

Course Syllabus

The International
Business
Environment
INTB-280-01
Spring 2022



DOMINICAN UNIVERSITY

Instructor:

Elvira Kizilova, PhD
Brennan School of Business

Contact Information:

Office Location: Fine Arts #208
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Class: T 6:30 PM-9:30 PM
Main Campus, Lewis Hall, 310

Office Hours: TH, 10:00 am - 12:00 pm
(or by appt.)



Course Description: This course explores business across borders and the role that ethics, politics, culture, demography, as well as home/host country institutions and macroeconomic policies, play in making global business decisions.

Course Textbook and Materials:

1. International Business, 2nd Edition by Geringer, J, Michael, McNett, Jeanne M, and Ball, Donald, A. ISBN: 9781260671719 ([text and McGraw Hill Connect access](#)).
2. Access to Packback learning platform (<https://www.packback.co/>)

Prerequisites: ECON 191, ECON 190.

Required Software: Microsoft Office, Adobe Photoshop or Illustrator. If any additional software will be required through the course, the information will be posted additionally on Canvas.

Other Materials: information will be posted on Canvas.

Canvas Assistance:

- Consult the IT Support Center <https://support.dom.edu/TDCClient/2074/Portal/Home/>
- **mail:** supportcenter@dom.edu **Telephone:** (708) 524-6888

IMPLIED CONSENT: A copy of this syllabus will be provided on the course Canvas site and in my office. **By remaining enrolled in this class, you are acknowledging that you have read this syllabus, understand the contents and agree to the terms contained within it.**



I. COURSE OVERVIEW

International business affects our lives in many ways. We may buy products from international businesses. We may work for or want to work for an international business. We may even want to run, i.e., be the CEO of, an international business one day. While achieving success in a domestic/local business is difficult, the challenge of achieving success in an international business is even more demanding. As the number of countries in which a business operates increases, the complexities of effectively managing the international business also increases.

One key to successful operations in an international business is an understanding of the differing (and sometimes conflicting) operating environments that surround the international business. We will use your existing knowledge of economics, marketing and management to build deeper insights into what is different and unique about managing a global firm. In support of this goal, we will

- Review international trade theory;
- Examine closely how culture influences international business decisions;
- Explore how all functional business areas (operations, information systems, management, finance, human resources and law) change in international settings;
- Discuss ethical dilemmas created by international operations; and
- Develop a strategic framework for analyzing international business decision.

II. LEARNING OBJECTIVES

By semester's end, students will be able to:

- 1) Describe how cross-cultural differences influence international business decisions;
- 2) Discuss the obligations and complexities of ethical and socially responsible corporate actions in international contexts;
- 3) Relate the sustainable development goals (SDGs) to international business operations;
- 4) Evaluate how strategic decisions in operations, information systems, human resources, marketing and management interrelate;
- 5) Critically analyze the opportunities and risks associated with international business decisions.

III. FORMAT AND PROCEDURES

The class will be a combination of lecture, discussion, hands-on research, and group projects. Students will be expected to attend class and participate. Class grades will be determined through exams, homework, projects, quizzes, participation, and class performance. Your course will also be supplemented using Canvas course management software.

Communication & Professionalism Expectations

My written communications will be through Canvas and your DU e-mail. All e-mails from you should include your name and INTB-280 section number. It is the expectation in this course that

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your communication (e-mail, in-class, social media, et cetera) must be professional at all times. Failure to exhibit professionalism may result in a reduction or removal of your 'Professionalism' grade. **Any e-mails you send that are not professionally written are unlikely to receive a response/credit.**

To write a professional email, please watch and read:

- [How To Write a Professional Email | For Students, By Students - YouTube](#)
- <https://www.thoughtco.com/how-to-write-a-professional-email-1690524/>
- <https://www.thebalance.com/how-to-write-and-send-professional-email-messages-2061892/>

Unprofessionalism in class warrants immediate dismissal with zero credit that day.

Cell phones

Cell phones should be switched off (not "vibrate") unless you have a real, pressing need to receive an anticipated call during class. If you believe you have such a need please contact me prior to class and explain the nature of the need. I will decide regarding whether to allow you to maintain an active cell phone based upon the nature of your expressed need. Cell phone conversations, if allowed, must be taken outside the classroom when class is in session.

Laptop Computers

Students are encouraged to bring and use laptops/ tablets during class. However, the use of a laptop is allowed only as long as such use does not become a distraction to the user or others (e.g., excessive noise, internet use not related to a specific course activity, etc.) and as long as it does not create a hazard (e.g., extension cord in the aisle, etc.). ***Students may be asked to bring laptops/tablets for particular in-class activities. If so, they will be notified in advance.***

Audio/Video Recording

No (1) audio, (2) video recording, or (3) images of classroom activity is permitted without my prior approval. This prohibition includes cell phone camera functions, laptop audio or video functions, and all other digital or analog recording equipment.

IV. COURSE REQUIREMENTS

Assignments

You will submit your work via McGraw Hill Connect learning platform, Via Packback learning platform, and via Canvas. Assignments will be posted on Canvas in advance of due dates. All McGraw Hill Connect assignments must be completed **by 6:30 pm on a due date** (prior to the class). All Packback assignments must be completed by **11:59 pm on Sundays**.

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You will have to complete the following types of assignments for each of the Modules 1-7 and 9-14 (please refer to pp. 9-12 of the syllabus for the detailed schedule):

- Weekly McGraw Hill Connect assignments
- Weekly McGraw Hill Connect quizzes
- Weekly Packback assignments

Late Assignments

All assignments must be submitted on time. If you are unable to submit on time, you must contact me to receive permission to submit late. **Assignments submitted late without my permission will not be accepted.** Exceptions for late submissions will be made at professor's discretion under extreme circumstances. Please make sure your files are free of viruses before sending them as attachments. When submitting files, you must include your name *and* the name of the assignment in the file name. For example, if John Smith was submitting an assignment for "Assignment 1", the filename would be: "John Smith Assignment 1". For group work, make sure to include the group name, course name, and page number in the header or footer of the document.

Packback Assignment

Participation is a requirement for this course, and the Packback Questions platform will be used for online discussion about class topics. Packback Questions is an online community where you can be fearlessly curious and ask open-ended questions to build on top of what we are covering in class and relate topics to real-world applications.

Packback Requirements:

Your participation on Packback will count toward **10%** of your overall course grade.

There will be a Weekly Sunday at 11:59PM CST deadline for submissions. In order to receive full credit, you should submit the following per each deadline period:

- 1 open-ended Question every week with a minimum Curiosity Score of 50, worth 3 pt of each assignment grade
- 2 Responses every week with a minimum Curiosity Score of 50, worth 2 pts of each assignment grade

How to Register on Packback:

An email invitation will be sent to you from help@packback.co prompting you to finish registration. If you don't receive an email (be sure to check your spam), you may register by following the instructions below:

1. Create an account by navigating to <https://questions.packback.co> and clicking "Sign up for an Account"
Note: If you already have an account on Packback you can log in with your credentials.
2. Then enter our class community's lookup key into the "Looking to join a community you

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don't see here?" section in Packback at the bottom of the homepage.

Community Lookup Key: **8d44979f-8544-4431-8b8f-5bf0ec0151bf**

3. Follow the instructions on your screen to finish your registration.

Packback may require a paid subscription. Refer to www.packback.co/product/pricing for more information.

How to Get Help from the Packback Team:

If you have any questions or concerns about Packback throughout the semester, please read their FAQ at help.packback.co. If you need more help, contact their customer support team directly at help@packback.co.

For a brief introduction to Packback Questions and why we are using it in class, watch this video: <https://www.youtube.com/watch?v=OV7QmigrD68>

Team Project

You will have to conduct a team project and present your work in class. You will work in teams of 2-4 people. All additional information about the project will be posted on Canvas.

We will use a three-step process for dysfunctional teams. Step one (1) is for one or more members of the team to visit with me. I will offer suggestions and ask you to proactively resolve the difficulties. If this does not resolve the problem, please visit with me again (or e-mail me). (2) I will then meet with the entire group to set expectations, define roles, establish measures, and fix progress report dates. (3) If performance still does not improve, the problematic team member will be required to work solo.

FYI: Working solo on a team project is always an option for any student at any time. This exception must be approved by me in advance.

Attendance

Daily attendance is expected. We will have in-class activities that will not be made up if you miss a class. You must submit these assignments by the end of each class. This policy will be waived under extenuating circumstances.

Exams

There will be two (2) examinations given in class or via Connect. Exams will be in a combined **multiple-choice** and **open-response** format. You are expected to take the exams at the scheduled time (see schedule in section VII). You will have one week after exam scores are posted to dispute answers on the exam. After that, the grades become final. A dispute must be accompanied by written documentation from the textbook and/or your notes. **Exams will not be returned.** You are free to stop by my office and look at your exams during the semester through **April 29th**. After **April 29th**, you will not be allowed to review past exams.

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Extra Credit (Buffer Points)

Receiving extra credit in this course is not a right- it is a **privilege** and is at the sole discretion of the instructor. EC assignments will be posted on Canvas or additionally announced in class. If you are missing extra credit points, you have one week to request reevaluation of your EC grade.

V. GRADING PROCEDURES

Course Policies

Academic Honesty

All University policies are in effect as described in the [Academic Integrity Policy](#) document. Any work submitted by a student in this course for academic credit **MUST** be the student's own original work unless collaboration has been authorized. Cheating and plagiarism will not be tolerated, and failure in the course is a potential outcome.

Grades for the different credit options will be based on the following scale:

100% to 95%	A
94% to 90%	A-
89% to 87%	B+
86% to 83%	B
82% to 80%	B-
79% to 77%	C+
76% to 73%	C
72% to 70%	C-
69% and below	F

Grade Composition*	Points Assigned
Intro survey	5 Points
Connect assignments (12 assignments, 10 points each)	120 Points
Connect quizzes (12 quizzes, 10 points each)	120 Points
International Institutions presentation	10 Points
In-class assignments	Up to 130 Points
Packback assignments (13 assignments, 5 points each)	65 Points
Exams (50 points each)	100 Points
Team project	50 Points
Team presentations	50 Points
Professionalism	50 Points
Max Total = up to 700 Points**	

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* You will have one week after any grade is posted on Canvas to challenge the points awarded. All requests for reconsideration should be made in writing with ample support documentation. After that period, the grades become final. **Attempts at the end of the semester to ask for reconsideration of your grade(s) (e.g., extra credit, redo an assignment) are considered academic misconduct and are subject to a 50-100% deduction in your participation-professionalism points.** Please keep in mind the following: 'A' grades are reserved for students who consistently demonstrate exceptional comprehension and application of the course subject matter.

Professionalism Grade—I assume you will behave in a professional manner by default so each student will receive 50 professionalism points IN ADVANCE at the beginning of the semester. In any case of unprofessional behavior any or all points will be removed.

Final Course Grade—Your grade is only a narrow measure of your performance in this class. I am not qualified to evaluate the quality of human being you are, what kind of student you are generally, how much time you spent studying for this course, etc. I can only measure how you have performed in this class using the assessment instruments designed for this class (tests, quizzes, assignments...etc.). Your grade reflects what you have earned on these measures and these measures alone. Please keep in mind, though, that final grades *are* rounded for your benefit. 😊 ***

E.g., a final grade of 94.5 will result in a final grade of an A.

** Total points for the course may vary depending on how many in-class activities you have.

*** Grades are rounded at the end of the semester.

VI. MISCELLANEOUS

Inclement Weather Policy

The University administration determines if classes are canceled due to inclement weather. Therefore, you should rely on any announcement by the University administration with respect to class cancellation.

Guidelines for Accommodations for Students with Disabilities

If you require special accommodations for a condition or disability, you are encouraged to arrange support services through our Disability Support Services staff. If you are eligible to receive accommodation and would like to request it for this course please discuss it with me within the first week of this course.

Mental Health Support

DU Wellness Center offers free counseling, stress management and wellness services.

Counseling services include:

- Assessment
- Stress management, from basic support to intensive intervention

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- Counseling and psychotherapy
- Screening for anxiety and depression, addiction problems and other mental health concerns
- Support for establishing healthy relationships and self esteem
- Support groups and workshops
- Medication management in consultation with psychiatrists and specialized nurse practitioners
- Referrals to a community-wide network of professional support and mental health services

There is no fee for counseling services for Dominican University students. Call the Wellness Center at (708) 524-6229 to request an appointment before you are overwhelmed.

Intellectual Property

My syllabus and lectures are protected by state common law and federal copyright law. They are my own original expression and I may record my lectures at the same time that I deliver them in order to secure protection. Whereas you are authorized to take notes in class thereby creating a *derivative* work from my lecture, the authorization extends only to making one set of notes for your own personal use and no other use. You are not authorized to record my lectures, to provide your notes to anyone else or to make any commercial use of them without express prior permission from me. I am aware of Notehall.com, a commercial note-taking service. As a result, I will be checking this and similar sites periodically for improper submissions of class notes.

VII. COURSE SCHEDULE

Important Dates

January 10	First Day of Classes
January 14	Last day to apply to graduate in Spring 2022
January 17	Martin Luther King Jr. Day - No Classes
January 18	Last day to add/drop classes
January 25	Last day to declare satisfactory/fail grade option for undergraduate courses
February 4	Last day to declare course intensification option for undergraduate courses
March 7-13	Mid-semester vacation
March 25	Last day to withdraw from Spring courses
April 6	(G)URSCI Expo (class schedule suspended)
April 14-17	Easter vacation
April 29	Last day of undergraduate courses
April 30	Saturday and schedule conflict undergraduate final exams
May 2-5	Undergraduate Final Examinations
May 7-8	Commencement Weekend
May 8	Spring Degree Conferral
May 28	Late Spring Degree Conferral

The tentative course schedule is as follows: (*this is a flexible schedule and may change as necessary*).

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	Dates:	Topics/Readings:	Homework:
Week 1	January 11	Introduction Module 1: The Challenging Context of International Business	
Week 2	January 18	Module 2: International Trade and Investment	<ol style="list-style-type: none"> 1. <i>Intro survey</i> 2. <i>Packback assignment #1</i> <u>Due Sunday, Jan 16 by midnight</u> 3. Connect Orientation Assignment 4. Module 2 Quiz <u>Due Tuesday, Jan 18 at 6:30 pm</u>
Week 3	January 25	Module 3: Sociocultural Forces	<ol style="list-style-type: none"> 1. <i>Packback assignment #2</i> <u>Due Sunday, Jan 23 by midnight</u> 2. Video Case: Be Aware of Cultural Nuances 3. Module 3 Quiz <u>Due Tuesday, Jan 25 at 6:30 pm</u>
Week 4	February 1	Module 4: Sustainability & Natural Resources	<ol style="list-style-type: none"> 1. <i>Packback assignment #3</i> <u>Due Sunday, Jan 30 by midnight</u> 2. Geography Mapping Activity: CSR & Ethics 3. Module 4 Quiz 4. Form the teams (sign-up sheet will be available on Canvas) <u>Due Tuesday, Feb 1 at 6:30 pm</u>

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	Dates:	Topics/Readings:	Homework:
Week 5	February 8	Module 5: Political Forces That Affect Global Trade	<ol style="list-style-type: none"> 1. Packback assignment #4 <u>Due Sunday, Feb 6 by midnight</u> 2. Module 5 Click & Drag Assignment 3. Module 5 Quiz <u>Due Tuesday, Feb 8 at 6:30 pm</u>
Week 6	February 15	Module 6: Intellectual Property Rights & Other Legal Forces	<ol style="list-style-type: none"> 1. Packback assignment #5 <u>Due Sunday, Feb 13 by midnight</u> 2. Video Case: Javabucks in China 3. Module 6 Quiz <u>Due Tuesday, Feb 15 at 6:30 pm</u>
Week 7	February 22	Module 7: Economic & Socioeconomic Forces	<ol style="list-style-type: none"> 1. Packback assignment #6 <u>Due Sunday, Feb 20 by midnight</u> 2. Mini Case: Three Levels of Economic Development 3. Module 7 Quiz 4. Choose brand/country for your project <u>Due Tuesday, Feb 22 at 6:30 pm</u>
Week 8	March 1	<p>Exam 1 – Modules 1-7</p> <p>Module A: International Institutions from a Business Perspective</p>	<ol style="list-style-type: none"> 1. Packback assignment #7 <u>Due Sunday, Feb 27 by midnight</u> 2. Present your assigned international institution <u>Due Tuesday, Mar 1 at 6:30 pm</u>

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	Dates:	Topics/Readings:	Homework:
Week 9	March 8	No class – Spring Break	
Week 10	March 15	Module 9: International Competitive Strategy	<ol style="list-style-type: none"> 1. Packback assignment #8 <u>Due Sunday, Mar 13 by midnight</u> 2. Geography Mapping Activity: Foreign Market Entry Strategy 3. Module 9 Quiz <u>Due Tuesday, Mar 15 at 6:30 pm</u>
Week 11	March 22	Module 10: Organizational Design & Control	<ol style="list-style-type: none"> 1. Packback assignment #9 <u>Due Sunday, Mar 20 by midnight</u> 2. Module 10 Homework 3. Module 10 Quiz <u>Due Tuesday, Mar 22 at 6:30 pm</u>
Week 12	March 29	Module 11: Global Leadership Issues & Practices	<ol style="list-style-type: none"> 1. Packback assignment #10 <u>Due Sunday, Mar 27 by midnight</u> 2. Global Mindset Self-Assessment 3. Module 11 Quiz 4. Rough drafts of your project summaries <u>Due Tuesday, Mar 29 at 6:30 pm</u>

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	Dates:	Topics/Readings:	Homework:
Week 13	April 5	Module 12: International Markets: Assessment and Entry Modes Module B: Export & Import Practices	<ol style="list-style-type: none"> 1. <i>Packback assignment #11</i> <u>Due Sunday, Apr 3 by midnight</u> 2. Application-Based activity: Market Entry: Gelato Pergola 3. Module 12 Quiz <u>Due Tuesday, Apr 5 at 6:30 pm</u>
Week 14	April 12	Module 13: Marketing Internationally	<ol style="list-style-type: none"> 1. <i>Packback assignment #12</i> <u>Due Sunday, Apr 10 by midnight</u> 2. Channel & Pricing Strategy 3. Module 13 Quiz <u>Due Tuesday, Apr 12 at 6:30 pm</u>
Week 15	April 19	Module 14: Managing Human Resources in an International Context	<ol style="list-style-type: none"> 1. <i>Packback assignment #13</i> <u>Due Sunday, Apr 17 by midnight</u> 2. Chapter 14 Homework 3. Module 14 Quiz <u>Due Tuesday, Apr 19 at 6:30 pm</u>
Week 16	April 26	Exam 2 – Modules 9-14 Project Presentations	<i>All summaries and PowerPoints are due <u>by midnight</u></i>

Schedule as of 8/8/2022