PROFESSOR INFORMATION

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Please use the class email for any correspondence
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COURSE DESCRIPTION AND PURPOSE

This course surveys the changing international business landscape, focusing on the opportunities and challenges that companies face in the global marketplace. Special attention is given to the phenomena of globalization – of markets and production – and its implications for firms. The course also assesses the economic, political, legal, cultural and ethical factors that affect multinational enterprises; and the role of governments, central banks, financial markets, regional and multilateral institutions (e.g., World Bank, IMF, WTO), and individuals in shaping the international business environment.

COURSE OBJECTIVES

This course is designed to provide students with an understanding of the nature of international business and how it differs from purely domestic business. The course explores the major theories and concepts used to explain global trade and foreign direct investment, and examines cases of companies that have undertaken international expansion, with an eye to why a particular strategy was taken and whether, in retrospect, it was the best option. Students will gain insights into the global economy and the factors that influence a firm’s decision to internationalize, while learning about the skills needed to succeed in a global environment.

By the end of the semester, you should be able to:

- Define the concept of globalization, and list the forces driving it and arguments put forth by both proponents and opponents.
- Identify the economic, political, legal and cultural differences that affect international operations and influence a nation’s attractiveness as a market or investment destination;
• Apply international trade theory to explain patterns of trade, foreign direct investment and national competitive advantage;
• Explain how the global monetary system works, its evolution over time, and current debates over the role and efficacy of the IMF and the World Bank;
• Identify the various international business functions, including export-import, production, outsourcing, logistics, marketing, and global human resources management.
• Identify the different entry modes that a company can utilize to enter a foreign market and explain which mode is appropriate under which circumstances.

The learning objectives of each weekly module will be provided within the Blackboard module content folders.

**MAJOR & CURRICULUM OBJECTIVES TARGETED**

This course will address all six College Curriculum Learning Objectives, including:

- Communications ability
- Use of Information Technology
- Globalization context for business
- Critical Thinking
- Analytics skills
- Ethical reasoning abilities

**TEACHING METHODOLOGY**

This is a fully online course in which all of the instructional materials and activities are delivered through Blackboard, and/or other internet-based media. Some exams may require the use of an approved proctoring center. Should you have any questions, please contact the professor. Learning experiences in this course are used to support the learning objectives noted above. The experiential learning tools include case studies, projects, lectures, interactions, and presentations.

**IMPORTANT INFORMATION**

**POLICIES**

Please review [FIU's Policies webpage](#). The policies webpage contains essential information regarding guidelines relevant to all courses at FIU, as well as additional information about acceptable netiquette for online courses.
ASSURANCE OF LEARNING

The College of Business cares about the quality of your education. For more information please visit the Assurance of Learning website to learn more on the College’s commitment to this initiative.

TECHNICAL REQUIREMENTS/SKILLS

One of the greatest barriers to taking an online course is a lack of basic computer literacy. By computer literacy we mean being able to manage and organize computer files efficiently, and learning to use your computer’s operating system and software quickly and easily. Keep in mind that this is not a computer literacy course; but students enrolled in online courses are expected to have moderate proficiency using a computer. Please go to the What’s Required page to find out more information on this subject.

This course utilizes the following tools:


Please visit our Technical Requirements webpage for additional information.

ACCESSIBILITY AND ACCOMMODATION

Please visit our ADA Compliance webpage for information about accessibility involving the tools used in this course. Please visit Blackboard’s Commitment to Accessibility webpage for more information.

If you think you need an accommodation for a disability, please let me know at your earliest convenience. Some aspects of the course may be modified to facilitate your participation and progress. As soon as you make me aware of your needs, we can work with the Office of Services for Students with Disabilities to help us determine appropriate accommodations. I will treat information you provide as private and confidential.

For additional assistance please contact FIU’s Disability Resource Center.

COURSE PREREQUISITES

This course has at least one prerequisite - MAN 3025 Organization & Management. Review the FIU Course Catalog webpage for prerequisites information.
TEXTBOOK AND CONNECT ACCESS

You are required to purchase access and register to Connect using the following link: http://connect.mheducation.com/class/s-fainshmidt-spring-2016-rvd

The Connect interface includes an ebook, quizzes, assignments and other material required for our course. Lecture PPT slides and other relevant material will be posted on Blackboard on a weekly basis.

EXPECTATIONS OF THIS COURSE

This is an online course, which means most (if not all) of the course work will be conducted online. Expectations for performance in an online course are the same for a traditional course. In fact, online courses require a degree of self-motivation, self-discipline, and technology skills which can make these courses more demanding for some students. If you have trouble with any of these, talk to me and I will try and help as much as I can. Students often start study groups which can be very useful in getting to the bottom of the work and keeping you regular. The key to receiving a good grade in this course is to be self-motivated and to see this as a unique opportunity to learn for your future career. Remember, outstanding business leaders are innovators – they generate innovative yet feasible solutions to complex business problems.

Students are expected to:

- Review the how to get started information located in the course content
- Take the practice quiz to ensure that your computer is compatible with Blackboard
- Interact online with instructor/s and peers
- Review and follow the course calendar
- Log in to the course at least twice per week
- Respond to discussion boards, blogs, and journal postings within 2-3 days
- Respond to emails within 48 hours
- Submit assignments by the corresponding deadline

COURSE DETAILS

COURSE COMMUNICATION

Communication in this course will take place via Email.

All e-mail communication should be sent through the Blackboard email system for this online class in order to keep a centralized and permanent record of class
communications. The instructor will monitor and communicate daily (except weekends) on both the e-mail and Discussion Forums.

The Email feature is an external communication tool that allows users to send emails to users enrolled within the course. Emails are sent to the students’ FIU email on record. The Email tool is located on the Course Menu, on the left side of the course webpage.

Visit our Writing Resources webpage for more information on professional writing and technical communication skills.

**FIU LIBRARY SUPPORT**

The FIU library provides a number of services to distance learning students. For example, students can request detailed instructions on how to access library resources. One-on-One assistance from the Distance Learning Librarian are also available. Don’t struggle through your library research alone! Help is available. Call 305-919-5604 for more details.

**DISCUSSION FORUMS**

All students are expected to contribute meaningfully to discussions; participation points will be deducted if not. To get an “A” grade for discussion board participation, a student should closely follow Discussion Forum instructions posted by the instructor. I will consider both quantity and quality of postings, as well as the appropriateness and constructive nature of your remarks. These activities are designed to stimulate your thinking and analysis of the focal topic. I may also ask students to fill out two self-evaluations during the semester, as an opportunity for each student to reflect on their participation.

Keep in mind that your discussion forum postings will likely be seen by other members of the course. Care should be taken when determining what to post. Conduct that is unprofessional or otherwise detracts from the educational goals of the course may be penalized at my discretion by reducing the offender’s participation grade. If the problem becomes acute, further disciplinary measures may be imposed consistent with university policy. Specific instructions will be provided by the instructor for each discussion topic.

**ASSIGNMENTS**

*Guidelines for Written Work*

Written assignments will be graded on content and style. Factors that contribute to (or detract from) the quality of a report:
• Organization and clarity: Use appropriate headings and subheadings.
• Precision: Do not ramble just to fill paper.
• Logical consistency.
• Rigor and thoroughness: Consider all the facts of the case, before making a conclusion.
• Application of class concepts: Integrate your analyses or review with class material.
• Grammar and spelling.
• Cleanliness and formatting.

All written assignments must be typed with 1 inch margins (top, bottom, sides). No assignments will be accepted past the due date.

Plagiarism is a serious and significant issue within universities. The College of Business has strict standards that your instructor fully supports. A student will have committed plagiarism if he or she reproduces someone else’s work without acknowledging its source; or if a source is cited which the student has not cited or used. In your professional career, you will find that reputation is everything. Plagiarism can ruin your reputation and cost you your professional career, along with the respect of your peers.

Hints for Avoiding Plagiarism:

• *More than three words is plagiarism.* This is a good yardstick to use when wondering whether or not quotes are appropriate. They are, if you are copying more than three words in sequence.
• *One source is not “common knowledge.”* Common knowledge does not require citation. But something is not common knowledge if you have found just one source for the information.
• *When in doubt, cite!* If you have any doubt about whether or not to cite a source, err on the side of making the attribution.
• *If your co-author sounds surprisingly eloquent, make sure the contribution is his or her own.* We often work in groups and co-author papers and projects. You should ask the question of your co-author if you doubt the work is their own. In group work, you are responsible for the project/paper in its entirety.
• *Look away.* When you are writing, do not have open books or papers in front of you as you type. Read your sources, and then put what you have read into your own words.
• *Writing is hard work.* Paraphrasing is relatively easy, writing is hard. Learning to be a good writer is part of what your college education is about. Staring at an empty screen in *MS Word* does become less daunting over time!
• *Just because it’s on the Internet, doesn’t mean it’s yours.* The Internet is a fantastic resource and search engines are terrific research tools. But what you find on the Internet was written by someone. You must cite Internet web sites, and if you use a quote, use appropriate quotation procedures.
• Paraphrasing is more than changing a verb tense or reordering a list. There is a difference between citing a source for a fact and creating a bad quote.
• Use a Style Guide. Purchase a style guide and refer to it. Your teacher may suggest one or look for one at Amazon. Popular and timeless guides are by the American Psychological Association, Strunk and White, and Kate Turabian.

Essay Assignment

This is an individual written assignment (2 pages, single-spaced) to be submitted via Blackboard Turnitin. Review the detailed Turnitin instructions on how to submit your assignments. Students will answer specific questions provided by the instructor via Blackboard. There are few (if any) absolute "right" answers to the questions (although there are wrong answers!). If you are able to demonstrate knowledge of the required concepts, consider all of the facts in the case, account for your opinions, and justify your answer, you are probably moving toward an excellent analysis. Nonetheless, while half of the grade for this assignment is given based on content, the other half is based on your writing. In this regard, please read the Guidelines for Written Work section above.

PROCTORED EXAM POLICY

This course has one Proctored Exam. The Midterm Exam will be proctored through ProctorU.

Please visit our Student Proctored Exam Instructions webpage for important information concerning proctored exams, proctoring centers, and important forms. As outlined in these University policies, the responsibility to coordinate and purchase the ProctorU service lies with the student.

ASSESSMENTS

In order to mitigate any issues with your computer and online assessments, it is very important that you take the "Practice Quiz" from each computer you will be using to take your graded quizzes and exams. It is your responsibility to make sure your computer meets the minimum hardware requirements.

Assessments in this course are not compatible with mobile devices and should not be taken through a mobile phone or a tablet. If you need further assistance please contact FIU Online Support Services.

Midterm Exam
• The Midterm Exam will be available from February 29, 2016 08:00AM - March 6, 2016 11:59PM. It will include multiple-choice questions, and there will be a 90min time limit.

*Connect Exercises and Quizzes*

• In some of the weeks, you will be guided to complete an exercise and/or a quiz via the Connect website. These exercises are aimed at improving your understanding of the focal topic, as well as provide an opportunity to apply textbook concepts to real-world situations and organizations.

**ASSIGNMENT AND ASSESSMENT FEEDBACK**

• Results for assignments will be available after the due date.
• Results for essay assignments will be available 1 week after the due date.
• Assessment scores and correct answers will be available no later than 1 week after the due date.

**ADOBE CONNECT PRO MEETING**

Adobe Connect is an online meeting room where you can interact with your professor and fellow students by sharing screens, sharing files, chatting, broadcasting live audio, and taking part in other interactive online activities. We may be utilizing this tool to conduct office hours, and/or student group communication.

**Requirements for using Adobe Connect:**

1. Disable any window pop-up blocker.
2. **Adobe Flash Player** is required to successfully run your Adobe Connect meeting. You can [test your computer](#) to make sure your computer and network connections are properly configured to provide you with the best possible Adobe Connect meeting experience.
3. Use of a combination **headset and microphone** with USB connection is recommended to ensure quality sound and reduce technical difficulties.

**Reference** [Adobe Connect (Tutorials & Help)](#) to learn about the tool, how to access your meeting rooms and recordings.

**GRADING**

The course has been designed to help any student willing to put in work succeed. **Late assignments will never be accepted, except for pre-arranged medical or documented family emergency, and University sanctioned reasons (sports, etc.).** Since different individuals learn differently and have different strengths, the course
provides you a variety of assessment measures to ensure a fairer representation of your ability, and to develop your skills in different areas.

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<thead>
<tr>
<th>Course Requirements</th>
<th>Number of Items</th>
<th>Total Weight</th>
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<tbody>
<tr>
<td>Quizzes</td>
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<tr>
<td>Midterm Exam</td>
<td>1</td>
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<td>Participation in Discussions</td>
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<td>Connect Assignments</td>
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<td>Essay assignment</td>
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<td><strong>Total</strong></td>
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<tbody>
<tr>
<td>A</td>
<td>Above 93</td>
<td>B-</td>
<td>80-82</td>
<td>D+</td>
<td>67-69</td>
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<td>A-</td>
<td>90-93</td>
<td>C+</td>
<td>77-79</td>
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<td>83-86</td>
<td>C-</td>
<td>70-72</td>
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**COURSE CALENDAR**

**WEEKLY SCHEDULE**

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<tr>
<th>Date</th>
<th>Topic</th>
<th>Task and deliverables</th>
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<tbody>
<tr>
<td></td>
<td><strong>MODULE 1: INTRODUCTION AND OVERVIEW</strong></td>
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<tr>
<td>Week 1</td>
<td>Introduction and syllabus</td>
<td>• Read the syllabus CAREFULLY</td>
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<tr>
<td>Jan. 11-17</td>
<td></td>
<td>• Set up your Connect account</td>
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<td></td>
<td></td>
<td>• Read the articles in this content folder</td>
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<td></td>
<td></td>
<td>• Continue to the Discussion Board and join the conversation:</td>
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<tr>
<td>Week 2</td>
<td>Globalization</td>
<td>• See “Globalization” folder in Blackboard</td>
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<td>Jan. 18-24</td>
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<tr>
<td>Week 4</td>
<td>Feb. 1 - 7</td>
<td>National Culture</td>
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<td>Week 5</td>
<td>Feb. 8 - 14</td>
<td>Ethics in International Business</td>
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<td>Week 6</td>
<td>Feb. 15 – 21</td>
<td>International Trade Theory</td>
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<td>Week 7</td>
<td>Feb. 22 - 28</td>
<td>Foreign Direct Investment</td>
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<td>8</td>
<td>Feb. 29-Mar. 6</td>
<td>Midterm Exam</td>
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<td>9</td>
<td>Mar. 7–13</td>
<td>Regional Economic Integration</td>
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<td>10</td>
<td>Mar. 14–20</td>
<td>Spring break</td>
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<td>11</td>
<td>Mar. 21-27</td>
<td>Foreign Exchange and the Global Monetary System</td>
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<td><strong>MODULE 4: INTERNATIONAL BUSINESS STRATEGY</strong></td>
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<td>12</td>
<td>Mar. 28–Apr. 3</td>
<td>Strategy of International Business and Entry Mode</td>
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### Week 14
**Apr. 11 - 17**

- **Global production and logistics**

### Module 5: Course Conclusion

### Week 15
**Apr. 18-24**

- **Course Conclusion**
- Continue to the Discussion Board and join the conversation

- See “Global production and logistics” folder in Blackboard