

UPPER IOWA UNIVERSITY EXTERNAL DEGREE PROGRAM

BA 488-07 ECONOMICS OF INTERNATIONAL BUSINESS

COURSE DESCRIPTION:

Understanding of the global economy and an awareness of the political, historical, and social environment in which international business operates. Successful completion of BA 210 recommended. Three semester credits.

REQUIRED MATERIALS:

1. Text: Daniels, John D, Lee H. Radebaugh and Daniel P. Sullivan International Business: Environments and Operations. Eleventh Edition. Prentice-Hall, 2007.
2. Syllabus

You may purchase your textbook through MBS Direct by calling their toll free number at: 800-325-3252 or through the UIU homepage: www.uiu.edu. Click on the link for current students then select order textbooks from the options in the left hand column. Follow the link and select External Degree for your location.

COURSE GOALS:

To acquaint the student with the risks and opportunities associated with conducting business in the global marketplace. Secondly, to allow the student to learn about foreign cultures and their influence on the conduct of business.

LEARNING OBJECTIVES:

After completing the course the student should be able to:

1. Demonstrate knowledge of the regulations and treaties that impact international business endeavors in order to realize the impact such policies have in enhancing or restricting trade.
2. Demonstrate knowledge of foreign exchange systems and interpret how these factors impact international trade agreements
3. Demonstrate knowledge of economic issues that influence international trade and identify how various economic systems and conditions impact international firms.
4. Compare and contrast business strategies in domestic and international situations.
5. Understand and assess the range of local, regional, and national trends that impact international business and analyze their impact on today's global economy.
6. Understand the legal and cultural aspects, which impact international business ventures and illustrate the role social sciences play in influencing the international business environments.

7. Understand current trends & issues in international business and synthesize this information in order to delineate the major motives for companies to enter into the international sector.

SKILLS:

This course is designed to give the student an overview of what constitutes the interrelationships of conducting business on a global scale – “The Economics of International Business”. The student will be exposed to a model of how to analyze and understand the wide scope of global business activities. The student will use and further develop communication skills, analytical, critical thinking, and problem-solving skills. This course will further require students to be able to make critical judgments about what is necessary to successfully, conduct business on a global scale. Students will develop and or further define their writing skills which will support writing across the curriculum and assist the student when completing their senior project.

MEETING GENERAL EDUCATION AND MAJOR GOALS

General Education Outcomes

- Communication – read critically, speak effectively & write clearly.
- Critical Thinking & Problem Solving – define problems, distinguish between fact & opinion, and evaluate solutions.
- Information Technology – demonstrate appropriate computer skills to transform data into useful information.

Business Major & Management Major Goals –

- Demonstrate an understanding of management concepts and their application in business of all types, in a global arena.
- Demonstrate an understanding of the economic environment and policies, and the ability to use financial principles, again, in a global setting.
- Demonstrate an understanding of marketing concepts and their application in a global marketplace.
- Demonstrate an understanding of the effects of cultural diversity in a global business environment.

WRITING PROFICIENCY:

It is recommended that all papers and research are done in the APA style. We expect appropriate writing skills of proper grammar, punctuation, sentence structure, paragraph development, and logical sequence of thought in all written work, and exams.

It is recommended that all students purchase the APA guide/manual listed on the UIU website. *Publication Manual of the American Psychological Association*. \$27.00 new.

CITATION:

Encyclopedias of any kind, including the very popular Wikipedia, are not primary sources and should not be cited or used in constructing academic papers at the graduate or undergraduate level. They can, however, be useful to help gather some background information and to point the way to more reliable sources.

HOW IS YOUR GRADE DETERMINED:

Your grade is determined by a combination of unit work – end of chapter multiple choice questions, case analyses and ethical dilemmas, and good exam performance.

END OF CHAPTER QUESTIONS (MULTIPLE CHOICE) (units 1-5)

At the end of each chapter will be five (5) multiple choice questions. Each question is worth 5 points. The questions should be answered on the answer sheet provided at the end of each unit. .

CASE ANALYSES

Provide a 1-2 page written analysis of the cases assigned.

POINT - COUNTERPOINT

Provide a 1-2 page written analysis of any of the “point-counterpoints” from one of the chapters in the unit. You may have to do some further research than what just appears in the point-counterpoint discussion.

EITHER / OR

Provide a 1-2 page written analysis of any other case or topic you pick from the unit.

UNIT SUBMISSIONS (units 1-5)

Remember, each unit must have the following submitted:

- Answers to the assigned “end of chapter” multiple choice questions.
- Case Analysis of assigned cases
- Point-Counterpoint analysis
- Either / or Activity

EXAMS:

There will be two (2) exams in this course. Each exam will be 450 points. The exams will consist of 300 points of Multiple Choice Questions (50 questions worth 6 points each). The remaining 150 points will be essay. The essays will be broad themes or topics in one or more of the chapters of the units being tested. The best way to study for them is to be capable of responding to the learning objectives at the beginning of each chapter. The Multiple Choice Questions will be spread across all of the chapters covered in the units being test on. See the page in the syllabus for Exam 1 & 2 to learn what chapters will be covered in each exam.

NOTE: In order to pass this course, you must get a passing grade ("D" or better), in one of the two exams and have enough cumulative points to earn a passing grade!

GRADING POLICY:

A wide range of criteria focusing on both personal and group efforts are included in any student’s individual evaluation. With a concerted effort, everyone can attain the “A” grade. This class will not be judged on a curve. All work must be turned in and be original. Plagiarism will NOT be tolerated. Any deviations from the syllabus, while reserved by the instructor, will be discussed with the class as a whole. If at any time you have questions on the class or something comes up, please contact me.

COURSE GRADING:

The Upper Iowa University grading system will be followed.

- 90-100 = A**
- 80-89 = B**
- 70-79 = C**
- 60-69 = D**
- Below 60 = F**

COURSE GRADE ESTABLISHMENT:

Unit 1 –			
End of chapter Questions	40 points		
Assigned Cases	100 points		
Point-Counterpoint	25 points		
Either / or Activity	25 points		
			190 pts
Unit 2 –			
End of Chapter Questions	30 points		
Assigned Cases	150 points		
Point-Counterpoint	50 points		
Either / or Activity	50 points		
			230 pts
Unit 3 –			
End of Chapter Questions	20 points		
Assigned Cases	100 points		
Point-Counterpoint	50 points		
Either or Activity	50 points		
			220 pts
Mid term Exam			450 pts
Unit 4 –			
End of Chapter Questions	40 points		
Assigned Cases	200 points		
Point-Counterpoint	50 points		
Either / or Activity	50 points		
			340 pts

Unit 5 –		
End of Chapter Questions	40 points	
Assigned Cases	200 points	
Point-Counterpoint	50 points	
Either/ or Activity	50 points	
		340 points
Final Exam		450 points
Grand Total Points		2220 Points

UPPER IOWA UNIVERSITY USES A STANDARD GRADING SYSTEM:

A = All work is excellent, shows exceptional understanding of materials; logical, clear, and insightful written and oral work, incorporates knowledge from other sources and moves easily to the next level of understanding, works well beyond minimum requirements.

B = Understanding material is good to very good, demonstrates good grasp of material, good oral and written skills, produces more than the minimum requirements, quality of all work is high.

C = Satisfactory understanding of the material, submits only the minimum requirements, communicates adequately in oral and written formats, displays an adequate understanding of all basic concepts.

D = Quality and quantity written and oral work is below average and barely acceptable.

F = Quality and quantity written and oral work is unacceptable.

CHEATING, ACADEMIC DISHONESTY AND PLAGIARISM:

Because cheating, academic dishonesty and plagiarism are affronts to the University community as a whole and a denial of the offender’s own integrity, they will not be tolerated. Cheating includes but is not limited to:

- the use of unauthorized books, notes or other sources in the giving or securing of help in an examination or other course assignments,
- the copying of other students’ work or allowing others to copy your work,
- the submission of work that is not your own or allowing others to submit your work as theirs,
- the submission of the same work for two or more classes without the approval of any instructors involved.

Academic dishonesty includes, but is not limited to:

- sharing academic materials knowing they will be used inappropriately,
- having access to another person’s work without permission,
- providing false or incomplete information on an academic document,
- changing student records without approval.
- obtaining and using texts intended for instructor use only.

Plagiarism includes, but is not limited to:

- the presentation of another’s published or unpublished work as one’s own,

- taking words or ideas of another and either copying them or paraphrasing them without proper citation of the source,
- using charts, graphs, statistics or tables without proper citation.

Detected cheating, academic dishonesty, or plagiarism will result in consequences that may, at the instructor's discretion, include course failure. In addition, an offender may be reported to the Senior Vice President for the Extended University, the Dean of the Extended University, or designee for possible disciplinary action, which may include suspension or dismissal from the University. Upper Iowa University may make use of various plagiarism detection services. Individuals, by enrolling in courses offered by the University, consent to submission by the University of course-related assignments to such services and the retention of a copy of such assignments by the service.

Cheating, academic dishonesty and plagiarism infractions are tracked by the Dean of the Extended University, and cumulative evidence collected from multiple incidents will be considered when making suspension or dismissal decisions.

Extended University Catalog 2006/07 page 94.

http://www.uiu.edu/catalogs/eu/html/univ_policies.html#cheating

ATTENDANCE:

Even though a student does not attend a regular classroom in the traditional sense and keep up with a set schedule of assignments, it should be pointed out how important it is to keep yourself on a regular timely schedule if possible to complete and send in units. It is too easy to set work aside and decide to do it later. Suddenly, the need to complete assignments and get them in by deadlines can become stressful and, at times, impossible. The key would be to set time aside on a regular basis and submit work in a timely manner.

LIBRARY RESOURCES:

As a student of Upper Iowa University, you have access to the resources of the Henderson-Wilder Library on the Fayette campus. If travel to the campus is not feasible, you can access the library through the University's website. Go to: www.uiu.edu and click on the Library option located on the left side of the home page. If you would like to use InfoTrac, please contact the UIU Library staff at library@uiu.edu.

WITHDRAWAL:

If you wish to withdraw prior to the last day of the enrollment period you must contact the External Degree office by phone or in writing. After your original six month enrollment period you no longer have the option to withdraw from the course. You must finish the course or have a final grade assigned based on the coursework submitted.

SPECIAL NEEDS:

If you require accommodation for special needs, please provide documentation to: Director of External Degree.

This syllabus is tentative and subject to change.