BA251 International Business Syllabus

Spring 2022

3 credit hours

Instructor Name: Dr. Denny E. McCorkle, Professor of Marketing

b. Reflect on implications and consequences of stated conclusion.   Course Project at the end of syllabus ±Part 2

and/or competition in a global context. Courses
designated IS introduce students to variations in a range
of human constructions including perspectives, ethics,
cultures, discipline-based application of knowledge, and

MCB ASSURANCE OF LEARNING (AOL) OBJECTIVES:

Learning Goal	Learning Objective	Course Coverage
Be knowledgeable of key concepts in core business curriculum	Students will demonstrate a firm understanding of core business concepts.	Objectives 1, 2, 3, 4, 5, 6

14	Ch 14 Developing and Marketing Products	14.1 Laws, Culture 14.2-14.4 Promotion, Distribution and Pricing	
15	Ch 15 Managing International Operations Ch 16 Hiring and Managing Employees	15.2 Make or Buy 15.4 Financing 16.2-16.3 Culture 16.4-16.5 Compensation and Labor Unions	Country Research Project Part II
Finals Week			Exam 3 ±Chapters 12-16

Course Policies:

GRADING:

At any time, grades can be checked at Canvas>Grades. To calculate your current grade, add up your total points and divide by the current total points available, then apply to the grading scale as follows: 90 - 100%= A; 80 - 89% = B; 70 - 79% = C; 60 - 69% = D; 0 - 59% = F. NOTE: the total points possible as presented by Canvas may not include any grades that are posted in Grades as incomplete or blank. Be sure to add these points to the total points possible when calculating y(:   )3(TQ81.275 630.45 197.6 675.75 630.45a)7(dd upos)-6(s)

The International Business Research Guide will provide the links to UNC library resources for researching your

 D V V L J Q H G   F R X Q W U \   < R X   P D \   Q H H G   W R   V L J Q   L Q   L I   D F F H V V L Q J

as signing into URSA). These recommended research sources are reliable and approved for use with this project. You are graded on the quality and currency of your information source, so be careful of using information from just any source found thru a Google search.

Also, since Wikipedia, Associated Content, e-How, and numerous travel blogs are written by users and not always fact checked or verified, you should not use this public written content as a research source. However, Wikipedia is a

Note 3: If you do not have a date for a source, then you should not use it because its quality and currency cannot be judged. Sometimes when you cannot find an immediate date, you can look at the bottom of the page and find the copyright date.

Note 4: you may use a Bibliography Maker, such as EasyBib or BibMe, but you will need to make sure you have input the extra information often needed.

Every citation should include some or all of the following (just fill in all the missing information requested by the Bibliography Maker): (1) the author, (2) the source (e.g., name of magazine, newspaper, web site, book, database, etc.), (3) title (article title, web page title, film title, report title, etc.), (4) date published or created, (5) date accessed or retrieved (for web sites only), (6) page numbers (for printed sources only), (7) direct permanent link to the specific article (for web sites only), (8) publisher (for books or web sites only), and other information, depending on the type of source and format style.

c. You should cite your research sources where they are used in the presentation.

This is called an in-text citation.

The most common way to reference a research source in the body of the presentation is to present a citation in parentheses, by author and date, and may include page numbers.

For example, if the content from this paragraph came from research source by authors McCorkle and McCorkle, then it is indicated as it is here (McCorkle and McCorkle 2012). Two references are separated by a semi-colon, e.g., (Engel and Blackwell 2010; Stocker 2011). Page numbers are indicated by a colon, e.g., (Engel and Blackwell 1982:7), which means reference found on page 7. Page numbers are only needed for direct quotes. In most cases, paraphrasing should be used instead of direct quotes. Excessive use of direct quotes will count against you.

d. Plagiarism is a serious matter when completing this project.

7KLV &RXQWU\ 5HVHDUFK 3URMHFW VKRXOG EH Turn Low minaQntDQG software is used to compare your work to sources on the Internet, my assignments from past semesters, and past assignments completed for other professors, to identify if any of your content was copied (i.e., plagiarized). Thus, be sure that you paraphrase any content from research sources and be sure to cite the specific source of the research used in your paper where it is used in the paper (see previous section). This is called in-text citation. Proper paraphrasing requires that an entire sentence be rewritten. Rearranging a few words or phrases can still be considered as plagiarism. Note: direct quotes should only be used when the specific wording of the source is important. It is inappropriate to direct quote a full paragraph or more that a sentence or part of a

sentence. Instead, this content should be paraphrased.

If plagiarism is found, severe consequences will result. Be sure to re-read the MCB Statement in the course syllabus. TurnItIn software will be used as a check for potential plagiarism. Note: direct copying of anything from the web without proper paraphrasing and citation is considered plagiarism with this project. In addition, direct copying from previous projects from this class is considered plagiarism.

Note: I will always review the TurnItIn report. Depending upon the extent of plagiarism or copying, appropriate points will be deducted, and a warning will be given. In most cases where plagiarism is found, for the first offence that section of the project will receive a 0 grade. If any plagiarism continues with a second assignment, then the entire project grade (for all parts) will be adjusted accordingly (most likely given a 0 grade) and the situation will be reported thru proper channels with MCB and UNC.

3. Complete Part 1 of the Project.

Country Research Project Part 1 is due on Week 8

3. *Content* parts, one for each part of the assignment (see content section below)

    a. Write in paragraph form, not with bullets. This is a formal report and not an outlined presentation as done in past semester classes. You do need to explain yourself as with writing a formal report.

      c. Religion
      d. Family structure
      e. Education
4. Compare and contrast the economic system to the U.S.
      a. Basic type of economic and monetary system (currency, exchange rate, stability)
      b. Economic Integration
      c. International trade statistics (compare to the U.S.)
            i. exports (total U.S. $ amount, specific products or services, primary trading partners, etc.)
           ii. imports (total U.S. $ amount, specific products or services, primary trading partners, etc.)
5. Political system
      a. Ruling political party (ideology) and their current leadership
      b. Stability/Likelihood of change
      c. Government ownership and control of companies (e.g., nationalization vs. privatization)
      d. Trade regime and restrictions
6. Legal system
      a. Foundation of legal system
      b. Laws and enforcement concerning protection (copyrights, trademarks, patents, etc.)
      c. Problems with piracy, bribery, and other illegal/unethical practices

PART II ±RELEVANCE OF CULTURE, ECONOMICS, and POLITICAL/LEGAL SYSTEM TO BUSINESS

Using your research from Part I ±describe the effects of each part/Subpart on doing business in your assigned country, specifically examine each of the following (at a minimum)

1. Culture
      a. Effects on Promotion
      b. Effects on Product development/adaptation
      c. Human resource and employment (structure)
2. Economic/Monetary System
      a. Pricing
      b. Human resource and employment (wages)
      c. Financing
3. Political/Legal
      a. Organizational strategy and structure (inc. Ownership, market entry)
      b. Entry mode and Distribution
      c. Pricing due to Trade restrictions
4. Ethical/CRS
      a. Effects on IP infringement on product development and distribution
      b. Human resource and employment (structure and wages)
      c. Pricing strategy