MKTG 336-940: International Business

Syllabus – Spring 2016

Instructor: Dr. John Fraedrich

BNAD students: A minimum final grade of ‘C’ is required in this course

Contact information for this course (emails should be directed to the following addresses):

Program Manager (Ann Pearson): oprogmgr@business.siu.edu  Phone: 618.453.7901
Course e-mail: See course homepage
TA Office Hours:  See course homepage
TA Phone Number: 618.453.7999

See the “My Home” page on the program site for various resource links (FAQ, Textbook information, Orientation videos, remote exam information, on campus exam registration, etc.).

Required Text

Author: John J. Wild, Kenneth L. Wild
Publisher: Pearson
Edition/Year: 2014

Other Materials

- External USB webcam for oACCT, BNAD and off-campus students
- On-campus students will need to register for on-campus exams
- Refer to the Orientation videos if you have questions about viewing the online lectures.
- Review Student Program Agreement as needed for contact information, meeting deadlines, etc.
Grading Schedule

<table>
<thead>
<tr>
<th>Activity</th>
<th>Points</th>
<th>Day Due* ** ***</th>
</tr>
</thead>
<tbody>
<tr>
<td>Discussion - Post an original response to the discussion question presented in each module. Respond to one other student’s post (either question). 10 points possible per post based on the quality of your discussion.</td>
<td>160</td>
<td>Original post due by Thursday midnight for Modules 1-7; due Wednesday midnight in Module 8. Response due by Sunday midnight for Module 1-7; due Thursday midnight for Module 8</td>
</tr>
<tr>
<td>Submission Papers – 30 points each</td>
<td>240</td>
<td>Due by Sunday midnight for Modules 1-7; due Wednesday midnight for Module 8</td>
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<tr>
<td>Exam each module – 45 points each</td>
<td>360</td>
<td>Modules 1-7: Available Thursday to Saturday midnight – 60 minutes each Module 8: Available Thursday-Friday – 60 minutes each</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>760</td>
<td></td>
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</table>

* Assignments can be submitted before the due date within the current module

** Unless otherwise indicated, all activities are due by midnight.

*** Exams will be proctored.

Course Schedule

<table>
<thead>
<tr>
<th>Module</th>
<th>Dates</th>
<th>Lecture</th>
<th>Chapter</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Tuesday, Jan 19 to Sunday, Jan 24</td>
<td>Globalization &amp; Cross-Cultural Business</td>
<td>1, 2</td>
</tr>
<tr>
<td>2</td>
<td>Monday, Jan 25 to Sunday, Jan 31</td>
<td>Politics, Law, Business Ethics, Economics and Emerging Markets</td>
<td>3, 4</td>
</tr>
<tr>
<td>3</td>
<td>Monday, Feb 1 to Sunday, Feb 7</td>
<td>International Trade &amp; Business-Government Trade Relations</td>
<td>5, 6</td>
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<tr>
<td>4</td>
<td>Monday, Feb 8 to Sunday, Feb 14</td>
<td>Foreign Direct Investment &amp; Regional Economic Integration</td>
<td>7, 8</td>
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<tr>
<td>5</td>
<td>Monday, Feb 15 to Sunday, Feb 21</td>
<td>International Financial Markets &amp; Monetary Systems</td>
<td>9, 10</td>
</tr>
<tr>
<td>6</td>
<td>Monday, Feb 22 to Sunday, Feb 28</td>
<td>International Strategy, Organization, &amp; Analyzing International Opportunities</td>
<td>11, 12</td>
</tr>
<tr>
<td>7</td>
<td>Monday, Feb 29 to Sunday, Mar 6</td>
<td>Selecting and Managing Entry Modes &amp; Developing and Marketing Products</td>
<td>13, 14</td>
</tr>
<tr>
<td>8</td>
<td>Monday, Mar 7 to Friday, Mar 11</td>
<td>Managing International Operations &amp; Hiring and Managing Employees</td>
<td>15, 16</td>
</tr>
</tbody>
</table>
Discussion

In each module, one discussion question will be presented. You should post a substantive response to the posted discussion question. You will also post a substantive response to another student’s posting. All of your posts should be substantive. If needed, refer to your Student-Program Agreement for a discussion of substantive postings. Limit your posts to 150 words. Answers should be concise, and you should use professional writing (accurate spelling, punctuation, writing style). Points will be based on the quality of your discussion. Retrieve the rubrics attached to the Sunday email from your TA.

The typical grading is as follows:
A Quality = answered the entire question, provided real examples, and added new material from an outside source with the appropriate reference.
B Quality = answered the entire question, provided examples, and added new material from an outside source.
C Quality = answered the entire question and provided real examples.
D Quality = answered the question and provided examples
F Quality = did not answer the entire question.

Submission papers

In each Module you have one paper related to the materials. Read the module content carefully, and read your Sunday email from your TA for guidance as needed.

The papers should be double spaced, 12-point font, 1 inch margins. The paper should be at least one page in length unless otherwise stated. Include your name on your paper. Refer to the rubric attached to the Sunday email from your TA.

Name your file: MX_LastName_FirstName_Y where X is the module number and Y is the paper assignment.

Exams

This course has one exam per module. The exams consist of forty-five (45) multiple choice questions. There will be a total of eight (8) exams, all proctored. These are closed-notes and closed book exams. The exams will be available as indicated above. Roughly thirty (30) questions relate to the lecture and material in the module content, and fifteen (15) questions test your knowledge of geography related to the maps provided.

All materials have an equal probability of being on exams such that students should NOT solely focus on the lectures or power points assuming the majority of the exam will be constituted by said material.
Practice Exams
Each module includes a practice exam. The questions are similar (but not necessarily the same) as the exam questions. You have two attempts at the practice exams. There is a mix of questions: most are static questions while a couple questions are drawn randomly from a small pool of questions.

Grading
The grading scale is as follows:
100 – 89.5% = A, 89.4% - 79.5% = B, 79.4% - 69.5% = C, 69.4% - 59.5% = D, < 59.5% = F

Feedback
You can expect feedback on your course activities within 48 hours. Grades will be posted to the grade book (Grades menu item). If an issue arises that requires individual attention, an e-mail will be sent.

If you earn less than the full points on discussion posts, you will receive an email with a graded rubric. Graded submissions will be uploaded to the submissions page with a graded rubric embedded. Please review these. If you need assistance in retrieving a graded submission, review the “Submissions” orientation video (accessible from the “Program Resources” link on the “My Home” page) or contact the Program Manager.

Each Sunday evening, you will receive an email from your TA. Please read these and all emails from your TA or program manager.

Academic Dishonesty
Academic dishonesty consists of any deliberate attempt to falsify, fabricate or otherwise tamper with data, information, records, or any other material that is relevant to the student’s participation in any course, laboratory, or other academic exercise or function. Most, although not all, such attempts fall into one or more of the following three categories:

1. Plagiarism: Deliberately presenting work, words, ideas, theories, etc., derived in whole or in part from a source external to the student as though they are the student’s own efforts. Examples of plagiarism include, but are not limited to the following:
   1. Failing to use proper citations as acknowledgment of the true source of information included in a paper, written or oral examination, or any other academic exercise.
   2. Presenting any work completed in whole or in part by any individual or group other than the student, as though the work is the student’s own, in any academic exercise.
   3. Buying, selling, bartering, or in any other fashion obtaining or distributing material to be used fraudulently as part of any academic exercise.

2. Cheating: Disseminating or receiving answers, data, or other information by any means other than those expressly permitted by the instructor as part of any academic exercise. Examples of cheating include, but are not limited to the following:
1. Copying answers, data, or other information (or allowing others to do so) during an examination, quiz, laboratory experiment, or any other academic exercise in which the student is not expressly permitted to work jointly with others.

2. Assuming another individual's identity or allowing another person to do so on one's own behalf for the purpose of fulfilling any academic requirement or in any way enhancing the student's grade or academic standing.

3. Using any device, implement, or other form of study aid during an examination, quiz, laboratory experiment, or any other academic exercise without the faculty member's permission.

3. Other Academic Misconduct: Falsifying or fabricating data, records, or any information relevant to the student's participation in any course or academic exercise, or tampering with such information as collected or distributed by the faculty member. Examples of academic dishonesty include, but are not limited to the following:
   1. Falsifying, or attempting to falsify, attendance records, graded exercises of any kind, or any information or document intended to excuse the student from participation in any academic exercise.
   2. Inventing, fabricating, or falsifying data as part of the completion of any academic exercise.
   3. Knowingly furnishing false information (or facilitating the furnishing of false information) to a faculty member.

The foregoing list of offenses is not intended to be fully exhaustive of all potential instances of academic dishonesty.
IMPORTANT DATES for the online undergraduate programs offered in the College of Business

First 8 week courses:
Course begins: Monday, 1/19/2016
Last day to add class (without instructor permission): Sunday, 1/24/2016
Last day to withdraw completely and be eligible to receive refund: Sunday 1/31/2016
Last day to drop a course using SalukiNet (no refund; results in W grade): Sunday 2/21/2016
Regular deadline to file diploma application ($50 fee): Friday 2/12/2016
Last diploma application deadline ($75 fee): Friday 3/11/2016

Second 8 week courses:
Course begins: Monday, 3/21/2016
Last day to add class (without instructor permission): Monday 3/21/2016
Last Day to withdraw completely and be eligible to receive refund: Sunday, 4/3/2016
Last day to drop a course using SalukiNet (no refund; results in W grade): Sunday 4/24/2016
Regular deadline to file diploma application ($50 fee): Friday 2/12/2016
Last diploma application deadline ($75 fee): Friday 3/11/2016

COMMENCEMENT: Saturday 5/14/2016

SPRING SEMESTER HOLIDAYS
Martin Luther King, Jr.’s Birthday Holiday 01/18/2016
Spring Break 03/12/2016 - 3/20/2016

WITHDRAWAL POLICY ~ Undergraduate only
Students who officially register for a session may not withdraw merely by the stopping of attendance. An official withdrawal form needs to be initiated by the student and processed by the University. For the proper procedures to follow when dropping courses and when withdrawing from the University, please visit http://registrar.siu.edu/pdf/ugradcatalog1314.pdf

INCOMPLETE POLICY~ Undergraduate only
An INC is assigned when, for reasons beyond their control, students engaged in passing work are unable to complete all class assignments. An INC must be changed to a completed grade within one semester following the term in which the course was taken, or graduation, whichever occurs first. Should the student fail to complete the course within the time period designated, that is, by no later than the end of the semester following the term in which the course was taken, or graduation, whichever occurs first, the incomplete will be converted to a grade of F and the grade will be computed in the student's grade point average. For more information please visit:
http://registrar.siu.edu/grades/incomplete.html

REPEAT POLICY
An undergraduate student may, for the purpose of raising a grade, enroll in a course for credit no more than two times (two total enrollments) unless otherwise noted in the course description. For students receiving a letter grade of A,B,C,D, or F, the course repetition must occur at Southern Illinois University Carbondale. Only the most recent (last) grade will be calculated in the overall GPA and count toward hours earned. See full policy at http://registrar.siu.edu/pdf/ugradcatalog1314.pdf

DISABILITY POLICY
Disability Support Services provides the required academic and programmatic sup-port services to students with permanent and temporary disabilities. DSS provides centralized coordination and referral services. To utilize DSS services, students must come to the DSS to open cases. The process involves interviews, reviews of student-supplied documentation, and completion of Disability Accommodation Agreements. http://disabilityservices.siu.edu/

PLAGIARISM
Student Conduct Code http://srr.siu.edu/student_conduct_code/

MORRIS LIBRARY HOURS
http://www.lib.siu.edu/about
SAFETY AWARENESS FACTS AND EDUCATION
Title IX makes it clear that violence and harassment based on sex and gender is a Civil Rights offense subject to the same kinds of accountability and the same kinds of support applied to offenses against other protected categories such as race, national origin, etc. If you or someone you know has been harassed or assaulted, you can find the appropriate resources here: http://safe.siu.edu

SALUKI CARES
The purpose of Saluki Cares is to develop, facilitate and coordinate a university-wide program of care and support for students in any type of distress—physical, emotional, financial, or personal. By working closely with faculty, staff, students and their families, SIU will continue to display a culture of care and demonstrate to our students and their families that they are an important part of the community. For Information on Saluki Cares: (618) 453-5714, or siucares@siu.edu, http://salukicares.siu.edu/index.html

INCLUSIVE EXCELLENCE
SIU contains people from all walks of life, from many different cultures and sub-cultures, and representing all strata of society, nationalities, ethnicities, lifestyles, and affiliations. Learning from and working with people who differ is an important part of education as well an essential preparation for any career. For more information please visit: http://www.inclusiveexcellence.siu.edu/

LEARNING AND SUPPORT SERVICES
Help is within reach. Learning support services offers free tutoring on campus and math labs. To find more information please visit the Center for Learning and Support Services website:
Tutoring: http://tutoring.siu.edu/
Math Labs: http://tutoring.siu.edu/math_tutoring/index.html

WRITING CENTER
The Writing Center offers free tutoring services to all SIU students and faculty. To find a Center or Schedule an appointment please visit http://write.siu.edu/

AFFIRMATIVE ACTION & EQUAL OPPORTUNITY
Our office’s main focus is to ensure that the university complies with federal and state equity policies and handles reporting and investigating of discrimination cases. For more information visit: http://diversity.siu.edu/#

Additional Resources Available:
SALUKINET: https://salukinet.siu.edu/cp/home/displaylogin
Program site: http://online.business.siu.edu