



**Boston University
Metropolitan College
Administrative Sciences Department**

SYLLABUS

Course: **E-commerce and Web design
(MET MG 448 C1)**

Semester: **2010 Fall semester, (4 credits)**

Instructor: Jung-Wan Lee, Ph.D.

Office: Room 225, 808 Commonwealth Ave.

Office hours: 17:00-18:00 Mon.-Fri.

Tel: 617-358-5627

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Class Information

Classroom: CAS B18A

Contact time: Wednesday 6:00-9:00 p.m.

Course Description

The purpose of this course is to develop knowledge and skills in the managerial aspects of electronic commerce and in building web sites using Dreamweaver CS4. The course provides an in-depth understanding of electronic commerce as the basis for interactive communication and commerce platform and as a marketplace for performing business activities.

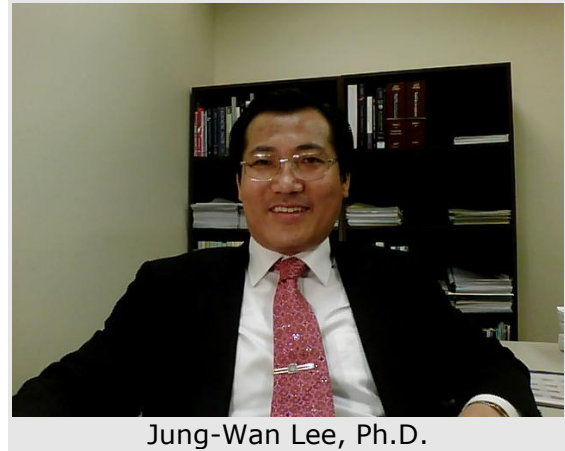
Objectives and expected outcomes

After you have completed this course, you should be able to:

- Understand electronic commerce business models and concepts
- Understand the Internet, World Wide Web, and infrastructure for electronic commerce.
- Acquire technical skills to build an electronic commerce website
- Demonstrate a high level of electronic commerce marketing
- Appreciate online security and payment systems for an effective electronic commerce

Instructor Biography

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Jung-Wan Lee, Ph.D.

Teaching

Jung-Wan Lee holds a Ph.D. in Business Administration (Marketing) and advanced degrees in International Logistics (MBA), International Finance (MA), and Electronic Commerce (MS) with solid applied backgrounds in international business and management. He has many years of research and teaching experience in electronic commerce, international marketing, international business and management in Korea, USA, and Kazakhstan. He also has substantial experience of international business in Korea, Japan, China, and Russia.

He teaches AD655 (online) International Business, Economics and Cultures, MG520 International Business Management, AD739 (online) Marketing Management, MG431 International Marketing, MG448 Electronic Commerce and Web Design, AD745 Competitive Strategy in undergraduate and graduate programs at Metropolitan College.

Research

He has written fifty-five research papers and four books during the past five years. He has four award-winning research papers: 1) Best Paper Award at the Twelfth International Conference of International Management Development Association, in June 2006, in Vancouver, Canada, 2) Distinguished Research Award at the Spring 2009 International Conference of Allied Academies, in April 2008, in Tunica, Mississippi, 3) Distinguished Research Award at the Spring 2009 International Conference of Allied Academies, in April 2009, in New Orleans, LA, 4) Distinguished Research Award at the Fall 2009 International Conference of Allied Academies, in October 2009, in Las Vegas, NV.

Since 2005, he has served as Associate Editor of the Editorial Board for the *World Review of Entrepreneurship, Management and Sustainable Development* (ISSN: 1746-0573. Bucks, UK: Inderscience Publishers), and as Regional Editor of Eastern Europe and the CIS countries for the *World Review of Science, Technology and Sustainable Development* (ISSN: 1741-2242. Bucks, UK: Inderscience Publishers).

My Pedagogy and Methodology for Teaching Excellence:

Goal 1: To generate the enthusiasm, confidence, self-leadership and self-motivation within each student.

I give students at least two stimulating assignments per semester, so as to enable them to master complex subject matters and experience the pride that comes from continually striving for higher levels of competency. I motivate students to do their best work and encourage students to come to class prepared. I give students an opportunity to do well on assignments by helping students consult a structured process.

Goal 2: To create an innovative classroom environment through the myriad of technology and innovation, as well as employ a structured lecture process.

I use technology enabled teaching materials, such as online learning communities, to utilize teamwork in order to solve complex problems. I outline my lecture on the blackboard as it develops. I also write down any technical terms or names that students might not know how to spell. I begin and end lectures with summary statements. I summarize main points and emphasize conceptual understanding.

Goal 3: To have students consider themselves as global citizens equipped with the knowledge and understanding of best practices to be successful in that endeavor.

I present the best case for each theory and analyze each critically and comparatively. Then, I discuss each one and contrast the basic elements and implications of each. I invite students to share their knowledge and experiences. Drawing upon the diverse backgrounds and experiences of students, I facilitate discussions involving different points of view and encourage robust participation. I ask students to focus on any experiences which may give them a different viewpoint on social, political, and economic issues.

Course Resources

Required Textbook:

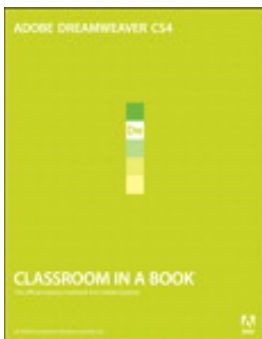


E-Commerce 2010, 6/E
Kenneth Laudon
Carol Guercio Traver,

ISBN-10: 0136100570
ISBN-13: 9780136100577

Publisher: Prentice Hall
Copyright: 2010

Recommended Book:



Adobe Dreamweaver CS4 Classroom in a Book

Adobe Creative Team

ISBN-10: 0321573811

ISBN-13: 9780321573810

Publisher: Adobe Press

Copyright: 2009

Format: Paper Bound w/CD-ROM

Additional Reading:

Read electronic commerce and web design-related websites (such as W3c World Wide Web Consortium <http://www.w3.org/>; InformITnetwork <http://www.informit.com/index.aspx>; Internet4Classrooms http://www.internet4classrooms.com/on-line_dw.htm) in order to better understand to current electronic commerce and web design skills or resources.

Course structure and weekly learning goals:

MG448 E-commerce and Web Design (4 credits)			
Class week	Topics	Text Book	Case Study
<u>Week 1</u>	Chapter 1: The Revolution Is Just Beginning Chapter 2: E-Commerce Business Models and Concepts <ul style="list-style-type: none">Identify key components of e-commerce business modelsDescribe b2C, and B2B business modelsIdentify emerging business models of e-commerceUnderstand key business concepts applicable to e-commerce	Chapter 1 & 2	Priceline.com (pp.108-111)
<u>Week 2</u>	Chapter 3: The Internet and World Wide Web: E-Commerce Infrastructure <ul style="list-style-type: none">Identify key technology concepts behind the InternetExplain the current structure of the InternetUnderstand how the world wide web worksDescribe how Internet and web features and services support e-commerce	Chapter 3	The web's jukebox (pp.188-191)
<u>Week 3</u>	Chapter 4: Building an E-Commerce Web Site <ul style="list-style-type: none">Explain the process that should be followed in building an e-commerce web-siteDescribe the major issues surrounding the decision to outsource site development and hostingIdentify tools that can improve web site performance	Chapter 4	Recreational Equipment Inc. (pp.246-251)
<u>Week 4</u>	Chapter 5: Online Security and Payment Systems <ul style="list-style-type: none">Describe key dimensions of e-commerce securityIdentify key security threats in the e-commerce environmentDescribe how technology helps protect the security of messages sent over the InternetIdentify the tools used to establish secure Internet communications channelsUnderstand major e-commerce payment mechanisms	Chapter 5	https://www.paypal.com/ PayPal Inc. (pp.324-328)
<u>Week 5</u>	Practice with Dreamweaver CS4 <u>The Dreamweaver CS4 Interface</u> <ul style="list-style-type: none">New Dreamweaver CS4 FeaturesThe Standard Toolbar; The Style Rendering ToolbarCommon Objects; Layout Objects; Form Objects; Data Objects; Spry Objects; Text Objects;The CSS Styles Panel ; The AP Elements Panel ; The		Practice with Dreamweaver CS4

	<p>Files Panel; The Assets Panel;</p> <p><u>Building a Web Page</u></p> <ul style="list-style-type: none"> • Working with a New Document in Design View • Modifying the Page Properties • Working with Text • Working with Images • Inserting Images into a Dreamweaver Document • Creating a Navigation Bar 		
<u>Week 6</u>	<p>Practice with Dreamweaver CS4</p> <p><u>Web Page Structuring Using Tables</u></p> <ul style="list-style-type: none"> • Inserting and Working with Tables • Adding and Removing Rows and Columns • Changing Cell Widths and Heights • Setting the Background Color and Cell Wrapping • Converting a Cell to a Header • Working with Tables in Expanded Tables Mode • Importing Tabular Data <p><u>Page Structuring Using Cascading Style Sheets</u></p> <ul style="list-style-type: none"> • Working with AP Elements • Designing Tableless Web Pages Using <div> Tags • Designing the Page Structure Using ID Selectors • Inserting <div> Tags • Built-In CSS Page Layouts 		Practice with Dreamweaver CS4
<u>Week 7</u>	<p>Practice with Dreamweaver CS4</p> <p><u>HTML Forms</u></p> <ul style="list-style-type: none"> • Working with Forms and Form Objects • Text Fields, Password Fields, and Text area • Check Boxes and Checkbox Groups • Radio Buttons and Radio Groups • Test the Form <p><u>Using Behaviors</u></p> <ul style="list-style-type: none"> • Using the Behaviors Panel • Jump Menu and Jump Menu Go • Open Browser Window • Preload Images • Validate Form • Deprecated Behaviors 		Practice with Dreamweaver CS4
<u>Week 8</u>	<p>Practice with Dreamweaver CS4</p> <p><u>Incorporating Video and Audio</u></p> <ul style="list-style-type: none"> • Working with Video Clips • Audio on the Web • Linking to Audio Files • Embedding Audio Files • Playing Background Music 		Practice with Dreamweaver CS4

	<p><u>Working with Templates and Library Items</u></p> <ul style="list-style-type: none"> • Creating a New Template • Defining Editable Regions • Working with Repeating Regions • Defining Optional Regions • Setting Optional Region Properties • Managing Templates Using the Assets Panel 		
<p><u>Week 9</u></p>	<p>Chapters review We will have a case analysis and discussions on eBay and PayPal Inc. selected from the textbook on Week 8. Please read through the textbook and prepare answers for the following questions.</p> <p>Textbook reading: eBay Inc. Textbook Page 4, 6, 69-70, 74, 76, 83, 92-93, 95,186, 200, 205-206, 219, 277,324, 386, 388, 390, 411, 576, 578, 579, 626, 718, 725, 727, 729, 756</p> <p>PayPal Textbook Page 324-328</p> <p>Discussion Questions for eBay Inc</p> <ul style="list-style-type: none"> ■ eBay is one of the only major Internet "pure plays" to consistently make a profit from its inception. What is eBay's business model? Why has it been so successful? ■ Other major web sites, like Amazon.com and Yahoo!, have entered the auction marketplace with far less success than eBay. How has eBay been able to maintain its dominant position? ■ What method does eBay use to reduce the potential for fraud among traders on its site? What kinds of fraud, if any, are eBay users most susceptible? ■ eBay makes every effort to conceptualize its users as a community (as opposed to, say "customers" or "clients"). What is the purpose of this conceptual twist and does eBay gain something by doing it? ■ eBay has long been a marketplace for used goods and collectibles. Today, it is increasingly a place where major businesses come to auction their wares. Why would a brand name vendor set-up shop on eBay? <p>Discussion Questions for PayPal</p> <ul style="list-style-type: none"> ■ What is the value proposition that PayPal offers consumers? How about merchants? ■ What are some of the risks of using PayPal when compared to credit cards and debit cards? ■ What strategies would you recommend that PayPal pursue in order to maintain its growth over the next five years? ■ Why are cell phone networks a threat to PayPal's future growth? 		
<p><u>Week 10</u></p>	<p>Chapter 6: E-Commerce Marketing Concepts</p> <ul style="list-style-type: none"> • Discuss the basic concepts of consumer behavior and purchasing decisions • Understand how consumer behave online • Describe the basic marketing concepts needed to understand Internet marketing 	<p>Chapter 6 & 7</p>	<p>Liquidation. Com (pp.408-412)</p>

	<ul style="list-style-type: none"> Describe the main technologies that support online marketing <p>Chapter 7: E-Commerce Marketing Communications</p> <ul style="list-style-type: none"> Identify major forms of online marketing communications Understand the costs and benefits of online marketing communications Discuss the ways in which a web site can be used as a marketing communications tool 		
<u>Week 11</u>	<p>Chapter 8: Ethical Social Issues in E-Commerce</p> <ul style="list-style-type: none"> Understand why e-commerce raises ethical and social issues Recognize main ethical and social issues raised by e-commerce Identify practices of e-commerce companies that threaten privacy Describe the different methods used to protect online privacy Understand how governance of the Internet has evolved over time 	Chapter 8	Google print library (pp.544-547)
<u>Week 12</u>	<p>Chapter 9: Online Retailing and Services</p> <ul style="list-style-type: none"> Understand the environment in which the online retail sector operates today Identify the challenges faced by different types of online retailers Describe major features of the online service sector Describe major trends the online travel service industry today 	Chapter 9	IAC/Interactive Corp (pp.624-628)
<u>Week 13</u>	<p>Chapter 10: Online Content and Media</p> <ul style="list-style-type: none"> Identify major trends in the consumption of media and online content Describe the five basic content revenue models Discuss the key challenges facing content producers <p>Chapter 11: Social Networks, Auctions, and Portals</p> <ul style="list-style-type: none"> Explain the difference between a traditional social network and an online social network Describe the different types of social networks and online communities and their business models Describe the major types of online auctions, and how they operate Understand the business models of portals 	Chapter 10 & 11	Google and YouTube (pp.697-700)
<u>Week 14</u>	<p>Chapter 12: B2b E-Commerce: Supply Chain Management and Collaborative Commerce</p> <ul style="list-style-type: none"> Define B2B e-commerce Understand the procurement process online Understand the four types of online marketplaces 	Chapter 12	Siemens (pp.817-820)

<u>Week</u> <u>15</u>	Chapters review: Term paper presentation		
	Guidelines for presentation: Groups should prepare a 10 to 12 slide PowerPoint presentation for abstracting their term papers. The PowerPoint slides should be developed and organized in a professional manner. Groups should demonstrate their presentation in class.		
	Final-exam		

Additional comments:

The Instructor will be giving students teaching materials (which are teaching notes, case studies, articles, issue reports, web resources) before each class. Students are encouraged to preview the materials before a class and expected to participate in discussions. Students are also encouraged to visit websites and read articles of international marketing strategy agenda regularly during the semester to keep abreast of current events and increase interests in course topics.

Course Grading

Assessment Policy

Your final grade for this course will be derived from three types of assessment:

- Weekly attendance and participation
- Three assignments: take-home
- Final examination: during the final examination period

Assessment Percentage

The value (as a percentage) of each of these assessment measures is tabulated below.

1 st Attestation 40%	Class attendance and participation	10 %
	Case Analysis (assignment 1: Individual)	10 %
	Website Design (assignment 2: Individual)	20 %
2 nd Attestation 30%	Term paper (assignment 3: Team project)	20 %
	Term paper presentation (Team project)	10 %
Final Attestation 30%	Final-exam (multiple choice, fill-in-the-blank, true/false, short answer, open-end)	30 %
Total 100%		100%

Course calendar and assignments' due

Nº	Assignments	calendar																%
		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	
1.	<i>Class participation</i>	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*		10%
2.	<i>Case analysis report (assignment 1)</i>				*													10%
3.	<i>Website design and Web presentation (assignment 2)</i>								*									20%
4.	<i>Term paper (assignment 3)</i>														*			20%
5.	<i>Term paper presentation</i>															*		10%
6.	<i>Final Exam</i>																*	30%
	<i>Total</i>																	100%

Grading Policy and system:

Grade	Grade Point	%	Traditional grade
A	4.0	96-100	EXCELLENT
A-	3.67	91-95	
B+	3.33	86-90	GOOD
B	3.0	81-85	
B-	2.67	76-80	
C+	2.33	71-75	SATISFACTORY
C	2.0	66-70	
C-	1.67	61-65	
D+	1.33	56-60	
D	1.0	51-55	
F	0	=< 50	UNSATISFACTORY

While there is no fixed absolute number of grades in any one level, it is important to note that high grades reflect an excellence in the understanding of class materials and organization of thoughts as well as the complete works of course assignments. In addition, an important aspect of my class is the complete attendance at each class and active participation at each discussion; grades will also reflect an individual's contributions to the class.

As such, a maximum 5 percent of the class, ONLY who has/have achieved completely every learning goal of the course, would earn an A grade and approximately 15 percent would earn an A-grade. As grades are earned and not awarded, the College does give grades C+/C/C-/D+/D or F for work that is below average/standards.

Since achieving every learning goal of the course and at the same time making the complete attendance at each class and participation at each discussion is a challenging task for part-time students, an A- grade may be deemed as a highest evaluation for them.

This course will strictly follow the Code of Academic Conduct of Boston University. Please keep this in mind. Grading, attendance and examination policies and procedures will be applied to the course in accordance with Boston University rules, and "Code of Academic Conduct."

Additional comments:

Academic Honesty: Dishonesty, including but not limited to cheating on tests and plagiarism, is taken seriously. The minimum penalty is an "F" in this course and referrals to Disciplinary Committee.

Cell Phones: Any student cell phone that rings during class will result in an automatic 5 % reduction in grade.

Assignment 1: case analysis report (Individual assignment, 10% of total grade)

Guidelines for case writing:

1. **Students should select a case topic they are interested in either from the following list, or they may explore/develop any topic they are interested in.**

http://www.facebook.com/	http://twitter.com/
http://www.myspace.com/	http://secondlife.com/
http://www.webvan.com/	http://www.craigslist.org/
http://www.freshdirect.com/	http://www.bluenile.com/
http://www.google.com/	http://www.louisvuittoneshop.com/
http://www.yahoo.com/	http://online.wsj.com/home-page
http://www.ebay.com/	http://www.cnn.com/
http://www.travelocity.com/	http://www.linkedin.com/
http://www.verisign.com/	http://mashable.com/
https://www.paypal.com/	http://www.ariba.com/
http://www.netflix.com/	http://www.gxs.com/
http://www.costco.com/	http://www.alibaba.com/
http://www.youtube.com/	http://www.microsoft.com/

2. Each case report will be **15 pages** in length, including a title page, tables, figures, appendixes, and references. It should be typed in **12 point font, Times New Roman, and double-spaced.**
3. Avoid verbosity and do not plagiarize work of others. You must cite your sources. Provide adequate citations and use the **APA style** ([see APA style guide here](#)) for bibliography.
4. You may use **any article** from websites, newspapers, company reports, and other forms of information.
5. **Students should analyze and synthesize the information from the reading materials to form a cohesive report (2000~2500 words). The report should be concise.**
6. Do not simply summarize materials of a company. Use the information from the materials to support your evaluations, conclusions, and recommendations.
7. **Submission: 1) Two sets of printed copies** should be submitted, **and 2) a written report as an MS Word document by an email attachment** should be sent **not later than the class day of week 4.**

Case Analysis Grading Criteria (10 points)

1. **Timeliness:** Whether it is completed on time: Maximum 3 points
2. **Content and context:** Whether its content has flourished by extended research, relating to a case: maximum 3 points
3. **Analytical Skills:** Whether the work focus on key points to managerial and marketing issues: Maximum 4 points

Assignment 2: Website design and web presentation (Individual assignment, 20% of total grade)

Guidelines for a website design: total 15 points maximum

1. **Students should create or design a website about any topic they are interested in.**
2. Each website will be **at least 10 web pages** in link, including a homepage and other reference pages. It should not be counted those web pages that simply link to specific URLs.
3. **Submission: 1) A zip file included all web pages and links** should be sent by an email **not later than the class day of week 8.**

Guidelines for Web presentation: total 5 points maximum

Students should prepare a 10 to 12 slide PowerPoint presentation for abstracting their websites on the Internet. The web presentation of PowerPoint slides should be developed and organized in a professional manner like a webinar ("Your use of hyperlinks, layouts, and contents are the elements of your own creativity. Audio narration can definitely add to your presentation, but is not required. If you choose to narrate your presentation, please limit the audio length to no more than 10 minutes (i.e. 1 minute per slide).

Rubric for Assignment 2: Website design (total 15 points)

CATEGORY	Excellent (3)	Good (2)	Satisfactory (1)	Needs Improvement (0)
1. Learning Material (includes Forms, Spry widgets)	The student has an exceptional understanding of the material included in the site and where to find additional information. Can easily answer questions about the content and procedures used to make the web site.	The student has a good understanding of the material included in the site. Can easily answer questions about the content and procedures used to make the web site.	The student has a fair understanding of the material included in the site. Can easily answer most questions about the content and procedures used to make the web site.	Student did not appear to learn much from this project. Cannot answer most questions about the content and the procedures used to make the web site.
2. Links	All links point to high quality, up-to-date, credible sites in the bibliography. AND all the links, including links to their own pages, work.	Almost all links point to high quality, up-to-date, credible sites in the bibliography. Or there aren't many links. AND many or most of the links, including links to their own pages, work.	Most links point to high quality, up-to-date, credible sites in the bibliography. Or there are too few links. AND some of the links, including links to their own pages, work.	Less than 1/2 of the links point to high quality, up-to-date, credible sites in the bibliography. Or there are barely any links. AND few of the links.
3. Layout	The web site has an exceptionally attractive and usable layout. White space, graphic elements and/or alignment are used effectively to organize material.	The web pages have an attractive and usable layout. It is easy to locate all important elements.	The web pages have a usable layout, but may appear busy or boring. It is easy to locate most of the important elements.	The web pages are cluttered looking or confusing. It is often difficult to locate important elements.
4. Navigation	Links for navigation are clearly labeled, consistently placed, allow the reader to easily move from a page to related pages (forward and back), and take the reader where s/he expects to go. A user does not become lost.	Links for navigation are clearly labeled, allow the reader to easily move from a page to related pages (forward and back), and internal links take the reader where s/he expects to go. A user rarely becomes lost.	Links for navigation take the reader where s/he expects to go, but some needed links seem to be missing. A user sometimes gets lost.	Some links do not take the reader to the sites described. A user typically feels lost.
5. Security and privacy disclosure	Fair use guidelines are followed with clear, easy-to-locate and accurate citations for all borrowed material. No material is included from websites that state that permission is required unless permission has been obtained.	Fair use guidelines are followed with clear, easy-to-locate and accurate citations for almost all borrowed material. No material is included from websites that state that permission is required unless permission has been obtained.	Fair use guidelines are followed with clear, easy-to-locate and accurate citations for most borrowed material. No material is included from websites that state that permission is required unless permission has been obtained.	Borrowed materials are not properly documented OR material was borrowed without permission from a site that requires permission

Assignment 3: Term Paper and Presentation (Team assignment, 30% of total grade)

Instructions for a term paper:

A term paper on e-commerce will be written by a group of students (**a team consists of normally three (3) students. Students may volunteer themselves to form/choose their team members**). As the semester progresses, various components of the paper should be worked. At the end of the semester, all sections will be integrated into one final paper.

1. **Students should select a term paper topic they are interested in either from the following list, or they may explore/develop any topic they are interested in.**

<ul style="list-style-type: none">• E-Commerce Business Model• Infrastructure for E-Commerce• E-Marketplaces• Retailing in E-Commerce• B2B E-Commerce• Corporate Portals• E-Government• E-Learning• E-Auctions• Electronic Payment Systems	<ul style="list-style-type: none">• Consumer Behavior in online• Online advertisement• Online marketing• eCRM• E-Commerce Strategy• Global EC• Legal, Ethical Issues in EC• Online Social Networks• eSCM: Supply Chain Management• Mobile Computing and Commerce
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2. Each term paper will be **about 25 pages** in length, including a title page and references. It should be typed in **12 point font, Times New Roman, and double-spaced**.
3. Avoid verbosity and do not plagiarize work of others. You must cite your sources. Provide adequate citations and use the **APA style** ([see APA style guide here](#)) for bibliography.
4. You may use **any article** from websites, newspapers, company reports, and other forms of information.
5. **Students should analyze and synthesize the information from the reading materials to form a cohesive paper (3000~3500 words). The paper should be concise.**
6. Do not simply summarize materials of companies and/or cases. The written paper should focus on analyzing the material, evaluating the strategy employed by companies, and making appropriate recommendations. Use the information from the materials to support your conclusions and recommendations.
7. **Submission: 1) Two sets of printed copies** should be submitted, **and 2) a written paper as an MS Word document** should be sent **by an email attachment not later than the class day of week 14.**

Grading Criteria (maximum 30 points)

The project will count for 30% (written report 20%, presentation 10%) of the total grade. Each member of a project team will receive the same grade for their project submission.

1. **Timeliness:** Whether it is completed on time - Maximum 4 points
2. **Content and context** (conceptual skills): Whether its content has flourished by extended research, relating to the case - maximum 8 points
3. **Analytical Skills:** Whether the work focus on key points to marketing decision-making issues - Maximum 8 points
4. **Presentation:** Maximum 10 points*

****Guidelines for presentation:***

Groups should prepare a 10 to 12 slide PowerPoint presentation for abstracting their term papers. The presentation of PowerPoint slides should be developed and organized in a professional manner like a seminar ("Your use of hyperlinks, layouts, and contents are the elements of your own creativity. Audio narration can definitely add to your presentation, but is not required. If you choose to narrate your presentation, please limit the audio length to no more than 10 minutes (i.e. 1 minute per slide).

Final Exam: Individual 30%

There is a final exam in this course during a final exam period. The final exam is proctored and requires the use of an approved proctor for a student who is unable to get to the test site. The exam will cover information from textbook, lectures, cases, and readings. The exam is closed book/closed notes/closed materials. The final exam will be structured to promote and reward learning, thinking, and understanding of the course materials. This will require some memorization, as well as the ability to understand concepts of international business, economics and cultures. **The test will contain four types of questioning methods: true/false, multiple choice, fill-in-the-blank, and open-end questions. The duration of the exam is 100 minutes for 45 questions.**

Attention!

- **20% of absence without valid reasons leads to «F (Fail)»**
- **"0" will be marked, if students are late on the final examination;**
- **"F" will be marked, if students use a crib (on a paper or electronic base) during the final examination.**