



**Santa Ana College**  
**1530 W. 17<sup>th</sup> Street**  
**Santa Ana, CA 92706**  
**714-564-6000 www.sac.edu**

**DATE:** Fall 2017

**TO:** Students enrolled in Business 125 – in-Class  
*Introduction to International Business*, Section #40420, 3 Units, Wednesdays

**FROM:** Professor Ali Kowsari, MBA, MS, CGBP

**SUBJECT:** Syllabus & Orientation Packet

Welcome to *Introduction to International Business* course. This Syllabus will provide you with the course requirements and indicate what you need to do to successfully complete the course. It contains important information, so please keep it handy for easy reference throughout the course.

## **COURSE DESCRIPTION**

Business 125 is a fundamental of international business course that includes a survey of international marketing, finance, law and logistics. It includes how a company decides to go global and how products are made, transported and sold around the world.

## **COURSE GOAL & STUDENT LEARNING OUTCOMES**

Assist the students in obtaining an understanding of international business concepts in order to establish a foundation of international business knowledge. The course Student Learning Outcomes (SLO's) are:

1. Students will analyze and discuss information and terminology in marketing, finance, logistics, law and cultural. Students will determine the issues in these fields as they relate to international business.
2. Students will learn the topic content and vocabulary associated with the course by completing the text, handouts and reading assignments. They will be able to express this terminology and its usage in the written assignments.
3. Students will learn how cultural diversity impacts and affects international business.
4. Students will compare and contrast careers available in field of International Business.

## **COURSE TEXTBOOK & OTHER MATERIAL**

The Global Entrepreneur – Third Edition by: James F. Foley

ISBN-10: 0975315315

## **COURSE REQUIREMENTS**

You **MUST**:

1. Have the text book
2. Have & know how to use Microsoft Word, PowerPoint & Excel &/or Adobe PDF reader.
3. Have an Email address & access to high speed internet.
4. Complete the Exams.
5. Complete the Quizzes
6. Participate in the Class Discussions.
7. Complete the final group project.
8. Submit your work on time.
9. Be familiar with Canvas. If you are not, refer to the tutorial link on this syllabus, and on your course Canvas page.

Late Work and Make-up Tests: There are **NO LATE PAPERS ACCEPTED AND NO MAKE-UP TESTS OR ASSIGNMENTS. EMAILED ASSIGNMENTS ARE NOT ACCEPTED. ALL WORK MUST BE TURNED IN ON BLACKBOARD UNLESS SPECIFICALLY STATED OTHERWISE.**

## **TECHNOLOGY**

To succeed in this class you must:

- Have access to a computer and a high speed internet connection. Computers are available in the ACC (A106) & the library for your use.
- Email address that you check regularly.
- Know how to use MS Office technology (Word, Power Point, Excel, Adobe)
- Be familiar with Canvas.

## **CANVAS**

All course materials, including the orientation packet, review handouts, assignments and multiple choice quizzes/exams will be posted on Canvas. Required information will be available on Canvas so you must have internet access. Canvas can be accessed at: <http://rscdd.instructure.com>

Your username and password layout are explained on the login page (WebAdvisor username & password). If you are not familiar with Blackboard or if you have questions, Here are some very helpful tutorials:

<http://www.sac.edu/AcademicAffairs/DistanceEd/Pages/BbStudentHelp.aspx>

## **EMAIL ADDRESS**

It is essential that your email address be correctly posted on blackboard. If your email requires acceptance of my information in order for me to communicate with you...YOU MUST make this work. I will not spend time becoming an accepted email address for your account.

## **INSTRUCTOR'S CONTACT INFO & OFFICE HOURS**

E-mail: kowsari\_ali@sac.edu

**EMAIL RULES:** Use meaningful, to-the-point subject lines and proper greeting. Your email must include your name, class number and a clear description of your question/comment. Email messages will be answered within 24 hours Monday thru Friday. Weekend contact will be based on my on-line access. As a **LAST RESORT ONLY** feel free to call me (619) 708-0479. If you call and I am not in, please leave a message on my voice mail with a name, time, number, and subject/topic of call, so I can call you back.

Office Location – SAC Campus – A107-11 Office hours: Please refer to Canvas

## **SUBMISSION OF WORK**

All documents submitted for grading must be submitted under the following guidelines:

1. Documents must be submitted through Blackboard using the assignment or exam tabs only.
2. Documents **must** be submitted using **Microsoft Office (.doc, .docx, xls, .xlsx, .ppt, .pptx) or PDF (.pdf)**
3. Documents will **NOT** be graded that are created in any other format other than that listed above.
4. Documents must be submitted on or before the deadline time & date. LATE work will NOT be graded.
5. No documents will be accepted which are sent in via email or after the deadlines.
6. Documents containing “texting” language will NOT be graded (e.g. “i” is not a word!)
7. Documents containing text language will NOT be graded (e.g. “i” is not a word!)

## **GRADING SCALE**

Your grades will be determined based on the scale below.

<b>Class Work</b>	<b>Available Points</b>	<b>Point Totals</b>	<b>Percentages</b>	<b>Grade</b>
2 Assignments	150 pts. ea.	300	90 TO 100 %	A
2 Exams	100 pts ea.	200	80 TO 89.9%	B
1 Group Project	250 pts	250	70 TO 79.9%	C
Participation	250 pts	250	60 TO 69.9%	D
<b>Total points</b>		<b>1000 Points</b>	<b>BELOW 59.9%</b>	<b>F</b>

## **EXAM & ASSIGNMENT STRUCTURE**

There will be two (2) Exams and two (2) Assignments. Refer to the Grading Scale (on this Syllabus) for the points. The Exams could consist of true/false, multiple choice, essay questions, or short answers. The opening dates and due dates for each assignment, exam, or project is clearly stated on this syllabus and on Canvas. Make sure to add them to your Calendar and follow them closely.

## **GROUP PROJECT**

You will have one Group Project for your finals. This is essential, as international business is never conducted in isolation, and you must learn to cooperate, negotiate, and work in teams. The groups will be assigned by me, the professor, and each group will prepare a presentation and present on the last week of the semester (see Class Plan on this Syllabus). The presentation will include a submitted document and an in-class, oral presentation. This is also by design, since as future business people, you will need to learn how to present your ideas and projects to potential customers, investors, business partners, etc. We will work on these skills through out the semester; so don't worry if you don't have practice!

## **PARTICIPATION**

Each class meeting will consist of class discussions about current events, business issues, and class topics for the week based on the chapter readings. In addition there will be in class group activities. Your participation in the class discussions and group activities is **VERY IMPORTANT** and carries a lot of points (see Grading Scale). This means attendance and action **are essential to earning points**. You can't earn points if you aren't in class! You earn points when you participate.

## **DROPPING A CLASS**

**The official starting date for this course is Aug 30th, 2017.** If you decide to drop the course, you should officially withdraw. **Do not just stop submitting work**, for that may result in an "F" grade. Any student who cannot continue a course has an **obligation** to officially withdraw through the Admissions Office. Students officially **withdrawing from this course on or before Sept 10th will owe \$0 or receive a refund and will not receive a W on their transcript.** Students **withdrawing from the course between Sept 11th and Nov 19th will receive a "W" grade.** According to the grading policy, withdrawing from this course **after Nov 19th** requires that the student receive a letter grade other than a "W" by the instructor (most likely an "F"). SAC has instituted new policies regarding the number of times you may retake a course. Please check the school Catalog or website for further information. Last day of class is June 2<sup>nd</sup> and you must be present in class.

## **BEING DROPPED FROM CLASS**

New national regulations require that students participate in online classes in order to receive credit for the class. Class participation is defined by the professor for each class. For this class – Class Participation consists of Active Participation in class activities as well as submission of assignments, exams, quizzes, and projects. Should you miss 2 consecutive deadlines and do not respond within the requested timeframe to my email in that regard, you will be dropped from the class for non participation/excessive absences.

College Policy: It is the **student's responsibility** to withdraw officially from a course. However, because of enrollment demand a student may be dropped by the instructor when not appearing at the first class meeting or not participating in the first course activity designated to account for active enrollment. A student may be dropped for non-participation if they have missed in excess of 10% of the total course activities including but not limited to class attendance, discussions, assessments, etc. If you have any questions, please contact me immediately.

## **CELL PHONES**

To insure consideration for all of us, turn cell phones **OFF** (not just on vibrate) while in class. **DO NOT** text/post/Instagram/etc. during class. If you use your cell phone during class (unless you have permission) you will have 2 options – I will take the phone or you will be asked to leave class for the remainder of the day. Should this become a persistent problem I will ask you to leave class for 2 class meetings and refer you to the Dean of Students.

## **ACADEMIC HONESTY POLICY**

Students at Santa Ana College are expected to be honest and forthright in their academic endeavors. To falsify the results of one's research, to steal the words or ideas of another, or to cheat on an examination, corrupts the essential process by which knowledge is advanced. Academic dishonesty is seen as an intentional act of fraud, in which a student seeks to claim credit for the work or efforts of another without authorization, or uses unauthorized materials or fabricated information in any academic exercise. We consider academic dishonesty to include forgery of academic documents, intentionally impeding or damaging the academic work of others, assisting other students in act of dishonesty or coercing students into acts of dishonesty.

## **ACADEMIC ACCOMMODATION STATEMENT**

Your success in this course is important to me. Santa Ana College and I are committed to providing reasonable accommodations for all individuals with disabilities. If you have a disability that may have some impact on your ability to do well in this course, I encourage you to speak with me as soon as possible. Also, please contact Disabled Student Programs & Services so that we can all collaborate on your classroom accommodations in a timely manner. DSP&S is located in U-103 and their phone number is 714-564-6264. The DSP&S office requires documentation of your disability in order to receive reasonable accommodations. If you do not have documentation they will work with you to acquire it. I look forward to supporting you to meet your learning goals.

## **SANTA ANA COLLEGE MISSION STATEMENT**

“The mission of Santa Ana College is to be a leader and partner in meeting the intellectual, cultural, technological, workforce and economic development needs of our diverse community. Santa Ana College prepares students for transfer, employment, careers and lifelong intellectual pursuits in a dynamic learning environment.”

## **BUSINESS DIVISION MISSION STATEMENT**

The mission of the Business Division is to prepare Santa Ana College students for professional careers in business and to provide a transfer pathway from the Community College to University. The Business Division offers courses and programs of study that emphasize excellence in teaching with content that is rigorous, current, and of greatest benefit to its students and community.

*\*\*\*This syllabus is subject to change at the discretion of the instructor\*\*\**

## BUS 125 Class Plan – Fall 2017

Date	Topic	Chapters & Assignments	Due Dates
<b>Week 1</b> Aug 30	Introduction	Canvas, Introduction, Fundamentals	
<b>Week 2</b> Sept 6	Why Go Global? When is a Company Ready...?	Ch. 1 Ch. 2	
<b>Week 3</b> Sept 13	Selecting a Foreign Market	Ch. 4 Ch. 5	
<b>Week 4</b> Sept 20	Market Research	Ch. 6 Ch. 22	
<b>Week 5</b> Sept 27	Global Distribution	Ch. 7 Ch. 8 Ch. 9	Assignment 1 is OPEN
<b>Week 6</b> Oct 4	Kiss, Bow, or Shake Hands	Ch. 10 And Review	
<b>Week 7</b> Oct 11		Exam 1	Assignment 1 – DUE
<b>Week 8</b> Oct 18	International Marketing	Ch. 11 Ch. 19 Ch. 20	
<b>Week 9</b> Oct 25	Logistics and Documentation	Ch. 14 Ch. 15	Group Project is OPEN
<b>Week 10</b> Nov 1	Global Management	Ch. 17 Ch. 18	
<b>Week 11</b> Nov 8	International Legal Environment	Ch. 12	
<b>Week 12</b> Nov 15	Money, Tax, and Accounting Issues	Ch. 16 Ch. 13	Assignment 2 is OPEN
<b>Week 13</b> Nov 22	How to Import/Export Products and Classify them	Ch. 3	
<b>Week 14</b> Nov 29		Exam 2	Assignment 2 – DUE
<b>Week 15</b> Dec 6	Group Project Presentations	<b>Mandatory attendance</b>	Group Projects DUE
<b>Week 16</b> Dec 13	<b>End of Semester Combined Event – Free Food!</b>	<b>Mandatory attendance</b>	

*This Class Plan is subject to change at instructor's discretion.*