

COURSE SYLLABUS AND OUTLINE
Georgetown University, Bachelor of Arts in Liberal Studies Program

COURSE: **INTRODUCTION TO INTERNATIONAL BUSINESS**

INSTRUCTORS:

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OFFICE HOURS: Mr. Smurr: Via telephone Tuesdays and Thursdays 3:00 to 4:00 p.m.
Via email – 24 hours a day. Face to face meetings via appointment.
Midnight Mug: TBD

Ms. Ferrer: Via telephone Mondays and Wednesdays 3:30 to 4:30 p.m.
Via email – 24 hours a day. Face to face meetings via appointment.

SEMESTER: Fall 2010

CLASS TIME: Mondays 6:15 p.m. to 8:55 p.m. (September 1st to December 6th)

CLASS LOCATION: TBD

COURSE NUMBER: BLHS 295-01

COURSE GOALS AND OBJECTIVES: The objective of this course is to provide students with a practical understanding of how and why international business is conducted. At the macro level, the course will look at the economic, political, and cultural underpinnings that shape international business. At the micro level, the course will review the role played by international trade, finance of international transactions, the effect of foreign exchange, and corporate policies and practices in the international market place. Additionally, the course will review the roles played by the trade regions of Europe, Asia, the Americas, Africa and the Middle East, and discuss the Internet's impact on international business. Career potentials in both the private and public sectors will also be explored and discussed.

METHOD: The course will combine weekly lectures and class discussions, along with the assets of the textbook, recent news articles, case study exercises, videos, and guest speakers from relevant international organizations and governmental institutions. This combination of various inputs will allow the student to obtain a robust understanding of how the theories and events discussed have not only impacted the business world, but how and why they will continue to affect our daily lives for years to come.

REQUIRED READINGS:

Course Text:

Daniels, John D. and Radebaugh, Lee H. *International Business Environments and Operations*, Twelfth Edition, Prentice Hall, 2009.

Additional Readings:

A number of additional current news clippings and handouts will be distributed throughout the course or made available online.

GRADING:

ASSIGNMENT / EXAMS	PERCENTAGE OF GRADE	POINT VALUE
Attendance and Class Participation:	25%	150
Midterm Examination:	25%	150
Final Examination:	25%	150
Business Project Memorandum:	25%	150
	Total Possible Points	600

Letter Grade to Point Ratio

GRADE	POINTS
A	559 to 600
A-	540 to 558
B+	522 to 539
B	499 to 521
B-	480 to 498
C+	462 to 479
C	439 to 461
C-	420 to 438
D+	402 to 419
D	379 to 401
D-	360 to 378
F	359 or below

GRADED ASSIGNMENTS:

14 Week Course The course will include 11 lectures with class discussions where students are expected to participate. The first meeting will be introductory and will not be lecture based. Weeks two to six will be lectured based. Week seven will be the in-class Midterm Examination. Weeks eight to thirteen will be lectured based, and week fourteen will be the in-class Final Examination.

Attendance and class participation will have a combined worth of 25% of the total grade or a maximum of 150 points that can be awarded. Your attendance and class participation grade will be based on your attendance and participation in 10 out of the 11 class lectures. A total of 15 points are possible at each lecture session you attend (up to 10 sessions). Attendance is self-explanatory. Just for showing up for the lectures, you get 7.5 points. The other 7.5 points must be earned through participation. Class participation for point purposes implies adding relevant material to the discussion at hand, or asking questions regarding the material or issues being discussed or assigned during the week (Questions and doubts are always welcome, and almost always add to everyone's learning).

There Will Be Two In-Class Exams, a Midterm and a comprehensive Final, each worth 25% of the final grade, or 150 points each. The exams will be a combination of true and false, multiple choice, and short answers.

For the Business Project Memorandum you will assume the role of a consultant to provide a detailed report addressing the issues that should be considered for a fictitious or real international business transaction. The memorandum will consist of a one page executive summary, and seven to eight pages of double spaced text. The purpose of the memorandum is to force you to assimilate and apply the topics, theories and concepts of the course. You are allowed the freedom to choose the type and scope of the business transaction involved. You will be required, however, to hand in a detailed outline (following the format of the example), during the fifth week of the course. The business project memorandum is due on the 13th week of class (December 6th) and is worth 25% of the total grade, or 150 points. The Business Project Memorandum shall use the APA or the MLA citation system.

Late Policy All assignments shall be turned in on time. More than sufficient time is allotted for the only two date sensitive items, the Outline for the Business Project Memorandum, and the Business Project Memorandum. For each day either item is late, a one-grade penalty will be assessed to the final grade of the Business Project Memorandum. No exceptions will be granted to this rule.

Incomplete grades In some instances it may be necessary for a student to request an Incomplete, "N," grade and an extension of time by the professor to complete the required coursework. We allow for these circumstances, however we assign a full grade penalty for any student who uses the incomplete option. For example, if a student requested an Incomplete, and he or she earned a "B," that grade will be reduced to a "C."

Deadlines for the submission of Incomplete work from each semester are: Jan. 15: for a course taken in the Fall term; and June 15: for a course taken in the Spring term. If these dates fall on a weekend, the following Monday will be the deadline. All assignments to be completed by those dates must be delivered to the professors no later than 4 p.m. on or before the date listed above. Submissions after the published deadline date and time will not be accepted and the grade of “N” will automatically change to the grade of “F.”

Following the deadline the professor will review the work submitted and send a grade change report to the associate dean. The grade change is then forwarded to the Registrar for posting to the student’s record.

Disability Notice

If you believe you have a disability, then you should contact the Academic Resource Center (arc@georgetown.edu) for further information. The Center is located in the Leavey Center, Suite 335. The Academic Resource Center is the campus office responsible for reviewing documentation provided by students with disabilities and for determining reasonable accommodations in accordance with the Americans with Disabilities Act (ADA) and University policies.

Georgetown Honor System

All students are expected to follow Georgetown’s honor code unconditionally. We assume you have read the honor code material located at <http://gervaseprograms.georgetown.edu/honor/system/>, and in particular have read the following documents: *Honor Council Pamphlet*, “What is Plagiarism?”, “Sanctioning Guidelines”, and “Expedited Sanctioning Process.”

Submitting material in fulfillment of the requirements of this course means that you have abided by the Georgetown honor pledge:

In the pursuit of the high ideals and rigorous standards of academic life, I commit myself to respect and uphold the Georgetown Honor System: To be honest in any academic endeavor, and to conduct myself honorably, as a responsible member of the Georgetown community, as we live and work together.

All students are subject to the rules and procedures of the Honor System. The Honor Council shall investigate and adjudicate, if appropriate, an alleged Honor System offense even if the accused student drops or is withdrawn from a course within the allowed deadlines. A student may not graduate with an unresolved Honor Council charge, which, in the judgment of the Executive Board of the Honor Council, is of sufficient gravity to warrant resolution. Only matters that could reasonably result in sanctions reflected in a student's permanent record will ordinarily meet the "sufficient gravity" test in this context. Certification for the degree will be withheld pending a final resolution of the Honor Council matter.

Writing Center

The Georgetown University Writing Center is a free writing resource open to all Georgetown students. Graduate and undergraduate students trained in teaching writing are available to assist you at any stage of your writing process. The Writing Center is located in Lauinger Library 217A, next to the Midnight Mug coffee shop. Please take advantage of this resource if needed. For more information, go to: <http://writingcenter.georgetown.edu/>

Important Dates

September 10: Last day for registration changes / late registration

October 4: Outline for Business Project Memorandum Due

October 25: Midterm Exam

November 4: Last day to withdraw from courses

December 6: Business Project Memorandum Due

December 20: Final Exam

COURSE OUTLINE:

TOPIC	ASSIGNMENTS DUE	READINGS
<u>Week 1:</u> Wed Sept. 1 st Introductions; General Course Overview; Informal discussion of the human and cultural environments facing international business No Class Sept. 6 (Labor Day)		Chapter 2, pp 52 to 86
<u>Week 2:</u> Sept. 13 th International Business: What is it? Why do it? Free Trade Theories; Absolute Advantage; Comparative Advantage		Chapter 1, pp 6 to 8; pp 18 to 26; and Chapter 6, pp 226 to 245

<p><u>Week 3:</u> Sept. 20th Political and Legal factors and their effects on International Business</p>		<p>Chapter 3, pp 95 to 130; Chapter 5, pp 195 to 203</p>
<p><u>Week 4:</u> Sept. 27th The Multilateral Trading System; WTO, FTAs, Bilateral Treaties – how it all fits together</p>		<p>Chapter 8, pp 297 to 325; Handouts <i>Classifying International Trade Treaties; A Little Dose of History</i></p>
<p><u>Week 5:</u> Oct. 4th The Doha Round & Governmental Influence on Trade No Class Oct. 11 (Columbus Day)</p>	<p><u>Outline for Business Project Memorandum Due</u> 1st Hour of Commanding Heights</p>	<p>Chapter 7, pp 264 to 288; Chapter 8, page 300, and pp 321 to 322; Handout on Doha</p>
<p><u>Week 6:</u> Oct. 18th NAFTA: A Free Trade Analysis</p>	<p>2nd Hour of Commanding Heights</p>	<p>Chapter 8, pp 309 to 314; NAFTA Handouts Review and Study for Midterm Exam</p>
<p><u>Week 7:</u> Oct 25th</p>	<p>MIDTERM EXAM</p>	
<p><u>Week 8:</u> Nov. 1st Economic Globalization and MNEs; the Internet and its impact on International Business</p>	<p>3rd Hour of Commanding Heights</p>	<p>Chapter 1, pp 8 to 17; pp 26 to 27; and Chapter 5, pp 188 to 195; Handout <i>The Internet and its impact on International Business</i></p>

<p>Week 9: Nov. 8th The Global Foreign Exchange Markets; Exchange Rates; Int'l Finance</p>	<p>4th Hour of Commanding Heights</p>	<p>Chapter 9, pp 332 to 350; Chapter 10, pp 364 to 395</p>
<p>Week 10: Nov. 15th Human Capital and Migration Issues</p>	<p>5th Hour of Commanding Heights</p>	<p>Chapter 6, pp 249 to 257; Chapter 20, pp 770 to 803</p>
<p>Week 11: Nov. 22nd Environmental Issues; Sustainability; Effect of Global Warming on Int'l Business Marketing Globally</p>	<p>6th Hour of Commanding Heights</p>	<p>Chapter 5, pp 184 to 188; pp 204 to 207; Handout "The Kyoto Protocol" Chapter 16, pp 606 to 643</p>
<p>Week 12: Nov. 29th Country Evaluation and Determination Regions of the World: Europe, Asia, The Americas, Africa and the Middle East</p>		<p>Chapter 12, pp 446 to 478 Finalize your Business Project Memorandum</p>

<p>Week 13: Dec. 6th Export and Import Strategies; Incoterms, Letters of Credit;</p>	<p>Business Project Memorandum Due</p>	<p>Chapter 13, pp 486 to 518; Chapter 9, pp 352 to 353; and</p> <p>Review and Study for Final Exam</p>
<p><u>Week 14 Final Exam:</u> December 20th</p>	<p>FINAL EXAM</p>	