



# THE OHIO STATE UNIVERSITY

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Fisher College of Business  
Introduction to International Business  
MHR 2000 (LIVE INSTRUCTION)  
Autumn Semester 2016: Session 1

**Instructor:** Bradley Skousen

**Time and Location:** Tuesday & Thursday 8:00am – 9:20am, Room 220 Sullivant Hall

**Office:** 750 Fisher Hall

**Office Hours:** Tuesdays and Thursdays 9:30-10:30am, and by appointment

Email: [skousen.2@osu.edu](mailto:skousen.2@osu.edu)

## **REQUIRED TEXT:**

Hills, Charles. *Global Business Today*, 9th Edition. McGraw-Hill Irwin Companies, Inc. Only the textbook is required. Connect is not required, however it may be cheaper to purchase the etextbook through Connect.

For those students that wish to buy the ebook through Connect you will need the URL for my course. The URL is:

<http://connect.mheducation.com/class/b-skousen-fall-2016-library-course>

After entering the URL you will be prompted to enter the code you already purchased or to purchase access to the ebook.

## **COURSE OVERVIEW:**

MHR 2000 is a required course in Fisher's undergraduate business administration program. This requirement was made in an effort to ensure that students (1) gain an international perspective and (2) begin to develop the skills necessary to compete in today's globalized economy.

The world has changed in fundamental ways over the last several decades resulting in a more integrated, complex, and global economy. Such changes have created new opportunities (i.e., new markets, access to resources, etc.) for companies but have also lead to greater risk (i.e., enhanced competition from foreign competition). How managers respond to changes in the global business environment have important implications to the firm's competitive position and overall survival.

Historically only large firms went international. Today firms of all sizes are internationalizing. Thus, no matter what firm you work for or business you start after graduation you will need to have a strong understanding of the global business environment. This course provides you with the initial understanding you need in this regard.

### **COURSE OBJECTIVES:**

The course is designed to provide a comprehensive understanding of the political, economic, social, and technological forces shaping today's global business environment. The basic objectives of the course are to:

1. Examine the various cultural, social, political, and legal differences across nations and how such differences influence international business activity.
2. Understand the different challenges managers face when they operate in international environments.
3. Examine the international institutions and practices that impact international trade and investment.
4. Understand the major theories explaining international business transactions.
5. Appreciate the interaction of business, government, and society as they relate to international commerce.
6. Develop critical thinking skills to analyze international investment risks and opportunities.

### **OTHER COURSE MATERIALS:**

Other course materials will be accessible via the university's Carmen website. Materials may include additional articles, cases, and videos, PowerPoint slides, etc., and will be updated as the semester progresses. The Carmen website will be heavily used to transmit information for the course. **Thus, it is your responsibility to check the website regularly for updates and announcements.** If you have any trouble with Carmen, call the ITS Helpdesk at 292-8976 during office hours. After 5 pm, call 688-HELP (4357).

### **EXAMS:**

There will be two non-cumulative exams in this course, Exam 1 and Exam II. Each exam will cover the material only up to the previous one. Keep in mind, however, that prior knowledge will be important for understanding future material. Material for the exams will come from the following sources: 1) assigned readings, 2) class lectures, 3) class discussion, and 4) videos. Each exam will be worth 40% of your grade.

The exams will consist of multiple choice questions. On days of exams, please make sure that your books and papers are under your seat. Please bring two #2 pencils (soft lead) for completing the exams. You will be required to put the dot number of your OSU email address on the exam answer sheet so that grades can be verified. Remember, only the answers you put on the answer sheet will count.

### **ONLINE QUIZZES:**

Online quizzes will be posted to Carmen. You will be given a total of three quizzes. The quizzes are based on the reading material for the assigned class session. The questions are designed to test your basic knowledge of the material for that class session. Quizzes are not collaborative. You must complete the quiz alone without the aid of another individual but you may refer to class notes, textbook, slides, or any other external resources. You will be given a specified time window to complete each quiz. You must complete each quiz within the established time, otherwise you will receive a zero. **THERE WILL BE NO EXCEPTIONS TO THIS RULE.**

### **GRADE COMPONENTS:**

The final course grade will be based on a total of 100 percentage points and weighted according to the following scheme:

<b>Course Grade Component</b>	<b>% of Grade</b>
Exam I	40%
Exam 2	40%
Online Quizzes	20%
<b>Total</b>	<b>100%</b>

### **GRADING SCALE:**

Final grades will be computed on the basis of the total number of points earned on the exams and quizzes. Grades will be assigned according to the following scale:

<b>Points</b>	<b>Letter Grade</b>
100 to 93	A
92.99 to 90	A -
89.99 to 87	B +
86.99 to 83	B
82.99 to 80	B-
79.99 to 77	C +
76.99 to 73	C
72.99 to 70	C -
69.99 to 67	D +
66.99 to 60	D
59.99 and below	E

**MISSED EXAMES AND DEADLINES:**

There will be no make-up exams without a documented medical record or other documented emergency for the date and time of the exam. Students who miss an exam without a valid excuse will receive a zero for that exam. By the same token, if you miss the deadline for a quiz/exercise, you will not be given another chance to make it up and will receive a 0.

**ACADEMIC MISCONDUCT:**

The exams and assignments are not collaborative. In this course, academic misconduct includes (a) knowingly providing or receiving information during examinations; or the possession and/or use of unauthorized materials during those examinations, and (b) knowingly providing or using unauthorized assistance on quizzes/exercises. I will take action I deem appropriate for such misconduct, including reporting it to university authorities and failing the student in the course.

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**SCHEDULE**

<u>Date</u>	<u>Book Chapter</u>	<u>Topic</u>	<u>Online Quiz*</u>
Week 1			
23-Aug	N/A	Introduction and Course Overview	-
25-Aug	Chapter 1	Chapter 1: Globalization:	-
Week 2			
30-Aug	Chapter 2	National Differences in Political Economy, Economic, and Legal Systems	-
1-Sep	Chapter 3	National Difference in Economic Development	-
Week 3			
6-Sep	Chapter 4	Differences in Culture	-
8-Sep	Chapter 5	Ethics, Corporate Social Responsibility, and Sustainability	Yes
Week 4			
13-Sep	Chapter 7	Government Policy and International Trade	-
15-Sep	N/A	<b>Exam 1 – Covers all text/class material for Chp 1, 2, 3, 4, and 5</b>	-
Week 5			
20-Sep	Chapter 8	Foreign Direct Investment	-
22-Sep	Chapter 9	Regional Economic Integration	Yes
Week 6			
27-Sep	Chapter 10	The Foreign Exchange Market	-
29-Sep	Chapter 11	The International Monetary System	-
Week 7			
4-Oct	N/A	Review of Chapters 10/11 and Exam Preparation	Yes
6-Oct	N/A	<b>Exam 2 – Covers all text/class material for Chp 7, 8, 9, 10, and 11</b>	-

**\*Online Quizzes will be due by 8am on the date outlined above.**