



**Business Center of Excellence  
International Business Department**

<https://www.hccs.edu/programs/areas-of-study/business/international-business/>

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**IBUS 1305: Introduction to International Business and Trade |  
Lecture | #CRN 24295**

Fall 2020 | 16 Weeks (8/24/2020-12/15/2020)

Online Anytime

3 Credit Hours | 48 hours per semester

**Instructor Contact Information**

Instructor:	Deanna Teel	Office Phone:	713-718-5873
Office:	Rm 803	Office Hours:	Email instructor to setup an appointment
HCC Email:	Deanna.teel@hccs.edu	Office Location:	Sp Branch, Rm. 803

Please feel free to contact me concerning any problems that you are experiencing in this course. Your performance in my class is very important to me. I am available to hear your concerns and just to discuss course topics.

**Instructor's Preferred Method of Contact**

Please use Canvas email to contact me. Canvas email messages tell me in which class you are enrolled. This information is very helpful to me in determining how best to respond to your message. That's why I strongly prefer that you use Canvas email. It's for you!

I will strive to respond to your email within 24 hours except on weekends. If you prefer to leave a voicemail, please clearly state (a) your name, (b) what class you are enrolled in, and (c) what you are calling about. I will respond to your voice message via telephone.

Division Chair: Ken Hernandez, [kenneth.hernandez@hccs.edu](mailto:kenneth.hernandez@hccs.edu), 713-718-2468  
Division Admin Assistant: Lyssa Wilson, [melissa.wilson3@hccs.edu](mailto:melissa.wilson3@hccs.edu), 713-718-5125

**What's Exciting About This Course**

The world is shrinking and cross-border business is dynamic and ever-expanding. This is an exciting and an exhilarating time to be learning about global business!

**My Personal Welcome**

Welcome to Introduction to International Business and Trade — This is one of my favorite International Business courses! It's a foundation course which helps explain the "who, what, why and where" of IB. Learning about how IB operates is both challenging and stimulating. I

am here to help you be successful so please let me know how I can help you. Contact me via Canvas email. Welcome!

### nextLearning - Fall 2020 Modalities

This semester, there are three modalities for HCC courses: Online Anytime, Online on a Schedule, and Flex Campus.

**Online Anytime** classes are traditional online courses; coursework is online, and there are no meetings at specific times.

**Online on a Schedule** classes are online courses with traditional meeting components; coursework is online, and there are specific times to log in for scheduled class meetings.

**Flex Campus** are in-person classes; coursework is online, and students have the choice to come to campus or to participate online during scheduled class meetings.

IBUS 1305 is **Online Anytime**.

### Prerequisites and/or Co-Requisites

IBUS 1305 requires students to be placed into GUST 0342 in reading, ENGL 0300 or 0347 in writing and MATH 0306 in math. If you have enrolled in this course having satisfied these prerequisites, you have a higher chance of success than students who have not done so. Please carefully read and consider the repeater policy in the [HCCS Student Handbook](#).

### Canvas Learning Management System

IBUS 1305 will use [Canvas](https://eagleonline.hccs.edu) (<https://eagleonline.hccs.edu>) to supplement in-class assignments, exams, and activities. **Canvas usage is critical to your success in this course!** You will use Canvas to communicate with me and with other classmates as well as for your assignments (including rubrics which are uploaded in Canvas) and your exams. (all online)

HCCS Open Lab locations may be used to access the Internet and Canvas. **USE [FIREFOX](#) OR [CHROME](#) AS THE INTERNET BROWSER.**

### HCC Online Information and Policies

Here is the link to information about HCC Online classes including the required Online Orientation for all fully online classes: <http://www.hccs.edu/online/>

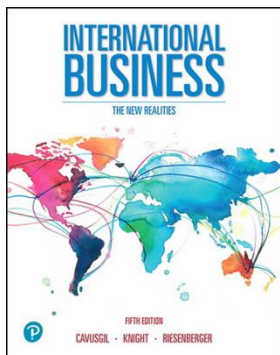
### Scoring Rubrics, Sample Assignments, etc.

Look in Canvas for the scoring rubric for the Group Project assignment, samples of class projects, and other information to assist you in the course.

<https://eagleonline.hccs.edu/login/ldap>

## Instructional Materials

### Textbook Information



The textbook listed below is **required** for this course.  
**“International Business: The New Realities”** (5th Edition) by  
 Cavusgil, Knight, Riesenberger (Pearson)  
 Print Rental ISBN: 9780135173961  
 eText Access Card ISBN: 9780135636923  
 MyLab + eText Access Card ISBN: 9780135200841  
 Pearson eText HCC First Day ISBN: 9780135176443

Please note that we request textbooks from the bookstore, which is operated by Barnes & Noble Bookstores and not by Houston Community College. If you do not order/buy your books before classes begin, you may have difficulty obtaining a copy of the textbook. It is in your best interest to purchase your books BEFORE classes begin. You may also purchase your books from another textbook retailer.

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### Other Instructional Resources

#### Tutoring

HCC provides free, confidential, and convenient academic support, including writing critiques, to HCC students in an online environment and on campus. Tutoring is provided by HCC personnel in order to ensure that it is contextual and appropriate. Visit the [HCC Tutoring Services](#) website for services provided.

#### Libraries

The HCC Library System consists of 9 libraries and 6 Electronic Resource Centers (ERCs) that are inviting places to study and collaborate on projects. Librarians are available both at the libraries and online to show you how to locate and use the resources you need. The libraries maintain a large selection of electronic resources as well as collections of books, magazines, newspapers, and audiovisual materials. The portal to all libraries’ resources and services is the HCCS library web page at <http://library.hccs.edu>.

#### Supplementary Instruction

Supplemental Instruction is an academic enrichment and support program that uses peer-assisted study sessions to improve student retention and success in historically difficult courses. Peer Support is provided by students who have already succeeded in completion of the specified course, and who earned a grade of A or B. Find details at <http://www.hccs.edu/resources-for/current-students/supplemental-instruction/>.



## **Course Overview**

IBUS 1305 studies the techniques for entering the international marketplace. Emphasis on the impact and dynamics of sociocultural, demographic, economic, technological, and political-legal factors in the foreign trade environment. Topics include patterns of world trade, internationalization of the firm, and operating procedures of the multinational enterprise.

### **Secretary's Commission Addressing Necessary Skills (SCANS)**

The Secretary's Commission on Achieving Necessary Skills (SCANS) was appointed by the U.S. Secretary of Labor to determine the skills that U. S. employers want most in entry-level employees. The commission identified seven skills, (motivation to learn, basic skills, communication, teamwork, critical thinking, career development and leadership). These workplace competencies and foundation skills have been designed into this course and into the curriculum for each program of study.

### **Program Student Learning Outcomes (PSLOs)**

Can be found at:

<https://www.hccs.edu/programs/areas-of-study/business/international-business/>

### **Course Student Learning Outcomes (CSLOs)**

Upon completion of IBUS 1305, the student will be able to:

1. Explain terms used in the international business environment;
2. Discuss internal and external factors influencing the conduct of international business.

### **Learning Objectives**

Learning Objectives for each CSLO can be found at [HCC Learning Web for International Business](#)

## **Student Success**

Expect to spend at least twice as many hours per week outside of class as you do in class studying the course content. Additional time will be required for written assignments. The assignments provided will help you use your study hours wisely. Successful completion of this course requires a combination of the following:

- Reading the textbook
- Attending class in person and/or online
- Completing assignments
- Participating in class activities

There is no short cut for success in this course; it requires reading (and probably re-reading) and studying the material using the course objectives as a guide.

### **Instructor and Student Responsibilities**

As your Instructor, it is my responsibility to:

- Provide the grading scale and detailed grading formula explaining how student grades are to be derived
- Facilitate an effective learning environment through learner-centered instructional techniques
- Provide a description of any special projects or assignments
- Inform students of policies such as attendance, withdrawal, tardiness, and making up assignments
- Provide the course outline and class calendar that will include a description of any special projects or assignments
- Arrange to meet with individual students before and after class as required

As a student, it is your responsibility to:

- Attend class in person and/or online
- Participate actively by reviewing course material, interacting with classmates, and responding promptly in your communication with me
- Read and comprehend the textbook
- Complete the required assignments and exams
- Ask for help when there is a question or problem
- Keep copies of all paperwork, including this syllabus, handouts, and all assignments
- Attain a raw score of at least 50% on the final exam
- Be aware of and comply with academic honesty policies in the HCCS Student Handbook. This means it's against HCC policy to plagiarize on your research paper and that you should not collude with another student on an online exam.

## Assignments, Exams, and Activities

### Written Assignment

Assignments are posted within the Assignment Page and can be done individually or with group members. The due dates are located on the "Weekly Schedule of Assignments" document found on the front page of the course and also within each CANVAS weekly topic. Each assignment may have a file attached including instructions. Follow the directions and submit individually on the due date and time. If you are in a group, be certain all students' names are on the assignment and upload the same assignment individually. Late assignments are not accepted nor are incorrect assignments. For example, if you accidentally uploaded your history assignment instead of this course's assignment, it will not be accepted.

Students can start immediately on their assignments and submit early, if desired. **All assignments are subject to change at any time!**

### Exams

Three (3) exams will be given with the lowest score of the 3 exams being dropped. Please note that if one exam is missed, there is no penalty. Exams are each 50 multiple choice questions @ 2 pts/each. These two exams count towards 50% of your course grade. Most exams are 120 minutes although the times can vary. The chapters to be covered on each exam will be stated both in the "Weekly Scheduled Assignments" on the front page of the course as well as within each weekly topic. This will also include the dates of the exams. There is only ONE attempt to take the exam, so be sure you are ready to sit through the complete exam once you start.

These are "self-assessments" meaning they are to be done **ALONE**. If anyone is caught colluding with another student on the exam(s), the students will be given an "F". Per HCC guidelines, colluding is **cheating**. **EXAM DATES ARE SUBJECT TO CHANGE AND NO MAKE-UP EXAMS ARE GIVEN!**

### Group Project

Each individual or group will prepare a FULL ten-paged paper (not including exhibits, diagrams, charts, etc) w/1" margins (including an introduction and a summary) on a topic pertaining to International Business which must be **approved by the instructor**.

Sources must be properly documented (MLA works cited). **PLAGIARISM** is against HCC policy and will be enforced! For those of you unfamiliar with HCC library assistance, please watch these great tutorials, webinars, or ways to contact your library or librarian:

1. Visit the library online to find books, scholarly journals, and articles at <https://library.hccs.edu/home>
2. Live and Recorded Library Classes: Learn to research, cite and seek help in our [Upcoming Library Webinars](#). Past recording of library classes: [https://library.hccs.edu/online\\_instruction/recordings](https://library.hccs.edu/online_instruction/recordings)
3. Consult with a Librarian about your research:
4. Chat with Librarians during business hours and find FAQs here: <http://hccs.libanswers.com/>

5. Call a Librarian: [https://library.hccs.edu/about\\_us](https://library.hccs.edu/about_us)
6. Text the library: (713) 568-9582
7. Email: [ask@hccs.libanswers.com](mailto:ask@hccs.libanswers.com)
8. Find electronic resources through the library:
9. eBooks and articles: Eagle Library Search <https://library.hccs.edu/home>
10. Library Catalog : <https://librus.hccs.edu/>
11. Database List: <https://library.hccs.edu/az.php>
12. Check our Frequently Asked Library Questions: <http://hccs.libanswers.com/search/>
13. Online Library Hours: Monday to Thursday: 7:30 am -9:00 pm, Friday 7:30 am - 4pm, Saturday 9am-3pm, Sunday noon- 6pm.

If students utilize **UPSWING.IO** ([hcc.upswing@hccs.edu](mailto:hcc.upswing@hccs.edu)), 10-20 extra points can be added to your paper. If you do utilize UPSWING, be certain to include the requirements for this assignment to your tutor. Your paper needs to be reviewed **ONLY by an English tutor** to earn the extra points. After UPSWING has made recommendations to your paper, you must take these changes and incorporate them into your own final paper. You will then upload your final project and the proof from the UPSWING tutor. **Proof of participation (the complete paper from the tutor, not just their comments) must be given to earn the extra points.**

### In Class Activities

Participation in classroom discussions are highly encouraged. We all learn from each other and no one person's life experiences are the same. Share your thoughts and ideas!

### Final Exam

The final exam is one of three exams where only two exam scores are needed to complete the course. If you have taken Exam #1 & #2, you don't need to take the final exam unless you so desire. However, if you have missed Exam #1 or Exam #2, you must take the final exam. The exam is 50 multiple choice questions @ 2 pts/each.

### Grading Formula

There is a points-based grading system with a maximum 400 total points possible which can be earned at the end of the semester.

Written Assignment(s)	100 points 25%
Exams	200 points 50%
<u>Group Project</u>	<u>100 points 25%</u>
TOTAL	400 points 100

Grade	Total Points
A	A = 100- 90
B	B = 89 - 80:
C	C = 79 - 70:
D	D = 69 - 60:
F	59 and below = F



**Incomplete Policy:**

In order to receive a grade of Incomplete ("I"), a student must have completed at least 50% of the work in the course. Incompletes must have "extenuating" circumstances such as a death in the family, serious accident, etc. in order to be granted. Documentation must be provided. In all cases, the instructor reserves the right to decline a student's request to receive a grade of Incomplete.

**HCC Grading Scale can be found on this site under Academic Information:**  
<http://www.hccs.edu/resources-for/current-students/student-handbook/>

## Course Calendar

Week	Dates	Topic / Assignments Due
1	8/24/2020	INTRODUCTIONS via Discussion to find group members for assignments & project, if interested. Talk about your interests, hobbies and career to find your matches. Due 8/31/2020 Read Chap 1-Introduction:What is IB?
2	8/31/2020	Read Chap 2-Globalization of Mkts & the Internationalization of the Firm
3	9/7/2020	Assignment #1 due 9/8/2020- NO LATE ASSIGNMENTS WILL BE ACCEPTED Read Chap 3-The Cultural Environment of IB
4	9/14/2020	Read Chap 4-Ethics, Corp. Social Responsibility, Sustainability& Governance
5	9/21/2020	Read Chap 5-Theories of Intntl. Trade Assignment #2 due 9/21/2020- NO LATE ASSIGNMENTS WILL BE ACCEPTED
6	9/28/2020	Exam #1 on 10/2/2020 – 10/4/2020 over Chaps 1-5- No MAKEUP EXAMS GIVEN Read Chap 6-Political & Legal Systems In Ntl Environments
7	10/5/2020	Read Chap 7-Govt Intervention & Regional Econ. Integration
8	10/12/2020	Assignment #3 due 10/12/2020- NO LATE ASSIGNMENTS WILL BE ACCEPTED Read Chap 8-Understanding Emerging Mkts
9	10/19/2020	Read Chap 9-International Monetary & Financial Environment
10	10/26/2020	Assignment #4 due 10/26/2020- NO LATE ASSIGNMENTS ACCEPTED! <b>Administrative/Student Withdrawal date on 10/30/2020</b> Read Chaps 10- Financial Mgmt & Accounting in the Global Firm and Chap 11-Strategy & Organization in the International Firm
11	11/2/2020	Exam #2 ON 11/6/2020 – 11/8/2020 over CHAPS 6-12- No MAKEUP EXAMS GIVEN! Group Work Read Chap 12-Global Mkt Opportunity Assessment and Chap 13-Exporting & Global Sourcing
12	11/9/2020	Assignment #5 due 11/11/2020 Read Chap 14-Foreign Direct Investment& Collaborative Ventures
13	11/16/2020	Read Chap 15-Licensing, Franchising & Other Contractual Strategies
14	11/23/2020	Assignment #6 due 11/23/2020 Read Chap 16-Marketing in the Global Firm
15	11/30/2020	Final Group Project due 12/5/19 Last Class Day! Read Chap 17-Human Resource Mgmt in the Global Firm
16	12/7/2020	FINAL EXAM over Chaps 13-17 on 12/9/2020– 12/11/2020 –NO MAKEUP EXAMS WILL BE GIVEN! Semester ends 12/15/2020 GRADES AVAILABLE TO STUDENTS 12/20/2020

### Syllabus Modifications

The instructor reserves the right to modify the syllabus at any time during the semester and will promptly notify students in writing, typically by e-mail, of any such changes.

## Instructor's Practices and Procedures

### Missed Assignments

There is a “no makeup” policy for exams because one of the 3 exams can be dropped or not taken at all. No late assignments are accepted unless in cases of extreme emergencies like car accidents, death in the family, etc. In such cases, documentation is required.

### **Academic Integrity**

As students, you are expected to maintain academic integrity: no cheating, plagiarism, collusion, etc. Scholastic Dishonesty will result in a referral to the Dean of Student Services. See the link below for details.

Here’s the link to the HCC information about academic integrity (Scholastic Dishonesty and Violation of Academic Scholastic Dishonesty and Grievance):

<http://www.hccs.edu/about-hcc/procedures/student-rights-policies--procedures/student-procedures/>

### **Attendance Procedures**

The Official Day of Record is different for each term. The Day of Record is posted on the official HCC Calendar for that term. Students who do attend classes regularly typically earn better grades. For online students, the first day of class is important and they must log on to online classes on the **first day of class**. THIS IS A STATE OF TEXAS POLICY. It is not an instructor, department, or college created policy.

Please talk to me before considering withdrawal however, if it is beyond the semester withdrawal date, you will not be able to withdraw with a “W”. Please be aware that an “F” will hurt your GPA, so circumvent this from happening IN ADVANCE. If it is before the withdrawal date, I expect you to drop yourself.

Tardiness information: coming to class late is disruptive to the instructor and other students and is frowned upon. If you can’t make it to class on time, consider dropping yourself.

### **Student Conduct**

Disruptive behavior in an online class will not be accepted and the student will be warned.

### **Instructor’s Course-Specific Information**

Typically assignments will be graded within one week’s time and comments will be given for each assignment within the Speed Grader, as appropriate. Exam ranges will be given typically a day or so after the exam. If you have questions about a particular question(s) on the exam, please email me and I’ll be happy to help you. Since there are no “makeups” for assignments, Canvas will calculate your Assignment average score.

### **Electronic Devices**

Not applicable.

## **International Business Program Information**

It is strongly recommended that students of this course ensure that their major is listed as International Business and that you notify the school of which certificate or degree plan you are following.

Scholarships are available every spring with the International Transportation Management Association (ITMA), the Houston District Export Council (HDEC) and the Houston

International Trade Development Center (HITDC). Check with the International Business Program Coordinator, Deanna Teel, at [deanna.teel@hccs.edu](mailto:deanna.teel@hccs.edu).

This program includes a Co-Op class, IBUS 2280. Students must complete 30 semester credit hours for the AAS degree or 15 semester credit hours in the Certificate before enrolling in this course. Once you have met the requirements, you will contact the Division Chair's office at 713-718-5125 to get the permission code to enroll in this class. Please note that the Co-Op course requires you to have a position in the International Business industry, paid or volunteer. IBUS 2380 requires that you must work a minimum of 10 hours per week.

## **HCC Policies**

Here's the link to the HCC Student Handbook <http://www.hccs.edu/resources-for/current-students/student-handbook/> In it you will find information about the following:

- Academic Information
- Academic Support
- Attendance, Repeating Courses, and Withdrawal
- Career Planning and Job Search
- Childcare
- disAbility Support Services
- Electronic Devices
- Equal Educational Opportunity
- Financial Aid TV (FATV)
- General Student Complaints
- Grade of FX
- Incomplete Grades
- International Student Services
- Health Awareness
- Libraries/Bookstore
- Police Services & Campus Safety
- Student Life at HCC
- Student Rights and Responsibilities
- Student Services
- Testing
- Transfer Planning
- Veteran Services

### **EGLS<sup>3</sup>**

The EGLS<sup>3</sup> ([Evaluation for Greater Learning Student Survey System](#)) will be available for most courses near the end of the term until finals start. This brief survey will give invaluable information to your faculty about their teaching. Results are anonymous and will be available to faculty and division chairs after the end of the term. EGLS<sup>3</sup> surveys are only available for the Fall and Spring semesters. -EGLS3 surveys are not offered during the Summer semester due to logistical constraints.

<http://www.hccs.edu/resources-for/current-students/egls3-evaluate-your-professors/>

### **Campus Carry Link**

Here's the link to the HCC information about Campus Carry:

<http://www.hccs.edu/departments/police/campus-carry/>

## **HCC Email Policy**

When communicating via email, HCC requires students to communicate only through the HCC email system to protect your privacy. If you have not activated your HCC student email account, you can go [to HCC Eagle ID](#) and activate it now. You may also use Canvas Inbox to communicate.

## **Housing and Food Assistance for Students**

Any student who faces challenges securing their foods or housing and believes this may affect their performance in the course is urged to contact the Dean of Students at their college for support. Furthermore, please notify the professor if you are comfortable in doing so.

This will enable HCC to provide any resources that HCC may possess.

## **Office of Institutional Equity**

Use the link below to access the HCC Office of Institutional Equity, Inclusion, and Engagement (<http://www.hccs.edu/departments/institutional-equity/>)

## **disAbility Services**

HCC strives to make all learning experiences as accessible as possible. If you anticipate or experience academic barriers based on your disability (including long and short term conditions, mental health, chronic or temporary medical conditions), please meet with a campus Abilities Counselor as soon as possible in order to establish reasonable accommodations. Reasonable accommodations are established through an interactive process between you, your instructor(s) and Ability Services. It is the policy and practice of HCC to create inclusive and accessible learning environments consistent with federal and state law. For more information, please go to <http://www.hccs.edu/support-services/disability-services/>

## **Title IX**

Houston Community College is committed to cultivating an environment free from inappropriate conduct of a sexual or gender-based nature including sex discrimination, sexual assault, sexual harassment, and sexual violence. Sex discrimination includes all forms of sexual and gender-based misconduct and violates an individual's fundamental rights and personal dignity. Title IX prohibits discrimination on the basis of sex-including pregnancy and parental status in educational programs and activities. If you require an accommodation due to pregnancy please contact an Abilities Services Counselor. The Director of EEO/Compliance is designated as the Title IX Coordinator and Section 504 Coordinator. All inquiries concerning HCC policies, compliance with applicable laws, statutes, and regulations (such as Title VI, Title IX, and Section 504), and complaints may be directed to:

David Cross  
Director EEO/Compliance  
Office of Institutional Equity & Diversity  
3100 Main  
(713) 718-8271  
Houston, TX 77266-7517 or [Institutional.Equity@hccs.edu](mailto:Institutional.Equity@hccs.edu)  
<http://www.hccs.edu/departments/institutional-equity/title-ix-know-your-rights/>

### **Office of the Dean of Students**

Contact the office of the Dean of Students to seek assistance in determining the correct complaint procedure to follow or to identify the appropriate academic dean or supervisor for informal resolution of complaints.

<https://www.hccs.edu/about-hcc/procedures/student-rights-policies--procedures/student-complaints/speak-with-the-dean-of-students/>

### **Department Chair Contact Information**

Division Chair: Ken Hernandez, [kenneth.hernandez@hccs.edu](mailto:kenneth.hernandez@hccs.edu), 713-718-2468

Division Admin Assistant: Lyssa Wilson, [melissa.wilson3@hccs.edu](mailto:melissa.wilson3@hccs.edu), 713-718-5125