



Boston University
Metropolitan College
Administrative Sciences Department

SYLLABUS

Course: **International Business, Economics and Cultures**
(MET AD 655 OL)

Semester: **2011 Summer 1 semester, (4 credits)**

Instructor: Jung-Wan Lee, Ph.D.

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Class Information

Classroom: Online class

Contact time: May 10 ~ June 27, 2011

Course Description

This course focuses on the international context of business and management, and provides the understandings of international business dynamic environments, the cultural diversity of global management, formulating and implementing strategy for global operations, and creating competitive advantages for global competition (4 credits).

Course Objectives and Expected Outcomes

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

1. Understand the unique challenges involved in international business and management.
2. Perform a comprehensive analysis of international business and management environment and make operational recommendations for managerial action that will improve business performance.
3. Analyze and apply the various components of international business and management to enhance its effectiveness.
4. Understand and discuss key issues required in international business and management.

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, MG448 Electronic Commerce and Web Design, MG473 Qualitative & Quantitative Decision Making 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).

Course Resources

Readings (text and online news), cases, discussion.

Required Text



[International Business: The Challenge of Global Competition, 12th ed.](#)

by Ball, McCulloch, Geringer, Minor, McNett

Publisher: McGraw-Hill

ISBN 978-0-07-338140-4

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Required textbooks for this course can be purchased from Barnes & Noble at Boston University at <http://www.campusstores.com/budl/selectcourses.asp>.

Additional Reading

Read international business and management related news and articles from The World Economic Forum <http://www.weforum.org/en/index.htm>; The Wall Street Journal <http://online.wsj.com/home-page>; Financial Times <http://www.ft.com/>; World Trade organization <http://www.wto.org/>; UNCTAD <http://www.unctad.org/>; OECD <http://www.oecd.org/>; in order to better understand to current international business and management practices.

Boston University Library Link

As Boston University students you have full access to the BU Library—even if you do not live in Boston. From any computer, you can gain access to anything at the library that is electronically formatted—or better said, available online. Previously known as the 'ezproxy' library portal, the new access for all BU students lets you connect to the BU Library's electronic resources seamlessly. Use the link <http://www.bu.edu/library/index.shtml>. You may use the library's content whether you are connected through your online course or not, by confirming your status as a BU community member using your Kerberos.

Using the links on the right side of the page, you can find articles, eJournals, and eBooks, and you can easily search the library's content by subject. In addition, through the "Reference Shelf," you will have access to dictionaries, encyclopedias, handbooks, and more. If you are having difficulties gaining access, please consult the instructions below.

Course Outline and Chapter Overview

Week 1 – Impact of Economics and International Trade on International Business

Chapter 1: The rapid change of international business
Chapter 2: International trade and foreign direct investment
Chapter 3: Theories of international trade and investment
Chapter 15: Entry Modes

In this week, we introduce the basic concepts of international business, and the theories of international trade and investments. In particular, we will:

- Understand foreign Direct Investment (FDI) and MNCs
- Understand the Multi-National Corporation and FDI Theories
- Understand Conventional Economic Theory
- Understand Monopolistic Advantage Theory of FDI
- Understand Oligopolistic Theory
- Understand Internal Economies of Scale
- understand the Eclectic Model and "Internalization"
- Understand important issues of FDI and trade
- Understand the International Product Life Cycle
- Understand Ricardo's theory and International Trade
- Understand Factor-Proportions Model
- Understand Leontief's theory
- Understand Free Trade
- Understand Protectionism

Week 2 – Impact of International Institutions and International Financial Environments on International Business

Chapter 4: International institutions from international business perspective
Chapter 10: International monetary system and financial forces
Chapter 20: International accounting and financial management

In this week, we look at the concepts of international institutions, international monetary system, international accounting and financial management from international business perspective. In particular, we will:

- Understand Taxing on International Trade
- Understand International Trading Agreements
- Understand International Institutions (GATT and WTO)

- Understand International Financial Environment
- Understand the Value of a Nation's Currency
- Understand International Accounting and the Balance of Payments
- Understand Currency Volatility from international business perspective

Week 3 – Impact of Geopolitical and Cultural Environments on International Business

Chapter 5: Sociocultural Forces

Chapter 6: National Resources and Environmental Sustainability

Chapter 7: Economic and Socioeconomic Forces

In this week, we introduce the impact of geopolitical and cultural environments on international business. In particular, we will:

- Understand Geopolitical Environment
- Understand Classifying Nations
- Understand Classifying nations by Attitude toward Free Trade
- Understand Classifying nations according to Resource and Skill Levels
- Recognize the Importance of Culture in international Business Environment
- Understand Religion and Location as Cultural Realms
- Understand the impact of Culture on international Business

Week 4 – Impact of Political and Legal Forces on International Business

Chapter 8: Political Forces

Chapter 9: Intellectual Property and Legal Forces

In this week, we look at the influences of political, legal forces and intellectual property issues on international business. In particular, we will:

- Understand Political Risks in International Business
- Understand the impact of Nationalism and Business Risk
- Understand how to use Company Structure to Contain Risk
- Understand using Insurance Against Risks and Protecting Foreign Investment
- Understand the World's Legal Differences
- Understand how to protect Intellectual Property in International Business
- Understand International Alternatives for Dispute Resolution
- Understand The International Standards and the Foreign Corrupt Practices Act

Week 5 – Managing for International Competition, International Marketing and Global Operations

Chapter 12: International Competitive Strategy
Chapter 14: Assessing and Analyzing Markets
Chapter 17: Marketing Internationally
Chapter 18: Global Operations and Supply Chain Management

In this week, we introduce international competitive strategy, how to assess markets, international marketing issues, global operations and supply chain management issues in international business. In particular, we will:

- Understand Global Competitive Strategy
- Understand The Development Process of a Global Business Strategy
- Understand Small Businesses and International Opportunities
- Understand Barriers to International Growth
- Understand International Product Strategy
- Understand International Brand Strategy
- Understand International Service Strategy
- Understand International Pricing Strategy
- Understand International Promotion Strategy
- Understand International Distribution Channel Strategy
- Understand International Market Research issues
- Understand the Issues of Managing Global Operations and Production

Week 6 – Organizational Structure and Managing Human resources and Labor Forces in International Business

Chapter 13: Organizational Design and Control
Chapter 11: Labor Forces
Chapter 19: Human Resources Management

In this week, we look at global organization's structures, control process, labor issues, and international human resource management issues in international business. In particular, we will:

- Understand International Organizational Structure and the MNCs
- Understand International Human Resources Management
- Understand Motivating Factors to the International Workforce
- Understand the Issues of the Relocated Workers: Non-Residents on Work permits and Illegal Aliens
- Understand the Issues of Children in the Workforce
- Understand the issues of Women and the International Workforce
- Understand the Issues of Managing the Expatriate Workforce
- Understand the Roles of Global Manager and Managing Diversity
- Understand the issues of Managing Organized Labor and the International

Workforce
Week 7 – Final Exam
No Lecture

Schedule and Important Dates

Sessions and Days of the Week

The course is divided into seven weekly sessions. Due dates for assignments and discussions are stated in Day numbers. **Day One is Tuesday**, the first day of the beginning of each weekly session.

Weekly Structure	
Day 1	Tuesday
Day 2	Wednesday
Day 3	Thursday
Day 4	Friday
Day 5	Saturday
Day 6	Sunday
Day 7	Monday

Week	Lecture No. & Topics	Readings	Discussion Topics & Exams	Assignments
1	Impact of Economics and International Trade on International Business	Chapters 1, 2, 3 and 15	<ul style="list-style-type: none"> "Introduce Yourself" "Foreign Direct Investments" 	
2	Impact of International Institutions and International Financial Environments on International Business	Chapters 4, 10 and 20	<ul style="list-style-type: none"> Video Case – "Cirque du Soleil" 	

3	Impact of Geopolitical and Cultural Environments on International Business	Chapters 5, 6 and 7	<ul style="list-style-type: none"> • "Cultural Considerations in Interational Business" 	<u>Assignment 1:</u> Article Review and Essay Writing
4	Impact of Political and Legal Forces on International Business	Chapters 8 and 9	<ul style="list-style-type: none"> • Video Case – "Clearing the Air" 	
5	Managing for International Competition, International Marketing and Global Operations	Chapters 12, 14, 17 and 18	<ul style="list-style-type: none"> • "Global Competiveness" 	
6	Organizational Structure and Managing Human Resources and Labor Forces in International Business	Chapters 11, 13 and 19	<ul style="list-style-type: none"> • "International Workforce" 	<u>Assignment 2:</u> Case Analysis Term Paper and Presentation
	No Lecture		No Discussion Topic	
7	Proctored Final Exam	Review for Final Exam	<u>Final Exam:</u> During the final exam period	

Discussion Questions

Week 1

1. "Introduce Yourself" (non-graded)

Create a message to introduce yourself to your fellow students and instructor. Write a brief paragraph or two telling about your background, your interests and your expectations for this course.

2. "Foreign Direct Investments"

Traditionally Foreign Direct Investments (FDI) has followed foreign trade since foreign trade is typically less costly and risky than making a direct investment into foreign markets. Entering a

market via FDI allows management to enter the market in small increments controlling their investment. Globalization of markets is challenging this traditional market entry strategy.

Discuss how the new international business environment is causing this path to market expansion to change. Illustrate and reinforce your answer with any theory (from international trade and investment theory) referred to and with practical examples.

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Week 2

3. Video Case – "Cirque du Soleil"

Watch the video by clicking the following link, "[Cirque du Soleil, a truly global workforce.](#)" You are to respond in this discussion area to the following questions: "Why is Cirque du Soleil successful throughout the world? How does the product transcend culture differences between countries?" Please comment on at least two other classmate's postings.

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Week 3

4. "Cultural Considerations in Interational Business"

As a prospective executive with BUMET International Inc., assume that you were recently promoted to CEO for the region of Asia Pacific Rim that includes Japan, Korea, China, Singapore, Thailand, Vietnam, Indonesia, and Malaysia. This region encompasses the most important production facilities for BUMET International Inc. with seven production facilities and over 24,000 employees.

How should you alter your management style based on Hofstede's four value dimensions? Illustrate and reinforce your answer with any value dimensions referred to and with practical examples.

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Week 4

5. Video Case – "Clearing the Air"

Watch the video by clicking the following link, "[Clearing the Air.](#)" (Note that the video was filmed in 2006). You are to respond in this discussion area to the following questions: "What are some of the environmental and economic consequences of failing to reverse the trend toward global warming? What can we learn from cities such as Seattle and Portland?" Please comment on at least two other classmate's postings.

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Week 5

6. "Global Competiveness"

The World Economic Forum (<http://www.weforum.org/>) publishes an annual Global Competitiveness Index that ranks the national competitiveness for leading countries. Consider that you are working for a company (in the information and communications technology industry such as Nokia, Samsung, LG, Motorola, etc) that plans to expand abroad. Examine the Global Competitiveness Index for the most recent 5 years.

What is the methodology used for creating these rankings? Which countries are ranked in the top 10? Now examine the rankings for the 5 years previous to the current index. What differences do you note in the rankings? What factors (indicators) do you consider most importantly? Why?

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Week 6

7. "International Workforce"

In the age of information technology and rapidly changing international business environments, many employees have found themselves on the outside lacking appropriate skills, knowledge and experience necessary to compete.

Who is responsible, the organization itself or the individual worker? Why? Illustrate and reinforce your answer with any theory (from organizational behavior and motivation theory) referred to and with practical examples.

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Assignments

Assignment 1: Article Review and Essay Writing (due Day 7 of Week 3)

Assignment 2: Case Analysis Term Paper and Presentation (due Day 7 of Week 6)

Details of the above assignments are on the following page, and in the Assignments area of Vista.

Final Exam

Proctored Final Exam Schedule

Be aware that the Final Exam is proctored and will take place in the seventh week of the course. The exam has a 100-minute time limit and will be comprised of multiple-choice and true/false questions. It will cover information from the online lectures and cases, from the textbook readings, and from the online discussions. The exam is closed-book; this means no use of the textbook or other offline readings, your notes, or any of the online material.

► **Important Notice:** The lecture content of this course will be inaccessible during the exam period.

The proctored portion of the exam will take place between **9 AM, Wednesday, June 22 to 11:59 PM Saturday, June 25**. You will be responsible for scheduling your own appointment with an approved proctoring option. Detailed instructions about setting up an appointment will be forthcoming from the proctored exam coordinator approximately three weeks into the course.

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Important Dates

Registration Information and Dates

Click [here](#) to view the drop dates for your course or go to http://www.bu.edu/online/online_course_schedule/important_dates/index.html.

Click [here](#) to withdraw or drop your course, or go to <http://www.bu.edu/studentlink>

Notes:

- If you are dropping down to zero credits for a semester please contact your college or academic department.
- **Non-participation in your online course does not constitute a withdrawal from the class.**

Registration fee non-refundable

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Course Grading

Assessment Policy

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

- Weekly Discussions
- Two Assignments
- Final Examination

Assessment Percentage

The value of each of these assessment measures, expressed as a percentage, is tabulated below.

Weekly Discussions (6 topics * 5 points = 30 points)	30%
Assignment-1: Article review and essay writing	10%
Assignment-2: Case analysis term-paper	30%
Final exam	<u>30%</u>
Total	100%

Course Calendar and Assignments

No.	Assignment	Calendar (by Week)							% of Grade
		1	2	3	4	5	6	7	
1.	Class participation (discussions)	■	■	■	■	■	■		30%
2.	Article Review and Essay Writing (Assignment 1)			■					10%
3.	Case Analysis Term Paper and Presentation (Assignment 2)						■		30%
4.	Final exam (proctored)							■	30%
	Total								100%

Grading 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

Grading Process

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. In addition, an important aspect of any class, whether online or in a classroom, is the shared thoughts and insights of the class members; grades will also reflect an individual's contributions to the class.

We follow the Boston University, Metropolitan College recommendations concerning grading standards. As such, a maximum 5 percent of the class would earn an A grade and approximately 15 percent would earn an A- grade. The next 60 percent segment would earn a B+ or B grade. The remaining group, approximately 20%, would earn a grade between B- and F. As grades are earned and not awarded, the College does give grades B-/C+/C/C- for work that is below average/standards.

Class Participation and Discussion

Class Participation and Discussion (30% of total grade)

You are expected to participate on a weekly basis. The essence of this course is to learn a set of ideas and know how they apply to marketing. Mastering the material requires you to assess, think, and form judgments, so high quality online participation is essential. High quality participation includes substantive contribution to class discussions, insights into topics we are discussing, questions regarding relevant topics, and online interactions with others. There is not much time to accomplish as much as we need to, so it is essential that you do not fall behind.

In traditional face-to-face courses, students earn a failing grade for excessive absence from class. It is the same in our online programs. Students may test well and write a good paper, but if they have not been participating in class discussions or other assignments that benefit the class as a whole, they will fail the course or at least be given a reduced grade.

Initial discussion posts should be made as listed in each discussion topic in the Discussion area (also found in the *Schedule and Important Dates* page of this syllabus. You should initiate at least one main posting and should respond to at least two other student postings.

Your weekly discussions are graded in the following manner:

5 points – Exceptional level of discussion that brings value to the discussion while building on others' insights. It is a highly valued added discussion which brings in new insights, material, and references. The student has explored the comments of many others and made contributions to their postings. This is an original contribution that stimulates a lot of interesting discussion. It explicitly includes academic research or relevant anecdotal evidence. It certainly requires inquiry external to the class textbook and readings, which must be correctly referenced. An example might be the contribution of scholarly research to the topic.

4 points – Discussion builds on others insights, is a highly valued added discussion that brings in new insights, material and references. The student builds on discussions of others and has made several high level contributions during the week, and is the top 25% for the week. This person is a significant contributor that does more than move the discussion along; they sharpen or even refocus the conversation and add new information or interpretive strategies to the topic at hand. They may also lead the discussion onto a new path. An example may be a comparison of two major case studies.

3 points – The student has been active in discussion during week and made several contributions during the week that build on other's comments by making general value added contributions. Their work would be in the range of 50 to 75 % range of discussions for the week.

2 points – The student has been in the discussion during the week but tends to repeat others' comments or make opinion related statements without backing them up. Average to below average postings. The student rarely tends to respond to others' postings and contributions. Their work would be considered in the range of 20 to 50 % range of discussion for the week.

1 point – Discussion does not provide contribution but restates materials, books, or Internet articles without appropriate citations. Not actively participating and postings are considered to be well below average. The student simply restates or provides personal opinions without any reference or supporting materials. The student does not respond to others. Their work would be considered in the bottom 20 %.

0 Point – The student did not post or participate in discussion for the week.

Table 1: Grade Converter

Grade	Grade Point	%
A	4.80 - 5.00	96-100
A-	4.55 - 4.79	91-95
B+	4.30 - 4.54	86-90
B	4.05 - 4.29	81-85
B-	3.55 - 3.79	76-80
C+	3.55 - 3.79	71-75
C	3.30 - 3.54	66-70
C-	3.05 - 3.29	61-65
D+	2.80 - 3.04	56-60
D	2.55 - 2.79	51-55
F	0 - 2.54	=< 50

Tabulating the Weekly Grades

In the weekly grade, you can receive a maximum grade of 5 for each discussion question. Discussions are to be graded in the 0 - 5 scale, but allowing for decimals e.g. 4.2/5. So, at the end of each week, you will get a grade out of 5 points for each question.

Since there are six discussion questions through the six weeks, your maximum grade will be $6 \times 5 = 30$ points.

However it will be difficult to earn 5 points for every discussion, most students will probably receive totals in the range between 18-27 points. Your facilitator should explain how they arrived at a grade.

Assignments

Assignment 1: Article review and essay writing (Individual assignment, 10% of total grade)

Guidelines for essay writing

1. The student should select an essay topic they are interested in either from the following list, or they may explore/develop any topic they are interested in. Students should get approval from their facilitator if they chose a topic outside of the list:

<ol style="list-style-type: none">1. Agency Theory2. Comparative Advantage3. Competitive Structure4. Exploration vs. Exploitation5. Game Theory6. Human Ecology Theory7. Institutional Theory8. International Trade Theory9. Internationalization Theories10. Foreign Market Entry11. Leadership Theories12. Neoinstitutional Theory	<ol style="list-style-type: none">13. Organizational Ecology14. Organizational Learning15. Portfolio Theory16. Relational Contracting Theory17. Resource-Based Theory18. Signaling Theory19. Strategic Choice Theory20. Systems Theory21. Technological Advantage Theory22. Technological Innovation Theory23. Theory of FDI and MNE24. Transaction Cost Theory25. Upper Echelon Theory
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You should have a topic in mind by the beginning of the second week. Think about it, check out references and available materials and then forward the topic to your facilitator by the end of the second week.

2. **Each essay will be 8 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 the work of others. You must cite your sources. Provide adequate citations and use the **APA style** ([see APA style guide here](#)) for the bibliography.
4. The essay will have at least five references from peer-reviewed academic journals **ONLY**. You can find a good source from the BU Library's electronic resources. Use the link <http://www.bu.edu/library/index.shtml>.
5. Students should analyze and synthesize the information from the articles to form a cohesive essay (1300 ~ 1500 words). The paper should be short and concise.
6. **Submission:** A written essay as an **MS Word document** should be sent no later than Day 7 of Week 3.

7. The assignment is to be submitted in the Assignments area of Vista . Remember, you can submit your paper ANY TIME before the due date, and I suggest that you plan to do so.

Grading Criteria (in total 10 points)

1. Timeliness: Submitted by the due date – maximum 2 points
2. Content and context –Context is well organized according to the guidelines: maximum 4 points
3. Citation and reference – Appropriately cited in the body text and bibliography, according to the citation guidelines: maximum 4 points

For more detailed information about the article review and essay writing, see the following [Methodological Note1](#) and [How-To-Search-Article](#) links.

Assignment 2: Term-Paper and Presentation (Team assignment, 30% of total grade)

Important Note

Week 2, you will sign-up in teams of three students from your group. The sign-up sheets will be available on this course's home page. Look for the **Assignment 2 Team Sign-up Sheets** module just below the **Syllabus** module. The sign-up sheets will become available at the beginning of Week 2.

Instructions for a term paper:

A term paper on international business, economics and cultures will be written by a group of students (a team consists of normally three (3) students). You will work on various components of the paper throughout the semester. At the end of the semester, all of the sections will be integrated into one final paper.

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. If you choose to narrate your presentation, please limit the audio recording time to no more than 10 minutes (i.e. one minute per slide). I do not wish to limit that, but Vista may not be able to handle file sizes of presentations with audio beyond the recommended length.

The project will count for 30% (written report 20%, presentation 10%) of the total grade. Each member of a project team could receive different grades for their project submission. A final grade of the project will be weighted by a project teammate evaluation weight index that ranges from 0 to 100 based on the relative value of their individual contributions for the project.

Each member of a team will confidentially rate the contributions of the other members on his or her team and forward their ratings to the facilitator of the group. Then, the facilitator will compile those weight scores and assign individually a final grade for the term-paper project.

For example, assume your team gets 28 credits for your team project. John Doe was received 90 and 90 from the peer evaluations by the other members of his team. A final grade of John Doe will be weighted as follows: $28 * 90\% = 25.2$. In this case, John Doe will get 25.2 for a final grade of the project.

1. Students should select an essay topic they are interested in either from the following list, or students may explore/develop any topic they are interested in. Students should get approval from their facilitator if they chose a topic outside of the list:

<ol style="list-style-type: none"> 1. Entry modes of foreign markets 2. Globalization 3. Legal, Technological, and Political Forces 4. The Role of Culture in international business 5. Ethics and Social Responsibility in International Business 6. International Trade and Investment Theory 7. International Monetary System and the Balance of Payments 8. Foreign Exchange and International Financial Markets 9. Formulation of National Trade Policies 10. International Cooperation among Nations 	<ol style="list-style-type: none"> 11. International Strategic Management 12. Strategies for Analyzing and Entering Foreign Markets 13. International Strategic Alliances 14. International Organization Design and Control 15. Leadership and Employee Behavior in International Business 16. International Marketing 17. International Operations Management 18. International Financial Management 19. International Human Resource Management and Labor Relations
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2. **Each term paper will be 25 pages** in length including the title page, exhibits, tables, and references. It should be typed in 12-point font, Times New Roman, and double-spaced.
3. The paper should be structured and written as if you were going to submit it to professional marketing magazines or present it at a conference.
4. 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 the bibliography.

5. The written paper should focus on analyzing the materials in cases, evaluating the strategy employed by companies/products/brands, and making appropriate recommendations.
6. **Submissions (a written term paper as an MS Word document and a PowerPoint presentation)** should be made no later than Day 7 of Week 6.
7. The assignment is to be submitted in the Assignments area of Vista . Remember, you can submit your paper ANY TIME before the due date, and I suggest that you plan to do so. One team member should be chosen to upload the paper and presentation.

Grading Criteria (30 points)

1. Timeliness: Completed on time: maximum 4 points
2. Content and context (conceptual skills) – Content has flourished by extended research, relating to the case: maximum 8 points
3. Analytical skills – The work focuses on key points to marketing decision-making issues: maximum 8 points
4. Professional presentation – maximum 10 points

For more detailed information about term-paper and presentation, see the following [Methodological Note-2](#) link.

For helpful tips on developing your PowerPoint presentations and recording narration, [click this link](#).

Final Exam

Final Exam (30% of total grade)

There is a final exam in this course during week seven. The final exam is proctored and requires the use of a proctoring exam center or the use of a designated/approved proctor for a student who is unable to get to a Testing Center. You will be responsible for setting up your own appointment with an ACT testing center or an independent proctor. Detailed instructions about setting up an appointment will be forthcoming from your instructor and exam coordinator approximately three weeks into the course.

The exam will cover information from textbook, lectures, cases, and readings. The exam is closed book/closed notes/closed online 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 two types of questioning methods: true/false and multiple choice questions. The duration of the exam is 100 minutes for 100 questions.**

► **Important Notice:** The lecture content of this course will be inaccessible during the final exam period.

From 9 AM, Wednesday, June 22 to 11:59 PM Saturday, June 25, 2011

For more detailed information and sample questions about the final examination, view this link [Sample Final Exam Questions](#).

Academic Conduct and Intellectual Honesty

It is a simple thing to reference work. Remember - this does not mean that you can cut in a section from another work. It means that you can reference ideas that are not yours. If you quote someone's work, make certain that you follow the APA guidelines concerning spacing, indenting, and length of work. Note that papers are expected to conform to these standards, and those that do not meet will be resulting in a failing grade or a poor grade. This requirement relates to the reference section as well as the body.

You can purchase the student style guide from the [American Psychological Association](#) Website or you can purchase the APA style guide from the bookstore. As most referencing information is available either on the [APA Website](#) (*Style Tips*) or in the Department Style Guide, the purchase of the guide is not essential. The exact format of the body of the paper is a bit different and you can view the information in the [Department Style Guide](#). You can read and download these instructions.

NOTE: This course will strictly follow the Code of Academic Conduct of Boston University. Please keep this in mind. *Academic conduct promoting the desired educational environment of the College involves behavior which refrains from cheating on exams, plagiarism, misrepresentation or falsification of data, theft or destruction of examinations or papers, or alteration, forgery, or knowing misuse of academic records or documents or other similar behavior.*^a *The Internet has made plagiarism even easier, and be aware that text from the Internet is a bona fide form of plagiarism that could result in dismissal from Boston University.*^b *This applies in any course at Boston University.*

Do Not Plagiarize

We allow great latitude with the format of the paper. We do however have "zero tolerance" for those who represent other peoples' words as their own. This is plagiarism and plagiarism will be reported to the Dean and the Academic Conduct Review Board as a violation of the Metropolitan College Academic Conduct Code. Every student is required to read, understand and follow the Code. The hyperlink following will bring you to the code. It is strongly recommended that you read it now.

http://www.bu.edu/met/metropolitan_college_people/student/resources/conduct/code.html

^a from Metropolitan College "Code of Academic Conduct"

^b from Metropolitan College "Code of Academic Conduct"

Technical Support

Assistance with Vista-related technical problems is provided by the Vista Support staff. To ensure the fastest possible response, please fill out the online form located at [Online Form](#).

Form: <http://www.bu.edu/formlogin/webcentral/forms/request/vista-help.html>

Phone: (888) 243-4596

Support from Boston University on-campus Vista support staff via email and phone is available Monday through Friday from **9 AM to 5 PM** Eastern Standard Time; additional support hours are provided during exam periods and will be posted on the Vista home page.

If you are having issues uploading a document to Vista, please consult the following link prior to contacting Tech Support: [How to Upload a File](#).

After-hours Support

After submitting the [Online Form](#) you may request limited assistance with Vista use and setup issues by contacting Blackboard Support at **(800) 806-7396**.

Examples include:

- Problems viewing or listening to sound or video files.
- Problems accessing Vista's internal email.
- Problems viewing or posting comments in Vista.

- Problems attaching or uploading files within Vista.

Web Resources/ Browser Plug-Ins

To view certain media elements for all BU courses, you should have installed on your computer several browser plug-ins, including Shockwave, Flash, and Adobe Acrobat. Take a moment now to check your browser, using this [System Requirements](#) link. To download and install any plug-ins that you are missing, or to get the latest versions of these plug-ins, go to this page: http://www.bu.edu/online/student_services/technical_help/plugins.html.

Netiquette

If you've been with us in the online graduate program for a while, you're probably pretty comfortable in this environment. But for those who are new or who may just want a refresher, here are some rules for communicating online which will help us all have an rewarding online experience:

1. **Think of your comments** as though they were going to be printed in a newspaper. Sounds odd, but thinking of your posting this way should remind you not to write anything that might embarrass you or anyone else in the class.
2. **Don't get emotional.** Again, this may sound odd. It doesn't mean you shouldn't feel strongly about a topic or discussion question. It just means you should approach your response or comment with a clear, cool head, as calmly as possible. If it's been a bad day, take a few minutes to relax before joining the online course discussion.
3. **Avoid negativity.** You can and should disagree, and participate in discussions with vigor. Be positive, however, in your dealings with others who may not agree with you.
4. **No typing entirely in caps.** No need to be aggressive online!
5. **Stay polite and positive in your communications.** When you disagree, do it politely.
6. **Don't disrupt discussion with unrelated comments.** Wait until the discussion is over to change the topic. If you wish to discuss something that falls outside of the course content, please use the "Water Cooler" discussion category.
7. **Keep in mind that not everyone is using high-speed connections.** Don't cut-and-paste large sections of text or images into a discussion. If you are citing something large from an outside source in a public area like a discussion forum, provide a web address or link and steer others to what you wish them to see.

With your participation and cooperation, we're sure to have some lively, exciting discussions in this course.