

University of Southern Mississippi

College of Business Administration

SYLLABUS

IBUS 472 INTERNATIONAL BUSINESS CAPSTONE

Room: JGH-214 #4244 – Section H 001 -- Tues. 1:00 P.M. – 3:40 P.M.

Spring 2010

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THIS SYLLABUS IS SUBJECT TO CHANGE AND REVISION DURING THE SEMESTER

Course Prerequisites: Consult the college catalog/bulletin or check with your advisor.

Course Description: This is the International Business Capstone class

Course purpose and objectives:

The purpose of this class is to provide students with an opportunity to implement the tools received during their college careers, and deploy these tools in a real-world, real-life scenario. In addition, students will learn the key terms and concepts of international business.

PARTICIPATION IN “EXPORT UNIVERSITY” AT THE GULF PARK CAMPUS IS MANDATORY.

YOU ARE RESPONSIBLE FOR YOUR TRANSPORTATION AND EXPENSES.

THE ATTIRE FOR ALL BUSINESS MEETINGS, SEMINARS AND PRESENTATIONS, IS “BUSINESS”. SEE THE “ATTIRE, GROOMING, AND PUNCTUALITY” SECTION ELSEWHERE IN THIS SYLLABUS.

YOU ARE RESPONSIBLE TO HAVE ASSIGNMENTS IN ON TIME, TO BE WHERE YOU ARE SUPPOSED TO BE ON TIME, AND TO DRESS AS INSTRUCTED.

THERE ARE FOUR REQUIRED BOOKS FOR IB-472:

- 1. The Global Entrepreneur: Taking Your Business International, 2nd. Ed.**
Author: James F. Foley ISBN 0-9753153-0-7
- 2. Import/Export: How to Take Your Business Across Borders [Paperback]**
Carl Nelson (Author)
Paperback: 352 pages
Publisher: McGraw-Hill; 4 edition (December 18, 2008)
Language: English
ISBN-10: 0071482555
ISBN-13: 978-0071482554
- 3. Incoterms® 2010**
ICC Publication No.: 715
ISBN: 978-92-842-0080-1
- 4. Kiss, Bow, or Shake Hands**
The Bestselling Guide to Doing Business in More than 60 Countries 2nd. Edition
By Terri Morrison and Wayne A. Conaway
ISBN-10: 1593373686
ISBN-13: 978-1593373689

Please note that these four books will be useful to you, should you enter the world of international business. These are the actual books used by practitioners in the field.

Additional Information: You will be directed to refer to www.johntlambert.com

Please refer to USM schedules for drop dates, holiday schedules and exam days and times.

FOR SEGMENTS OF THIS CLASS YOU WILL NEED A CALCULATOR THAT CAN PERFORM BASIC MATH FUNCTIONS.

TESTING, PAPERS, PRESENTATIONS, PROJECT, AND GRADING:

There will be three tests, and an export project.

The average of the three tests will comprise 50% of your final grade for the class.

The export project will comprise 50% of your final grade for the class.

See the class calendar for test schedule.

Topics covered in this class:

INCOTERMS.
EVALUATION OF FOREIGN MARKETS.
SELECTION OF FOREIGN MARKETS.
HARMONIZED CODES.
FINDING EXPORT PARTNERS.
LEGAL IMPLICATIONS.
INTERNATIONAL PRICING, FINANCE, BANKING.
TRADE DOCUMENTATION.
INTERNATIONAL BUSINESS CULTURE.
SERVICES THAT SUPPORT INTERNATIONAL TRADE.

Export Project. Your Export project will constitute 50% of your final grade and will serve as the final exam in this class. This will be done with the cooperation of the US Dept. of Commerce office in Jackson, MS. In this project, a product will be prepared for export. In this project, students will use the tools that are used by actual exporters.

At MID TERM, your export projects will be evaluated.

Your export projects will be presented to a panel. All export, financial and other documents that are appropriate must be present. Again, all projects and presentations must be clearly and professionally managed. Four (4) copies of all export projects must be submitted. Each export project will be submitted in its own 3-ring binder.

Tests may only be made-up in the event of an EXCUSED absence. No absences will be excused except under dire (emergency) circumstances on days when your projects are under review by the US Department of Commerce. Any permitted makeup test MUST be on the FIRST day that you return to this class after an excused absence. Anticipated absences must be discussed with the instructor PRIOR TO said absence, and the instructor reserves the right to grant or deny an excused absence. Instructor reserves the right to deduct 2 points per occurrence from the final course average for ANY UNEXCUSED absences. Medical, State or County or other excuse written by someone other than the student will be considered. Attendance is mandatory. Scantron forms are mandatory on test days, along with an appropriate pencil. If the Scantron form is bent, mutilated or otherwise unsuitable for scanning, the instructor will NOT hand-grade the Scantron form.

Grading:

100-90	A
89-80	B
79-70	C
69-60	D
59 & Below	F

ON TEST DAYS:

No hats. No caps. No head coverings of any kind will be accepted. No electronic devices, no school bags, briefcases nor purses. If you do bring these with you to class on those days, you must deposit them at the front of the classroom before the test begins.

ON CLASS DAYS:

You should have your calculator with you at all times. A calculator should have the ability to perform financial functions. You may have your cell phone on your person, but it must be set to "Vibrate", Silent, or OFF. Class begins promptly when scheduled. The instructor reserves the right to deduct points from the final grade of habitually late students, 1 pt per late day.

Pop tests and assignments may be given; points from these will serve as bonus points.

Discussion, debate and dialogue are part of the class and everyone is expected to participate.

NO CAMERAS, NO RECORDERS, NO TEXTING, NO GAMES,
NO WEB-SURFING, AND NO EMAILING DURING CLASS

ATTIRE, GROOMING, AND PUNCTUALITY

1. **ATTIRE:** All students must dress in business attire when attending Export University, seminars, and during their export project evaluations. For gentlemen, this means a suit, tie, polished shoes. For ladies, this means appropriate business wear, such as dress pants or skirt with jacket and high neckline top or blouse. An appropriate dress may also be worn in lieu of the suit-look above. However, all dress/skirt lengths must be at least knee length.
2. **GROOMING:** All students must be properly groomed when attending Export University, seminars, and during their export project evaluations.
For gentlemen, this means a business haircut, shave, and cleanliness. No faddish hair styles, coloring, or designs are permitted.
For ladies, this means a tasteful hair style. No faddish hair styles, coloring, or designs are permitted.
If wearing ear-rings, a single stud or small loop in each ear. If wearing rings, no more than one per hand, with the exception of an engagement/wedding set.
3. **PUNCTUALITY:** It is the responsibility of each and every student to be in class on time. Late arrivals who interrupt class are not appreciated by those who take the time to be where they are supposed to be on time.
Export University, meetings with USDOC and outside events:
Export University: You must sign in on both days no later than 8:00 a.m.
US DOC mid-term and final evaluations: You must be ready to walk-in no later than 15 minutes early.
Outside events: These may be on campus, or in New Orleans or Jackson. You must be ready to walk-in no later than 15 minutes early. Typically, the latest student arrives no later than 30 minutes early.

FAQs – IB 472

Q: Why the export projects?

A: The export packages have small groups of students working with local firms to develop a real-world, real-time outcome. These export packages have been used by our students to demonstrate their experience when applying for jobs with perspective employers.

Q: Why 4 books?

A: The four books selected for this class are some of the most important books that will form the core of your professional library, and can be used to assist you when working in many areas of international business.

Q: Why are you concerned about my appearance? Don't I have the right to self expression?

A: IB 472 is the capstone course in international business. You will meet people on the front lines of international business in the region. When you participate in Export University, seminars and evaluations, you represent not only yourself, but also your university. Several campus organizations have rigorous grooming and clothing standards, including nursing, education and ROTC.

Q: What if I oversleep and miss my allotted time slot for US DOC evaluations?

A: You will receive a grade of "F" for that portion of your final grade for the class.

Q: What if I don't produce the items needed for the export project, or if my presentation is not done or if it doesn't work?

A: You will receive a grade of "F" for that portion of your final grade for the class.

The Speaking Center:

For help with your presentations, you should plan to visit the University of Southern Mississippi Speaking Center. The Center is a free peer-tutoring center, focused on improving students' oral communication through consulting. They meet one-on-one with students, at any stage of the speech-writing process, working on organizing, outlining, developing, and delivering speeches. The Center offers speaking handouts, a speaking library, and a video-recording room to record your speeches. For more information about the center, visit them at:

Cook Library 114

www.usm.edu/speakingcenter

601-266-4965

College of Business ADA Statement

If a student has a disability that qualifies under the Americans with Disabilities Act (ADA) and requires accommodations, he/she should contact the Office for Disability Accommodations (ODA) for information on appropriate policies and procedures. Disabilities covered by ADA may include learning, psychiatric, physical disabilities, or chronic health disorders. Students can contact ODA if they are not certain whether a medical condition/disability qualifies. Address: The University of Southern Mississippi, Office for Disability Accommodations, 118 College Dr. #8586, Hattiesburg, MS 3940-0001; Voice Telephone: (601)266-5024 or (228)214-3232; Fax: (601)266-6035; Individuals with hearing impairments can contact ODA using the Mississippi Relay Service at 1-800-582-2233 (TTY); or email Suzy Hebert at Suzanne.Hebert@usm.edu.

Please read the remaining COB policy statements on the COB website at the following address: http://www.usm.edu/business/students/syllabus_statements.php

You are responsible for knowing the content of the statements – ignorance of the policies is not a valid excuse.

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