



HLC Accreditation 2016-2017
Evidence Document

W. Frank Barton School of Business

Management

Syllabi: **International Business**

Additional information:

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IB333, International Business, Thursday, 7:05pm-9:45pm Spring, 2015

Instructor:	Kate Kung-McIntyre
Department:	Management
Office Location:	Clinton Hall, Room 110
Telephone:	(316)- 978-6977
Email:	kate.kung-mcintyre@wichita.edu
Preferred Method of	Email
Office Hours:	Thursday, 1pm-5pm or Appointment
Classroom; Days/Time:	Online Course
Prerequisites:	Junior standing recommended

How to use this syllabus

This syllabus provides you with information specific to this course, and it also provides information about important university policies. This document should be viewed as a course overview; it is not a contract and is subject to change as the semester evolves. Changes to the course requirements will be communicated through email and Blackboard Announcement. (*Indicate if any changes will be made and how they will be communicated to the student.*)

Academic Honesty

Students are responsible for knowing and following the Student Code of Conduct http://webs.wichita.edu/inaudit/ch8_05.htm and the Student Academic Honesty policy http://webs.wichita.edu/inaudit/ch2_17.htm.

[If your department or college has a policy on academic honesty, insert a link here. Also, be sure to specify which penalties you will pursue under the above policies when you discover cases of academic dishonesty.]

Course Description

A comprehensive overview of the multifaceted issues in international business and globalization that impact all functional areas of business. Examines contemporary issues, perspectives and influences on American business, economy, government, labor, society, technology, public policy and competitiveness. Reviews international trade theories, foreign exchange, monetary systems, balance of payments, trade policies, trade agreements, global trading systems and foreign investment, including cultural diversity, human rights, ethics and social responsibility issues. Examines implications for small and large businesses, including case studies from Wichita firms engaged in international business. Prerequisite: junior standing recommended.

Definition of a Credit Hour

Success in this 3 credit hour course is based on the expectation that students will spend, for each unit of credit, a minimum of 45 hours over the length of the course (normally 3 hours per unit per week with 2 of the hours used for preparation/studying or course related activities and 1 of the hours used for assignment or test.)

Course Goals and Objectives

This is a survey course intended to introduce the student to the internationalization of business. Each student should come away from the course with a broad understanding of the general concepts of international business. Specifically, there are six learning objectives for the course:

- 1) Knowledge of the dynamics of globalization and resulting issues for international business
- 2) Understanding basic elements of culture, political economy and ethical issues as they impact international business
- 3) Knowledge of international trade theories and practices
- 4) Knowledge of international monetary system and foreign exchange process
- 5) Knowledge of mode of entry into foreign markets
- 6) Knowledge of corporate governance, ethics and social responsibility in the conduct of international business

Measurable Student Learning Outcomes

- 1) Recognize the dynamics of globalization and resulting issues for international business
- 2) Identify basic elements of culture, political economy and ethical issues as they impact international business
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Required Technology for Online Course/Other Equipment/Materials

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- 1) Access to high-speed internet connection.
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- 3) PC with window 8 or above, and Microsoft Office 2013 or Office 365.
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- 6) Don't use iPad, tablet or smart phone to take chapter tests or exams.
- 7) Alternative to access to a computer with a high-speed internet connection at the University Library.
- 8) Blackboard Technical Support: 24/7 support via phone (1-855-978-1787).

How to Get Your Grade: Total 700 points

1. Three exams: 380 points
 - a. Exam 1: 120 points
 - b. Exam 2: 120 points
 - c. Exam 3 + Class Assessment: 140 points
2. Sixteen Chapters tests: 110 points
3. The Family Vacation: 100 points
4. Business Culture Team Project: 110 points
 - a. Paper: 70 points
 - b. Presentation: 40 points

Grading Scale

WSU uses a +/- grading scale for final grades and to calculate grade point averages. I go strictly by points. There is no “rounding up” or “rounding down.” Please do not ask me to change your grade. Do not even ASK. I will assign to you the grade that you earn based on the number of points you earn. Out of fairness to all of the students, ALL will be evaluated on the same scale—no exceptions.

In this class, grades are assigned according to the following chart:

Points	Letter grade	Grade Points	Interpretation
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For the Spring semester 2016, classes begin January 19, 2016, and end May 5, 2016.

The last date to drop a class and receive a W (withdrawn) instead of F (failed) is April 1, 2016.

There are no classes March 14-20. The final exam period is May 7-12, 2016.

Exams and Assignments

1. Exams: 3 exams. All exams will be a combination of true/false, multiple choices or short answer questions.
2. Chapter tests: For each chapter, I will post on Blackboard a test which will consist of 5 to 10 T/F questions worth one point each. These tests are open book, open note and 15 minutes long.
3. Assignments:

a. The Family Vacation (Course learning outcome #4): You will take a surprise trip around the world. As you travel, you will use clues provided to discover where you are going. You will then figure out how much money you have spent in U.S dollars.

Business Culture Project (Course learning outcome #1, 2, 3 & 5): You will be working with an assigned team after exam 2 with a specific country. Your team will write a two pages paper as a team and provide a 10 minutes presentation in class. Your team is expected to apply and incorporate terms/concepts from Hofstede Culture Dimensions, book chapters and class lectures.

The paper should contains the following elements:

- 1). Identify **TWO** key culture differences in day to day life and business etiquettes that effect business practices.
- 2). What advices or suggestions do you have for American companies that want to do business in that country to overcome those culture differences?

Write your assignment in a professional-looking format and please comply with the following specifications:

- A cover page with class title, names and due date.
- Do not include a copy of the questions or these instructions in the paper.
- Number your pages.
- Use **single space**, but **double space** between paragraphs.
- Reference page (not included in two pages summary)

Late, Missed Assignments and Exams

All assignments and tests are due on the date stated in the syllabus with the exception of medical and family emergency. Please contact me as soon as possible if you do have medical and family emergency.

Disabilities

If you have a physical, psychiatric/emotional, or learning disability that may impact on your ability to carry out assigned course work, I encourage you to contact the Office of Disability Services (DS).

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Counseling & Testing

The WSU Counseling & Testing Center provides professional counseling services to students, faculty and staff; administers tests and offers test preparation workshops; and presents programs on topics promoting personal and professional growth. Services are low cost and confidential. They are located in room 320 of Grace Wilkie Hall, and their phone number is (316) 978-3440. The Counseling & Testing Center is open on all days that the University is officially open. If you have a mental health emergency during the times that the Counseling & Testing Center is not open, please call COMCARE Crisis Services at (316) 660-7500.

Diversity and Inclusive

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Intellectual Property

Wichita State University students are subject to Board of Regents and University policies (see http://webs.wichita.edu/inaudit/ch9_10.htm) regarding intellectual property rights. Any questions regarding these rights and any disputes that arise under these policies will be resolved by the President of the University, or the President's designee, and such decision will constitute the final decision.

Shocker Alert System (

Get the emergency information you need instantly and effortlessly! With the Shocker Alert System, we will contact you by email the moment there is an emergency or weather alert that affects the campus. Sign up at www.wichita.edu/alert.

Student Health Services

WSU's Student Health clinic is located in 209 Ahlberg Hall. Hours are 8:00am to 7:00pm (8:00 am to 5:00 pm on Fridays), though the clinic may be closed occasionally on Wednesdays from noon to 1:30pm. The telephone number is (316) 978-3620. In addition to outpatient and preventive care (including immunizations, a prescription service, and testing/counseling for sexually transmitted infections), Student Health can handle minor injuries. All services are confidential. For more information see www.wichita.edu/studenthealth.

The Heskett Center and Campus Recreation

Whether you are wanting to be active on campus, relieve the stress from classes or take care of your body, Wichita State Campus Recreation is the place for you. Campus Recreation, located inside the Heskett Center, contributes to the health, education, and development of Wichita State University students, faculty, staff, alumni, and community members by offering quality programs and services. With many programs and facilities which are free to all students and members, Campus Recreation offers its members limitless opportunities. For more information about our services see www.wichita.edu/heskett.

Video and Audio Recording

Video and audio recording of lectures and review sessions without the consent of the instructor is prohibited. Unless explicit permission is obtained from the instructor, recordings of lectures may not be modified and must not be transferred or transmitted to any other person, whether or not that individual is enrolled in the course.

Email Etiquette: How to use proper email etiquette when writing to professor

“You are what you email. Instructors will shape their opinion of you according to the quality of the email messages you are sending.”

Sources:

1. http://sites.laverne.edu/learning-enhancement-center/files/2011/04/EMAIL_ETIQUETTE.pdf
2. <http://udel.edu/~jsoares/How%20to%20Use%20Proper%20Email%20Etiquette%20When%20Writing%20to%20a%20Professor.pdf>

1). Use your college or university e-mail account. This will guarantee that your professor will receive your e-mail, and that your message will not go into a spam folder. Also, through your email, your professor will be able to know immediately who you are, instead of guessing who qtpie2@unknown.com is.

2). In the Subject Line include the course number and the days your class meets.

Your professor is teaching multiple sections so including CRN information will help your professor to know immediately which class you are enroll in. For example, “IB333 CRN12345 online”. Include in few words the reason for your message. For example, “IB333 CRN12345 online, Question for assignment”.

3). Address your instructors appropriately. “Professor Smith” and “Instructor Smith” are appropriate ways to address your instructors. NEVER use “Hey” or “Yo” or “Hey Yo Dude”.

4). Write a clear and concise message. Avoid wordiness; get to the point.

Below are suggestions for you:

- A) State your problem by being specific and detailed: Example - I will not be in class on Monday. Or I apologize for missing class on Wednesday, I would like to schedule an appointment to meet with you to discuss my assignment. I was hoping you could provide me with more information in regard to our homework.)
 - B) Include the question relevant to your problem
 - C) If you need a response, politely ask for one
 - D) Do not use your email to argue and never send an email when angry. You want to be sure that you maintain a professional demeanor.
- 5). Read over your email message. Never click on “Send” before reading your message. Do not use texting abbreviations. Whenever possible, use paragraph breaks to organize your message.
6. Sign with your full name. After “Regards,” or “Sincerely,” or “Best Regards,” sign your full name.
- 7). Allow adequate time for a reply. Your 2:00 am question may need to wait until morning for an answer. If your assignment is due at 8:00 am, and at 11:59pm you have a question pertaining to the assignment, do not expect a prompt reply from your instructor. Do not assume that instructors check their emails several times a day; professors generally receive an average of 50 messages a day. Also, not all messages from students require answers. If you need an answer, make sure to kindly ask for one, always allowing adequate time for a proper reply.
- 8). Be nice and be concise. People like to interact with nice and polite individual. Before you send out an email to your instructor, make sure to check the syllabus and all other materials you have been provided with at the beginning of the semester to see if you can answer your own question.

9). Do not use your email message to rant or to whine. If you have a concern or a complaint, make sure to word it correctly, and be concise.

Tentative Course Outline (subject to change)

Week	Date	Topics, Readings, Assignment, Deadline	Learning Objectives	Learning Outcome
1	1/21	1. Chapter 1 2. Blackboard chapter test	1	1
2	1/28	1. Chapter 2 2. Blackboard chapter test	1, 2	1, 2
3	2/4	1. Chapter 3 & 4 2. Blackboard chapter test	1, 2	1, 2
4	2/11	1. Chapter 4 & 5 2. Blackboard chapter test	1, 2	1, 2
5	2/18	1. Chapter 6 2. Blackboard chapter	3	3
6	2/25	Exam 1		
7	3/3	1. Chapter 7 & 8 2. Blackboard chapter test	4, 5	4, 5
8	3/10	1. Chapter 9 2. Blackboard chapter test	4, 5	4, 5
	3/14-3/18	Spring Break		
9	3/24	1. Chapter 10 2. Family Vacation Assignment	4, 5	4, 5
10	3/31	Exam 2		
11	4/7	1. Chapter 11 & 12 2. Blackboard chapter test	3, 5, 6	3, 5, 6
12	4/14	1. Chapter 13 & 14 2. Blackboard chapter test	3, 5, 6	3, 5, 6
13	4/21	1. Chapter 15 & 16 2. Blackboard chapter test	1, 2, 3, 5, 6	1, 2, 3, 5, 6
14	4/28	1. Business Culture Project	1, 2, 3, 5, 6	1, 2, 3, 5, 6
15	5/5	1. Business Culture Project Presentation	1, 2, 3, 5, 6	1, 2, 3, 5, 6
16	5/12	Exam 3		



IB333, International Business, Online CRN22049, Spring, 2015

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 - a. Exam 1: 110 points
 - b. Exam 2: 110 points
 - c. Exam 3 + Class Assessment: 120 points
2. Sixteen Chapters tests: 110 points
3. The Family Vacation: 100 points
4. Business Cross-Culture Scenarios: 100 points
5. One Discussion writing assignment: 50 points

Grading Scale

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 - b. Business Cross-Culture Scenario (Course learning outcome #1, 2, 3 & 5): A basic cultural conflict occurs in an international business setting. You are asked to identify the source of conflict and suggest how it could have been avoided or minimized.
 - c. One discussion writing assignment (Course learning outcome #1,2,3,4,5,6)

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1. http://sites.laverne.edu/learning-enhancement-center/files/2011/04/EMAIL_ETIQUETTE.pdf
2. <http://udel.edu/~jsaures/How%20to%20Use%20Proper%20Email%20Etiquette%20When%20Writing%20to%20a%20Professor.pdf>

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6. Sign with your full name. After "Regards," or "Sincerely," or "Best Regards," sign your full name.
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Tentative Course Outline (subject to change)

Week	Date	Topics, Readings, Assignment, Deadline	Learning Objectives	Learning Outcome
1	1/19-1/24	1. Chapter 1 2. Blackboard chapter test	1	1
2	1/25-1/31	1. Chapter 2 2. Blackboard chapter test	1, 2	1, 2
3	2/1-2/7	1. Chapter 3 2. Blackboard chapter test	1, 2	1, 2
4	2/8-2/14	1. Chapter 4 2. Blackboard chapter test	1, 2	1, 2
5	2/15-2/21	1. Chapter 5 2. Blackboard chapter test	3	3
6	2/22-2/27	1. Chapter 6 2. Blackboard chapter test 3. Discussion writing assignment 4. Exam 1	2, 5	2, 5
7	2/29-3/6	1. Chapter 7 & 8 2. Blackboard chapter test	4, 5	4, 5
8	3/7-3/13	1. Chapter 9 2. Blackboard chapter test	4, 5	4, 5
9	3/14-3/20	No Class Spring Break		
10	3/21-3/27	1. Chapter 10 2. Exam 2 3. Family Vacation Assignment due	4, 5	4, 5
11	3/28-4/3	1. Chapter 11 2. Blackboard chapter test	3, 5, 6	3, 5, 6
12	4/4-4/10	1. Chapter 12 2. Blackboard chapter test	3, 5, 6	3, 5, 6
13	4/11-4/17	1. Chapter 13 2. Blackboard chapter test	1, 2, 3, 5, 6	1, 2, 3, 5, 6
14	4/18-4/24	1. Chapter 14 2. Blackboard chapter test	1, 2, 3, 5, 6	1, 2, 3, 5, 6
15	4/25-5/1	1. Chapter 15 2. Blackboard chapter test	1, 2, 3, 5, 6	1, 2, 3, 5, 6
16	5/2-5/7	1. Chapter 16 2. Blackboard chapter test 3. Business Culture Scenarios Project due 4. Exam 3	1, 2, 3, 5, 6	1, 2, 3, 5, 6