

BUSINESS 2255
International Business

This is an information sheet only, not the course syllabus.

COURSE DESCRIPTION

Theoretical and descriptive exploration of the interdependent world of international business. Explores globalization trends, international trade theories, regulations affecting trade, regional economic integration, and the impact these factors have on developing nations. Examines how company functions such as marketing, finance and management operate in the international setting. Special emphasis is placed on strategy development and the role of culture. Recommended: Business 1100 or equivalent. (3 credit hours)

COURSE MATERIALS

Global Business, 1st Edition. Peng, Mike W., South Western Publishers.
ISBN: 0-324-36073-8

EVALUATION/GRADING

Course Introduction Assignment	20 points
Unit Assignments (4 @ 50 points)	200 points
Cases (3 @ 40 points)	120 points
Unit Quizzes (4@ 40 points)	60 points
Country Analysis	<u>100 points</u>
TOTAL	600 points

The grade scale is:

Grade	Points
A	540 – 600 points
B	480 – 539 points
C	420 – 479 points
D	360 – 419 points
F	0 – 359 points

SATISFACTORY/FAIL OPTION

The S/F grade option is not an option in this course.

INCOMPLETE GRADE POLICY

If you may find that you are unable to complete the course by the end of the semester for some unavoidable reason you may request an Incomplete grade. Contact the instructor or refer to the course syllabus for details.