



Instructor: Dr. Bienvenido Cortes
Office: Kelce Room 101B
Hours: 1:30-3:00 pm M & Th, or by appointment
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Required Textbook:

International Business: Competing in the Global Marketplace, 14e, © 2023

Author: Charles W. L. Hill

ISBN 978-1-260-38754-4 (bound edition)

MHID 1-260-38754-2 (bound edition)

ISBN 978-1-264-38387-0 (loose-leaf edition)

MHID 1-264-38387-8 (loose-leaf edition)

Order your textbook at: www.pittstate.bncollege.com

Publisher: McGraw Hill Education

The textbook is available in online version or hard copy.

Reference:

Foley, James F. (2017) *The Global Entrepreneur*, 4th ed., Jamric Press.

ISBN 13-digit 978-0-9753153-2-3

10-digit 0-9753153-2-3

Catalog Course Description

Concepts and methods for incorporating worldwide variables and conditions into the strategic decision-making of the firm

Prerequisites

FIN 326 Business Finance, MGT 330 Basic Marketing, or waiver.

Course Objectives / Learning Outcomes

The student should be able to:

1. describe what “globalization” means to them and provide pros and cons of globalization;
2. identify the differences between domestic trade and international business;
3. list the stylized facts regarding the different types of countries, political and economic systems, cultures, and overall human environment as well as the trade and investment patterns among these countries;
4. discuss the various theories explaining why and how countries trade with, and invest in, each other;
5. explain how the foreign exchange market operates;

6. explain the challenges, opportunities, and strategies of international business – preparations before the firm goes global, entering the global market, mechanics/operations, and maintaining global success.

Course Outline

Students are responsible for the textbook readings and other materials assigned by the instructor. Changes in the sequence and coverage of materials and exam dates may be made during the semester, depending on time, other constraints, and discretion of the instructor. The following is a tentative schedule of topics and chapter readings:

Globalization & Why go global?	Chapter 1
Human Environment	Chaps. 2-4
Why do countries trade and invest?	Chaps. 6-8 & 10
Strategy of International Business:	
Market selection and entry strategies	Chapter 15
Mechanics/operations	Chaps. 16 & 17

Teaching Methods

The main teaching methods are chapter readings, cases, PPT presentations, videos, quizzes, assignments, tests, and discussion.

Class Attendance Policy

Class is held at a scheduled time and place. Since this is primarily a face-to-face class, attendance is highly recommended. Students who have not attended the class or have been excessively absent will be dropped from the class by the instructor. Depending on circumstances (ex., current Covid situation, hazardous or inclement weather), the class may go online if necessary. Thus, please check your GUS email and Canvas regularly.

Grading System

The main teaching methods consist of lectures, case discussions, and current events/videos. Your grade will be based on three tests (including the final) and homework assignments and quizzes. The tests are worth 100 points each and consist of multiple choice, short answer questions, and problems. The final exam is not comprehensive. Make-up exams will be given ONLY if cleared ahead of time (notify instructor well before the test date) and ONLY if the student has a valid excuse (such as serious illness or death in the family). Make-up exams will be more difficult than the regularly scheduled tests.

Assignments and quizzes will total 50 points. Homework is due the meeting immediately after it is assigned. Points will be deducted for late homework. There will be no make-up for missed quizzes.

The grading distribution is as follows:

A = 90% and above
B = 80-89%
C = 70-79%
D = 60-69%
F = Below 60%

Policies:

1. Regular class attendance is highly recommended since each lecture's material builds on previous lectures. Moreover, exams will primarily emphasize the material discussed in class. The student is responsible for any missed lectures, tests, and homework.
2. The instructor reserves the right to alter the sequences of topics and to substitute other topics for those listed.
3. Unless the exam is online, please bring a pencil to each test. The instructor will provide Scantron. All electronic devices must be turned off during the test.
4. Important dates to remember:
 - January 24: Last day to add classes without instructor permission
 - January 30: Last day to drop without transcript notation
 - March 13: D and F grades available
 - March 13-17: Spring Break
 - April 3: Final day to drop a course unless withdrawing for the term
 - May 10: Final Exam

Syllabus Supplement

Additional information regarding institutional policies, student support services, and key dates for SP23 can be found here:

https://www.pittstate.edu/registrar/_files/documents/syllabus-supplement-spring-2023.pdf

Students with Disabilities

The Center for Student Accommodations (CSA) provides support services to currently enrolled PSU students with disabilities which substantially impairs one or more major life activities. Disabled students may qualify for services that accommodate for their impairments and provide equal access to educational opportunity.

Students seeking assistance with academic programs because of learning and physical disabilities should contact the Coordinator of the Center for Student Accommodations at 213 Russ Hall or call 620-235-6584. <https://www.pittstate.edu/office/center-for-student-ccommodations/index.html>
Please inform the instructor if you have a handicap or disability that the instructor needs to know about.

Academic Misconduct Policy

Cheating in any form (including plagiarism) will not be tolerated. The minimum penalty will be a zero for the project, quiz, exam or any other assignment in which academic conduct is committed. *Cheating on an exam will result in an F grade for the class.*

According to the Code of Students Rights and Responsibilities:
Academic dishonesty by a student is defined as unethical activity associated with course work or grades. It includes, but is not limited to:

Giving or receiving unauthorized aid on examinations,
Giving or receiving unauthorized aid in the preparation of notebooks, themes, reports, papers or
any other assignments,
Submitting the same work for more than one course without the instructor's permission,
Plagiarism.

The full text of the Academic Misconduct Policy for the university can be found here:
(<http://www.pittstate.edu/audiences/current-students/policies/rights-and-responsibilities/academic-misconduct.dot>)

Academic Integrity

All Pitt State students are bound by the academic integrity policies of the University as described and outlined in the current Syllabus Supplement. Please familiarize yourself with these rules and guidelines. In addition, as a course offered through the Kelce College of Business, students in this class are obligated to adhere to the college's Student Code of Ethics as outlined below.

Students shall:

- Refrain from class disturbances.
- Arrive on time and remain until dismissed at all class sessions and to notify instructors in advance of anticipated absences, late arrivals, or early departures whenever possible.
- Turn off cell phones or other electronic devices while in class, unless permission to use them has been granted.
- Prepare for and participate in all classes.
- Treat fellow students, staff, faculty and administrators with respect.
- Prepare assignments and exams honestly.
- Avoid plagiarism or unacknowledged appropriation of another's work in any academic work. Refrain from giving or receiving inappropriate assistance.
- Dress appropriately, avoiding clothing that is revealing, provocative, or includes offensive language or visuals. Dress as a professional when appropriate at ceremonies and interviews.
- Respect University property and use resources in the most effective and efficient manner.
- Be fair and constructive in the evaluation of faculty.
- Obey the policies, regulations, and laws of the United States of America, The State of Kansas, The Kansas Board of Regents, Pittsburg State University and the Gladys A. Kelce College of Business.

Note:

The instructor reserves the right to amend and to reorganize this syllabus at any time.