

**North Carolina Wesleyan College - School of Business**  
**BUS 215 International Business**  
**ONLINE**  
**Syllabus and Schedule**

<b>Professor</b>	Daniel Rhem
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<b>Office</b>	Virtual
<b>Class meets Day/Time</b>	Online
<b>Class Meets Room</b>	Online

**Catalog Description** Management of organizations operating in an international environment with emphasis on cross-cultural issues; differences in attitudes and behaviors; organization structure; environmental considerations; joint venture and host country concerns. 3 hours

**Prerequisites** MKT 205 Marketing with a grade of C- or higher; BUS 307; BUS 308

**Attendance** is required for this class. The ASPIRE attendance policy applies. NCWC catalog page 87.

**Required** Hill. (2019) *International business: Looseleaf w/ Connect Plus* (12th). New York: McGraw Hill Education. ISBN: 1260507343

**General Education Program Goals.** Outcomes for this course include critical thinking and speaking. Students will demonstrate the ability to think about information that they have read, written, heard, observed, or manipulated. Students will be able to demonstrate effective oral communication skills.

**Business Administration Program Mission** The Business Administration Bachelor of Science major program empowers students to be productive, responsible, fulfilled members of dynamic and diverse organizations by providing an experiential, practical, team-based learning approach, designed to develop intellectual skills and knowledge-based competencies. Learning outcomes: 1. Demonstrate knowledge of the principles, procedures and practices of functional areas of business administration. 2. Be proficient in the technical skills and information required to function effectively in a dynamic and complex business society. 3. Speak effectively. 4. Write effectively. 5. Think critically

**Disability Support Services** Students with disabilities who believe that they may need accommodations in this class are encouraged to speak privately with the Instructor and contact Counseling and Disability Service at 252-985-5369 or 252-985-5131 as soon as possible to coordinate and implement accommodations in a timely fashion. Counseling and Disability Services is located in the Student Success Center, Pearsall Classroom Building 192.

<u>REQUIREMENT</u>	<u>POINTS</u>
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Tests	40%
Connect Assignments	20%
Global Project	25%
Case Problems	15%
Total	100%

<i><b>L</b></i>	<i><b>Range</b></i>
A	93-100
A-	90-92
B+	87-89
B	83-86
B-	81-82
C+	78-80
C	73-77
C-	70-72
D+	67-69
D	60-66
F	59

Grades will be posted on <https://my.ncwc.edu>

### **Course Learning Outcomes** Each student will:

1. Summarize country differences in political economy; culture; and ethics.
2. Demonstrate knowledge of global trade and investment environment including: trade theory; foreign direct investment; and regional economic integration.
3. Classify the global monetary system including: the foreign exchange market; the international monetary system; and the global capital market.
4. Examine the strategy and structure of international business

### **Means of Assessment**

Prepare and present to the class individual findings from a research task. Use the Global Edge website at: [globaledge.msu.edu](http://globaledge.msu.edu)

### **Research Task: Global Edge**

- Individual students will be responsible for presenting to the class the findings of a Research Task located at the end of each chapter using the Global Edge web site. You can choose any of the research task found at the end of each chapter.
- Presentations should provide complete details and explanation of the task.
- Please use notes but do not read from them.
- Your video presentation should be at least 5 minutes.
- You are to review at least two video presentations and post to the project forum what you learned from the presentations.
- The best presentations are those that are interesting, provide substantial information, and show creativity.
- Proper dress, speech, and timeliness will be considered.

**Exams**

Exams will include multiple choice and essay questions.

**Other policies and details will be distributed by the instructor**

<b>Session / Calendar Date</b>	<b>Chapter</b>	<b>Assignments</b>
<b>1</b>	Introduction 1 Globalization 2 National Differences in Political Economic, and Legal Systems	
<b>2</b>	3 National Differences Economic Development 4. Differences in Culture 5 Ethics, Corporate Social Responsibility, and Sustainability in International Business	
<b>3</b>	6 International Trade Theory 7 Government Policy and International Trade 8 Foreign Direct Investment	
<b>4</b>	9 Regional Economic Integration 10 The Foreign Exchange Market 11 The International Monetary System	
<b>5</b>	12 The Global Capital Market 13 The Strategy of International Business 14 The Organization of International Business	
<b>6</b>	15 Entry Strategy and Strategic Alliances 16 Exporting, Importing and Countertrade 17 Global Production, Outsourcing, and Logistics	
<b>7</b>	18 Global Marketing and R&D 19 Global Human Resource Management 20 Accounting and Finance in the International Business	