e) reproduce the final draft in hand-written form on the spaces provided in the workbook. This process will cement learning of the concepts much better than writing it out once.



**Twice during the semester students will submit their workbooks to BUS 347 to have this homework checked** – we will award up to ten points at midterm and another ten maximum at finals. We will create two-week windows for each, a week prior to the midterm and the week of the midterm – and a week prior to the final and the week of the final. Up to ten points may be earned for each, representing 20% of students' final grades.

There will be two per page at the end of each chapter of the workbook. Students must provide a handwritten definition/description in the space provided. During the week before midterms and extending through the end of midterms, student will be required to bring their workbooks into the office (BUS 347) to have the first half of the chapter

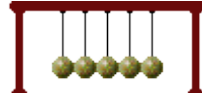
assignments checked and **up to 10 of 100 possible course points awarded**. As well, during the week before finals and the week of final exams students will be required to bring in their workbooks to have the second half of the chapters checked and **up to 10 of possible course points awarded**. Special arrangements will be made for students not in residence in San Francisco as well as for DPRC students as needed. Special night office hours will be held during these two periods.

The recommended way for students to prepare these answers is to begin the process ***after*** reading the assigned chapter and watching the required video. The assignments are open-book but plagiarism is absolutely forbidden. Students are required to read the section on plagiarism in either iLearn® or the professor's own writing help page.

<http://userwww.sfsu.edu/~jnichols/APA-Style.htm>

In fact, one of the first definitions will be to define plagiarism. As well, questions about plagiarism will appear on the syllabus quiz. Students may paraphrase the wording in the textbook. **The recommended method is to do this first in word, spell-check it, try to keep the word count below 250 words each ... and then copy it onto the workbook. Multiple associations with a concept through listening, seeing, writing and rewriting it strengthens understanding of the concept.** Similarly, questions on these concepts will appear in both the quizzes and exams.

The concepts will be the major ones presented in the chapters and videos. For example, concepts such as upstream and downstream globalization, the two sides of the globalization argument, FDI (Foreign Direct Investment), Free Trade, Mixed Economies, Command Economies, Market Imperfections, specific International Trade Theories, Specific Levels of Economic Integration, Acculturation, Expatriation, Repatriation, various MNE strategies and structures, global products and services, rationalization of the value added chain, etc.



## ONLINE MIDTERM EXAMINATION

### 200 SEMESTER POINTS, 20% OF THE FINAL GRADE

The online midterm exam is worth 200 points, or 20% of your final grade. The midterm exam will cover chapters 1, 2, 3, 5, and 6 from the textbook, the workbook, and the video lectures. **The exam is due on Saturday, April 4th at 9:00 PM.** You will have one full week to get your score registered. The exam will go up at 9:00 PM on Sunday, March 29th. As with the other exams, you have one attempt to take the midterm. Your midterm exam will contain both multiple choice and true/false style questions and may also ask some short definitions of key topics given in the video lectures. Again, you have one attempt to finish the midterm. **No make-ups will be allowed.** *You have one full week to register a score for the midterm.*



## ONLINE FINAL EXAM

### 200 SEMESTER POINTS, 20% OF THE FINAL GRADE

The online final exam is worth 200 points, or 20% of your final grade. The exam will **primarily** cover lectures and readings assigned after the midterm **but** will have some questions from lectures and readings from before the midterm, especially those related to topics developed over the course of the semester such as globalization or foreign direct investment, for example. **The exam is due on Thursday, May 28th at 9:00 PM.** You will have one full week to get your score registered. The exam will go up at 9:00 PM on Thursday, May 21st, during final exam week. As with the other exams, you have once chance to take the final. Your final examination will contain both multiple choice and true/false style questions and may also ask some short definitions of the key terms from chapters given since the beginning of the semester. Again, you may take the exam

only once. **No make-ups will be allowed.** *You have one full week to register a score for the final exam.*

$$E = m_e c^2 \sum_{i=1}^n 2^{i-1} - \sum_{i=1}^{n-1} \Delta E_i$$

## COURSE POINTS DISTRIBUTION

May be subject to change at the beginning of the semester

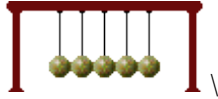
STUDENT PERFORMANCE CATEGORIES	PERCENTAGE OF TOTAL GRADE	TOTAL POINTS
<b>HOMEWORK ASSIGNMENTS IN CUSTOM WORKBOOK</b>		
First Set of Assignments		
Chapters covered in the midterm, assignments to be submitted for review the week before the midterm Exam	10%	100
Second Set of Assignments		
Chapters covered after the midterm, assignments to be submitted for review the week before Final Exam	10%	100
<b>QUIZZES AND EXAMS</b>		
Six Content Quizzes at 60 Points Each	36%	360
One Syllabus Quiz worth 40 Points	4%	40
<b>Mid-term Examination</b>		
Chapters 1, 2, 3, 5, 6	20%	200
<b>Final Examination</b>		
Primarily Chapters, 7, 8, 9, 10, 11, 13, 16 But some key questions from Chapters 1, 2, 3, 5, 6	20%	200
<b>TOTAL COURSE POINTS</b>	<b>100%</b>	<b>1000</b>



## SCHEDULE OF ASSIGNMENTS

May be subject to change but all changes will be clearly announced  
in iLearn®

WEEK	ASSIGNMENT	START READING CHAPTER AND WATCHING VIDEO	QUIZ START DATE (QUIZ OPENS)	TIME QUIZ OPENS	QUIZ DUE DATE (QUIZ CLOSES)	TIME QUIZ CLOSES
1	Syllabus/Personal Profile Quiz	Wed. January 28	Sun. February 1	9:00pm	Wed. February 4	9:00pm
2	Chapter 1	Wed. January 28	Sun. February 8	9:00pm	Wed. February 11	9:00pm
3	Chapter 2	Wed. January 28	Sun. February 8	9:00pm	Wed. February 11	9:00pm
4	Chapter 3 Part A	Wed. February 11	Sun. February 22	9:00pm	Wed. February 25	9:00pm
5	Chapter 3 Part B	Wed. February 11	Sun. February 22	9:00pm	Wed. February 25	9:00pm
6	Chapter 5	Wed. February 25	Sun. March 8	9:00pm	Wed. March 11	9:00pm
7	Chapter 6	Wed. February 25	Sun. March 8	9:00pm	Wed. March 11	9:00pm
8	<b>SPRING BREAK</b>	<b>BEGINS =&gt; Sun. March 22</b>		<b>ENDS =&gt;</b>	<b>Sat. March 28</b>	
9	<b>Chapters 1-6 MIDTERM</b>	<b>REVIEW</b>	<b>Sun. March 29</b>	<b>9:00pm</b>	<b>Sat. April 4</b>	<b>9:00pm</b>
10	Chapter 7	Wed. April 1	Sun. April 12	9:00pm	Wed. April 15	9:00pm
11	Chapter 8	Wed. April 1	Sun. April 12	9:00pm	Wed. April 15	9:00pm
12	Chapter 9 + 10	Wed. April 15	Sun. April 26	9:00pm	Wed. April 29	9:00pm
13	Chapter 11	Wed. April 15	Sun. April 26	9:00pm	Wed. April 29	9:00pm
14	Chapter 13	Wed. April 29	Sun. May 10	9:00pm	Wed. May 13	9:00pm
15	Chapter 15	Wed. April 29	Sun. May 10	9:00pm	Wed. May 13	9:00pm
16	Chapter 16	Wed. May 13	Sun. May 17	9:00pm	Wed. May 20	9:00pm
17	<b>All Chapters FINAL</b>	<b>REVIEW</b>	<b>Thurs. May 21</b>	<b>9:00pm</b>	<b>Thurs. May 28</b>	<b>9:00pm</b>



## GRADING SCALE

**NOTE VERY CAREFULLY:** The grading system is concise. The points you earn will precisely determine your grade. In other words, there will be **NO "ROUNDING UP"** -- if you earn 899.99 points you will receive a B+, not an A-.

Letter Grade	Description	Lowest	Highest
A	Excellent	940	1000
A-		900	939
B+		870	899
B	Good	840	869
B-		800	839
C+		770	799
C	Average	740	769
C-		700	739
D+		670	699
D	Poor	640	669
D-		600	639
F	Failing	0	599



*It's your world: Be there!*

**Note:** This syllabus is subject to change, as needed, throughout the semester to accommodate things such as unexpected changes in the schedule, slight changes in plans or assignments and other such things. The major basic premises of the syllabus will not change. Also note that if iLearn® goes down, we will always extend the deadline for all quizzes and assignments. However, this is extremely important: It is your responsibility to read e-mail updates and announcements in iLearn® to stay current. Any changes in the syllabus will be announced both via posts in i-Learn and email to all students. We cannot stress this enough: Stay current with the syllabus; it is your guide to the course. The syllabus should be the first place you look every time you have a question about anything in the course. Thank you.