

**University of Southern Mississippi
College of Business Administration**

SYLLABUS

IB 300 Introduction to International Business
Section H001 Room: JGH 109

Wednesdays 1:00 p.m. – 3:30 p.m.

SPRING 2011

THIS SYLLABUS IS SUBJECT TO CHANGE AND REVISION DURING THE SEMESTER

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

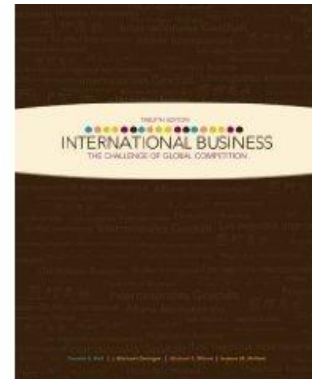
Course Description: 3 hrs. International business, culture and geography

Faculty:	Dr. John Lambert
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REQUIRED TEXT:

**International Business: The Challenge of
Global Competition, 12th Edition**

Authors: Ball, McCulloch, Frantz, Geringer, and Minor
ISBN: 0073381403



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.

SEMESTER CALENDAR:

Please go to the appropriate sections of the USM website to obtain an up-to-date calendar.

Please see the IB 300 calendar, available on www.johntlambert.com

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.

TESTS and Grading

There will be three tests and the final exam. These will be averaged and will comprise your final grade. TESTS WILL REFLECT INFORMATION COVERED IN THE TEXTBOOK.

TEST GRADING:

Tests and papers may only be made-up in the event of an EXCUSED absence. 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.

Grading Scale:

100-90	A
89-80	B
79-70	C
69-60	D
59 and 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 on your person nor near you. 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.

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.

***** TOPICS COVERED *****

Topics covered during the semester will be selected from these chapters:

Part I: The Nature of 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 4 International Institutions from an International Business Perspective

Part II: International Environmental Forces

- Chapter 5 Sociocultural Forces
- Chapter 6 Natural Resources and Environmental Sustainability
- Chapter 7 Economic and Socioeconomic Forces
- Chapter 8 Political Forces
- Chapter 9 Intellectual Property and Other Legal Forces
- Chapter 10 Understanding the International Monetary System and Financial Forces
- Chapter 11 Labor Forces

Part III: The Organizational Environment

- Chapter 12 International Competitive Strategy
- Chapter 13 Organizational Design and Control
- Chapter 14 Assessing and Analyzing Markets
- Chapter 15 Entry Modes
- Chapter 16 Export and Import Practices
- Chapter 17 Marketing Internationally
- Chapter 18 Global Operations and Supply Chain Management
- Chapter 19 Human Resource Management
- Chapter 20 International Accounting and Financial Management

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

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.

ATTIRE, GROOMING, AND PUNCTUALITY

1. **ATTIRE:** All students must dress in business attire when attending Export University and other seminars, both on and off campus. 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 and other seminars, both on and off campus.
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 and outside events:
Export University: You must sign in on both days no later than 8:00 a.m.
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 300

Q: What will we cover?

A: The textbook selected for IB 300 provides a good overview of the world of international business. Export University is a professional seminar by federal, state and local officials and executives in various domains of international business. You will gain theoretical as well as real-world exposure to international business.

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

A: While IB 300 is an introductory course in international business, you will meet people on the front lines of international business in the region. When you participate in Export University, as well as in various seminars and events, you represent not only yourself, but also your university. Several campus organizations have rigorous grooming and clothing standards, including nursing, education and ROTC.