

CASPER COLLEGE COURSE SYLLABUS  
**BUSN 2000- 01 International Business**

**Semester/Year:** Fall 2015

**Lecture Hours:** 3

**Lab Hours:** 0

**Credit Hours:** 3

**Class Time:** 2-3:15 PM

**Days:** T/Th

**Room:** BU 217

**Instructor's Name:** Liz Ott

**Instructor's Contact Information:** office-  
BU 204

**Office Phone:** 268-2493- voice mail  
attached

**Email:** [lott@caspercollege.edu](mailto:lott@caspercollege.edu)

**Office Hours:** M/W 1-3 PM, T/Th 1-1:50 PM, others by appointment

**Course Description:** Students develop knowledge of the diverse cultural impact on multinational trade, marketing, finance, management and government policies. Emphasis will be on the cultural dynamics of cultural business.

**Statement of Prerequisites:** none

**Goal:** Students will demonstrate an understanding of the challenges involved in conducting business in global markets; be able to discuss and demonstrate understanding of the various international organizations and systems that affect the international business environment, and know how to research the current state of specific foreign country's business environments.

**Outcomes:**

1. Demonstrate effective oral and written communication.
2. Demonstrate knowledge of diverse cultures and their respective perspectives.
3. Use appropriate technology and information to conduct research.

**Objectives:** An introductory understanding of international business will be measured by students achieving a minimum of 70% of overall possible points on graded work and projects.

**Methodology:** This course is viewed as a collaborative undertaking between the students and instructor. In portion, the class will be conducted as an interactive seminar, with students contributing to the discussions. In addition to class discussion, material will be presented through lectures, guest speakers and other handout materials. Some case problem solving will be utilized.

**Chapter readings:** MUST be done ahead of time to allow for proper participation in class discussions.

**Assignments:** Questions at the end of each chapter are to be typed and handed in at the beginning of class on the due date. Note they are due even when we have scheduled speakers even though we may only discuss them at a later date.

**Guest speakers-** There will be several guest speakers during the semester, The information they present will be considered lecture material. Each student will be responsible for asking the speaker a question "with substance", then submitting that question and the answer provided for grading.

**Participation:** Points will be awarded for participation. Please do not underestimate the importance of participation in this course. It is an important part of your final grade since communication skills in whatever setting are important for success in different cultures. Class contributions regarding readings may consist of comments on the readings assigned, comments on how the textbook information or lecture material related to specific situations, statements of problems or issues related to the reading, applying the

readings to your personal experiences, questions about the readings, etc.

**Projects:** Projects will consist of:

1. Analysis of personal culture- Try to locate the foremost authorities on your own culture (i.e., US, Brazilian, Japanese). Please use reputable sources and don't rely just on the internet. Prepare a 1-2 page executive summary that includes the **7-10** key values of your culture accompanied by behavioral examples, and an explanation of the internal logic of your culture. If you're not familiar with executive summaries, google an example. List your research using bullet points to explain your culture. Questions to be answered in the body of your summary: Why are these values so important? What occurred in the history of your culture (economic, political, demographic composition, geography, etc.) to make these values so important? (This will be the most difficult part of this assignment!!). This should span from the beginning of the country to current. Come prepared to share what you've learned.
2. Country Report- The goal is to learn about a particular country and present that information to the rest of the class as if you were preparing them to go to that country. This will be prepared by teams. The goal will be to learn about a country and provide insight into how to do business in that country. Use credible, *academic* sources of information (not people from that country or tourist guide, etc.) Make sure and cite sources correctly. Prepare a written report in the form of an executive summary of facts using bullet points. List the categories, followed by facts, sources, etc. Each team will present their information orally to the class, in addition to submitting the written report.

Evaluation Criteria:

GRADING:

The grading will be based on total points earned during the semester. The following are tentative point distributions:

<b>Analysis of Personal Culture</b>	<b>20</b>
<b>Country report &amp; Training Session</b>	<b>60</b>
<b>End of Chapter Questions (15 chapters)- no late assignments accepted-see due dates below</b>	<b>60</b>
<b>Final</b>	<b>40</b>
<b>Class participation:</b>	
<b>Quizzes (15)</b>	
<b>Speaker questions (10)</b>	
<b>General discussion/attendance (5)</b>	<b><u>30</u></b>
<b>Total points possible</b>	<b><u>210</u></b>

To get:	you need:
<b>A</b>	<b>189 points</b>
<b>B</b>	<b>168-188</b>
<b>C</b>	<b>147-167</b>
<b>D</b>	<b>126-146</b>
<b>F</b>	<b>125 and under</b>

**NOTE:** Final totals are not rounded, so the exact points for the cut off must be achieved. Example: 188 points is a very high B, but still a B.

Casper College may collect samples of student work demonstrating achievement of the above outcomes. Any personally identifying information will be removed from student work.

**Required Text**, readings and Materials: Managing Across Cultures: The Seven Keys to Doing Business with a Global Mindset Solomon and Schell, McGraw-Hill, 2009 ISBN 978-0-07-160585-4

Class Policies: Last Date to Change to Audit Status or to Withdraw with a W Grade: November 12, 2015.

Student Rights and Responsibilities: Please refer to the Casper College Student Conduct and Judicial Code for information concerning your rights and responsibilities as a Casper College Student.

Chain of Command: If you have any problems with this class, you should first contact the instructor in order to solve the problem. If you are not satisfied with the solution offered by the instructor, you should then take your problem through the appropriate chain of command starting with the department head, then the division chair, and lastly the vice president for academic affairs.

Academic Dishonesty - Cheating & Plagiarism: Casper College demands intellectual honesty. Proven plagiarism or any form of dishonesty associated with the academic process can result in the offender failing the course in which the offense was committed or expulsion from school. See the Casper College Student Code of Conduct.

**Official Means of Communication:** Casper College faculty and staff will employ the student's assigned Casper College email account as a primary method of communication. Students are responsible to check their account regularly. This is also where you will find course evaluation links during course evaluation periods.

**ADA Accommodations Policy:** If you need academic accommodations because of a disability, please inform me as soon as possible. See me privately after class, or during my office hours. To request academic accommodations, students must first consult with the college's Disability Services Counselor located in the Gateway Building, Room 344, (307) 268-2557, [bheuer@caspercollege.edu](mailto:bheuer@caspercollege.edu). The Disability Services Counselor is responsible for reviewing documentation provided by students requesting accommodations, determining eligibility for accommodations, and helping students request and use appropriate accommodations.

Chapter	"Questions to ponder" at end of chapter are due at the <b>BEGINNING</b> of class on the following dates <b>regardless</b> of what is going on in class that day (i.e., having a guest speaker does not nullify the due date):	
1	August 27	
2	September 3	
3	September 10 <b>Also due : Analysis of Personal Culture</b>	
4	September 17	
5	September 24	
6	October 1	
7	October 9- I will be gone, so these will be due next class October 13	
8	October 15	
9	October 22	
10	October 29	
11	November 5	
12	November 12	
13	November 19	
14	November 26 is a holiday so these are due December 1	
15	December 3	
FINAL	<b>December 17 3:10-5:10 PM!</b>	

**NOTE:** If you have any questions regarding the syllabus or materials assigned in this class, please ask for verification. Planning for success includes knowing what is expected of you!