

## Course Information

<b>Course Title:</b>	International Business
<b>Course Number:</b>	1110
<b>Credit Hours:</b>	3.0
<b>Lab Hours:</b>	None
<b>Prerequisite(s):</b>	None
<b>Course Description:</b>	Global dimensions of business, overview of theories and institutions of trade, investment and management, emphasizing the managerial perspective on issues arising from international business and global operations.
<b>Required Text:</b>	Charles Hill, <i>Global Business Today</i> , 7th ed.
<b>Required Materials:</b>	Textbook, computer with internet connection
<b>Technical Requirements:</b>	Your computer internet access should be fast enough to allow streaming video. There are several required videos in this course that will help you better understand the material and that are explored in homework assignments.

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## Faculty Information

<b>Instructor:</b>	DeAnn Hurtado
<b>Department:</b>	Management
<b>Course Email:</b>	deann.hurtado@sinclair.edu
<b>Emergency Email:</b>	deann.hurtado@sinclair.edu
<b>Phone:</b>	512-3142
<b>Office Location:</b>	5333
<b>Office Hours (campus):</b>	M , W, R 9:00am – 10:30am
<b>Office Hours (online):</b>	Friday 9:00 – 10:00 Virtual Office Hour

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## Course Outcomes

### General Education Outcomes:

#### Oral Communication Competency

Phrase questions in order to obtain information in a variety of interactions

Organize ideas in a logical and purposeful way, using effective verbal and nonverbal skills to explain those ideas in a variety of oral communication interactions  
Compose and deliver oral messages appropriate to an intended audience

**Critical Thinking/Problem Solving Competency**

Raise relevant questions  
Articulate ideas or problems  
Demonstrate analysis of information to support a chosen position with attention to consequences

**Values/Citizenship/Community Competency**

Demonstrate recognition of different value systems

**Computer Literacy Competency**

Utilize Internet applications

**Written Communication Competency**

Apply the stages of the writing process (prewriting, drafting, revising, and editing) to a document

Integrate Sources

**Information Literacy Competency**

Formulate a thesis and questions based on need  
Access information using library resources, electronic resources and/or field resources

**Course Outcomes::**

**Internationalization**

Apply the concept of internationalization and culture differences.

- Assessment Method: Locally developed exams
- Performance Criteria: Student will achieve 70% or higher on locally developed exams.
- Assessment Method: Simulations
- Performance Criteria: Student will achieve 70% or higher on departmental rubric.

**Trade Patterns**

Identify and apply basic trade patterns and underlying assumptions of trade theories.

- Assessment Method: Locally developed exams
- Performance Criteria: Student will achieve 70% or higher on locally developed exams.
- Assessment Method: Simulations
- Performance Criteria: Student will achieve 70% or higher on simulations and discussions based upon a departmental rubric.

**Dimensions of Global Production**

Identify and describe the impact of global production and sourcing.

- Assessment Method: Locally developed exams
- Performance Criteria: Student will achieve 70% or higher on locally developed exams.
- Assessment Method: Simulations

- Performance Criteria: Student will achieve 70% or higher on simulations and discussions based upon a departmental rubric.

#### International and Domestic Business Practices

Perform a Strengths, Opportunities, Weaknesses, Threats (SWOT) and Business Strategy analysis in relationship to international and domestic business practice.

- Assessment Method: Locally developed exams
- Performance Criteria: Student will achieve 70% or higher on locally developed exams.
- Assessment Method: Simulations
- Performance Criteria: Student will achieve 70% or higher on simulations and discussions based upon a departmental rubric.

#### Import and Export Strategies

Differentiate the key elements of import and export strategies and discuss the potential and actual effects of intervention on the free flow of trade.

- Assessment Method: Locally developed exams
- Performance Criteria: Student will achieve 70% or higher on locally developed exams.
- Assessment Method: Simulations
- Performance Criteria: Student will achieve 70% or higher on simulations and discussions based upon a departmental rubric.

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### Course Requirements

WEEK	TOPICS	CHAPTERS
1	Globalization	Chapter 1
2	Economic, Legal, Political, and Technological Forces	Chapter 2
3	Cultural Influences on Business Practices	Chapter 3
4	Current Event Week	
5	Ethics and Social Responsibility	Chapter 4
6	Global Marketing	Chapter 15
7	International Business Strategies	Chapter 11
8	Political Economy of Trade, Foreign Direct Investment & Regional Economic Integration	Chapters 6, 7 & 8
9	Global Production Factors	Chapter 14
10	Global Human Resource Management	Chapter 16

<b>11</b>	International Trade Theory	Chapter 5
<b>12</b>	Global Monetary Systems	Chapters 9 & 10
<b>13</b>	Entering Foreign Markets	Chapter 12
<b>14</b>	Case Study Week	
<b>15</b>	Export and Import	Chapter 13
<b>16</b>	Marriott Marketing Plan	

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### Grading Information

**Assignment and classroom project:** A Marketing Plan project (50 points) will be prepared as a final course product. Additionally, class discussions and homework assignments will help students understand and apply the material covered in class. A weekly quiz for each chapter assigned will prepare students to engage in authentic learning and dialogue during the term.

<b>Grading Policy:</b>	
<b>ASSIGNMENT</b>	<b>POINTS</b>
Pre-Test	5
Discussions (8 x 10 pts)	80
Homework Assignments (8 x 15 pts.)	120
Country Research (5 x 10 pts)	50
Weekly Quizzes (13 x 20 pts.)	260
Final Test	20
Marriott Marketing Plan	50
<b>Total Points</b>	<b>585</b>

<b>GRADING SCALE</b>	<b>Percent</b>
A	90% +
B	80-89%
C	70-79%
D	60-69%

F	Below 60%
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