



**ISBN: 1307042481**

Title: BUSN 250 International Business by Professor Sunny Jeong

- 3) Add the book to your cart and pay using a credit card or access code (Those who like to use book awards, please purchase access code at Wittenberg bookstore.)
2. Bring your cell phone to every class to earn participation points via Socrative.com.
3. Other required text will be supplemented by outside readings from book chapters, selected periodicals and journals, Harvard business cases and other articles about international business. Additional materials such as the followings will be provided via the course website under each week of Course Materials:
  - Ha-Joon Chang. (2008). *Bad Samaritans: The Myth of Free Trade and the Secret History of Capitalism*. Bloomsbury Press. Chapter 1: The Lexus and the olive tree revisited: Myths and facts about globalization
  - Malcolm Gladwell (2008). *Outliers: The Story of Success*. Little, Brown and Company. Chapter 7: The ethnic theory of plane crash "Captain, the weather radar has helped us a lot" & Chapter 6: Harlan,

3. Group/ Online Discussion
- (a) Leading/facilitating two memo discussion sessions
    - Prepare case & business summary slides
    - Prepare summary of students' online discussion postings
    - Lead a discussion



**b. Memos and online discussion**

All students will be required to submit at least 500 words (5-6 paragraphs) of 10 memos on Moodle. Check dues on Moodle. Please do NOT simply summarize the readings. (I already know what is in them.) Instead, I want to have your own opinion or ideas, express them clearly and make connections among the ideas. Think of them as mini-essays that help you make a clear, focused point. On the calendar, I have provided prompts (for each discussion and related reading) to help lead your train of thought when writing these memos. Each memo is worth 20 points, for a total of 160 points for the 10 discussion sessions. In other words, I will drop





- Devices are also distracting not just to users, but to the students sitting near users (Fried, 2008; Sana, Weston, & Cepeda, 2013).

### **LEAVING THE CLASSROOM**

Classes are only 95 minutes in duration. Students are expected to remain in their seats for the entire class period. Leaving to stretch, get a snack, get a drink, or smoke a cigarette is disruptive to the class and is not appropriate.

### **GRADING DISPUTES**

While I make every effort to grade all of your work accurately, grading errors can occur. If you believe there's an error, you may request a re-grading of your project or exams. Be aware, however, that grading errors can occur in both directions - errors can make grades higher as well as lower. By requesting a re-grade, you accept the possibility that your grade may go either up or down.

You check your grade points in progress on Moodle for all grade components. Please pay attention to only points (total 1,000 points), not percentage of your grade which Moodle miscalculates. To request a re-grade of your final letter grade, you must state the area of dispute, your recommendation for change in grade, and an explanation or justification for your recommendation.

### **GETTING HELP OR CLARIFICATION OF INFORMATION**

To succeed in this course, you'll need to invest a great deal of time and energy. If at any time you feel you're investing the required time and energy but aren't learning the material or improving your skills, contact me and I'll do my best to help you and to suggest additional resources and options.

However,



## CLASS SCHEDULE

Changes in class content and/or scheduling may be made as the course progresses and will be announced in class and/or on the course Moodle page. You are responsible for the preparation of such changes.

Class Week	Date	Topic	In-class Activities & related readings	Readings and Assignments to be Completed in Advance of this lecture period
<b>I. INTRODUCTION AND GLOBALIZATION</b>				
Week 1	Week of August 19	<p>Course introduction</p> <p>Term globalization</p> <p>Nature of globalization and interdependency</p> <p>Global environment of international business</p>	<p>-Introduction and Course Overview</p> <p>-Mini Socratic quiz about the course &amp; multinational corporations/globalization</p> <p>-Group project team composition</p> <p>-Team's choice of discussion session &amp; project case</p> <p>- Learn the global environment of IB.</p>	-Chapter 1. Globalization
Week 2	Week of August 26	<p>Pros and cons of Globalization and free trade</p> <p>Impact of globalization</p> <p>Free trade vs protectionism</p>	<p>- Class lecture on Chapter 1 &amp; 2</p> <p>- WTO dispute resolution activity:</p> <p>WTO strengthened abilities to settle trade disputes and to enforce its rulings compared with the GATT. However, critics of the WTO thought that "it was simply a bad deal for particular countries."</p> <p>- Review the list of dispute cases</p> <p>- Analyze winners and losers of the case (including countries of disputes, companies involved, producers and customers). Do you think the decision of WTO is ultimately in the best interest of the world or representing only the interests of certain countries as WTO was criticized?</p>	<p>- Quiz 1 (Read Chapter 1. Globalization)</p> <p>- Memo 1: Read the articles or watch videos on Moodle and answer the question</p> <p><i>Due: Check Moodle</i></p> <p>*Memo 1 supports in-.67 171.41 186.5 139.82</p>







		Strategic role of HR Performance appraisal systems Compensation systems Issues of expatriates Management of host country's employees	Lecture on Chapter 19 -Chapter 19: Global Human Resource Management -Global Leadership & Corporate Culture <u>Discussion 10: HRM</u>	- <u>Quiz 8 (Chapter 19)</u> Chapter 19: Human Resource Management  - <u>Memo 10 (supports discussion 10)</u> Human Resource Management
<b>Week 15 (Week of November 25): No class during Nov 27-29. Enjoy your thanksgiving holiday!</b>				
Week 16	Week of December 2	Team Presentation Exam II study guide	<u>Final Presentation Team 1-5</u> (10 minutes of presentation + 5 minutes of Q&A) Final presentation feedback and exam guide will be given in class	<u>Upload your final presentation slides by due</u> Focus on Entry & Marketing Strategy
Week 17	Week of December 9	In Class Exam	<u>EXAM II</u>	