

**REQUEST FOR A NEW COURSE**  
Valdosta State University

<b>Date of Submission:</b> 10/20/2015 (mm/dd/yyyy)		
<b>Department Initiating Request:</b> Marketing and International Business	<b>Faculty Member Requesting:</b> Howard Griffin	
<b>Proposed New Course Prefix &amp; Number:</b> (See course description abbreviations in the catalog for approved prefixes) IB 4900	<b>Proposed New Course Title:</b> International Business Capstone  <b>Proposed New Course Title Abbreviation:</b> (For student transcript, limit to 30 character spaces) Inter. Bus. Capstone	
<b>Semester/Year to be Effective:</b> Fall 2015	<b>Estimated Frequency of Course Offering:</b> Once a Year	
<b>Indicate if Course will be :</b> <input checked="" type="checkbox"/> Requirement for Major <input type="checkbox"/> Elective		
<b>Lecture Hours:</b> 45	<b>Lab Hours:</b> 0	<b>Credit Hours:</b> 3
<b>Proposed Course Description:</b> (Follow current catalogue format and include prerequisites or co-requisites, cross listings, special requirements for admission or grading. A description of fifty words or fewer is preferred.) Prerequisite: IB 3000. Capstone course required of International Business majors. Uses strategic management concepts to integrate the functions of International Business. Emphasis on analysis of international business situations, diagnosis of international business problems and opportunities, and application of functional and strategic concepts to increase organizational effectiveness on the international scale.		
<p><b>Justification:</b> Select one or more of the following to indicate why the requested change will be beneficial, giving your justification. Include and/or append relevant supporting data.</p> <p><input type="checkbox"/> Improving student learning outcomes: There are three primary learning outcomes associated with the class: (1) Students will learn to integrate the different functions of international business; (2) Students will use current international business issues to develop their critical understanding of IB's place in the world; and (3) Students will learn to develop an international business simulation that uses components of management, economics, finance, accounting, and marketing. This simulation will be group oriented in nature and attempt to push the boundaries of students' comprehension of the field of International Business.</p> <p><input type="checkbox"/> Adopting current best practice(s) in field:</p> <p><input type="checkbox"/> Meeting Mandates of State/Federal/Outside Accrediting Agencies:</p> <p><input type="checkbox"/> Other: The class is being offered as part of the International Business major located within the curriculum of the College of Business</p>		
<b>Source of Data to Support Suggested Change:</b>		

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- Indirect Measures: SOIs, student, employer, or alumni surveys, etc.
- Direct Measures: Materials collected and evaluated for program assessment purposes (tests, portfolios, specific assignments, etc.)

**Plans for assessing the effectiveness of the course in meeting program's learning outcomes (i.e., how does this course fit within the current program assessment plan and what sorts of data will be collected and evaluated to determine if the course is meeting stated program or course outcomes?)**

**Data Sources:**

- Indirect measures: SOIs, student, employer, or alumni surveys, etc.
- Direct measures: Materials collected and evaluated for program assessment purposes (tests, portfolios, specific assignments, etc.) Assessment for the course is through in-class assignments, country reports, tests, lab projects, and a simulation.

**Lab Projects: the students will fulfill a variety of lab projects designed to promote their understanding of the multi-faceted nature of international business.**

Other:

**\*\*Attach a course syllabus with course outcomes/assessments and general education outcomes/assessments.\*\***

<b>Approvals:</b>	
Dept. Head: <i>[Signature]</i>	Date: 3/3/2016
College/Division Exec. Comm.: <i>[Signature]</i>	Date: 3/3/16
Dean/Director: <i>[Signature]</i>	Date: 3/3/16
Graduate Exec. Comm.: (for graduate course):	Date:
Graduate Dean: (for graduate course):	Date:
Academic Committee:	Date:

Form last updated: January 6, 2010

**International Business Capstone/IBUS 4900**  
**Valdosta State University/Langdale College of Business Administration**  
**Course Outline/Fall 2015**  
**MWF 10:30-11:20 AM/Pound 201**  
**3 Credit Hours**

**INSTRUCTOR:** Howard Griffin, Ph.D.

Office- Pound 316C/ Office Hours- MWF 11:20-1:30

E-Mail: cargriffin@valdosta.edu (best way to contact me)

Phone- 245-6488

\*Please note that this syllabus is subject to change at this discretion of the instructor.

**COURSE DESCRIPTION:**

Prerequisite: IBUS 3000. Capstone course required of International Business majors. This subject aims to develop and extend students' international business skills and in-depth knowledge associated with developing and managing practical research projects. The projects provide students with opportunities to apply the knowledge and skills developed before and during their final year of undergraduate study. The nature of research projects varies from semester to semester; however, projects are intended to help students consolidate and integrate knowledge that has been learnt during the international business major, as well as to develop practical experience in conceptualizing, managing and delivering applied research projects. Among the transferable skills that students are asked to demonstrate are information and critical literacy, project management, team work, and reflective practice.

**COURSE OBJECTIVES:**

1. Characterize and evaluate the rapid changes in International Business.
2. Understand theories related to international trade and foreign direct investment.
3. Understand the impacts of and differences between sociocultural, economic, monetary, and socioeconomic forces.
4. Evaluate the impact of political forces in different geographic regions.
5. Understand the international monetary system.
6. Be familiar with the fundamental concepts of international competitive strategy.
7. Describe the different modes of entry into foreign markets.
8. Understand the fundamentals of international marketing.
9. Be familiar with issues and challenges related to managing human resources in the global context.
10. Understand and be able to apply the different functions of business to the international perspective.

**TEXT:**

*International business: Cases and Exercises* by Rarick, Charles. 3rd Edition (2014).

**GOALS AND LEARNING OBJECTIVES:**

The programs of the Langdale College of Business are accredited by AACSB International (The Association to Advance Collegiate Schools of Business). Less than

one-third of the business programs in the United States achieve this distinction of quality. To maintain our commitment to quality, the Langdale College faculty and administration have identified goals and learning objectives that provide students with the knowledge, skills, and ethical global awareness needed for successful managerial and professional careers. The goals and learning objectives addressed by this course are as follow:

Business majors will be able to effectively utilize analytical skills to solve business problems.

Students enrolled in this class will:

1. demonstrate analytical skills
2. utilize analytical skills to resolve business problems
3. demonstrate an understanding of cultural differences that relate to managing in a global context
4. understand the effects of technology and change on managing individuals
5. become familiar with the psychological and theoretical mechanisms important to setting goals, planning, organizing, and executing sound business decisions
6. better understand how to satisfy and motivate both themselves and others in the organizational and international context

#### **METHOD OF INSTRUCTION:**

Several methods of instruction will be employed including formal lecture, class discussion, videos, concept exercises, case studies, and group activities.

#### **ATTENDANCE POLICY:**

Students are urged to attend all classes. Excessive absences (20% or more of the semester) may place the student's ability to pass the course in jeopardy. Proactive communication with instructor regarding absences due to scheduling conflicts and illness is expected and appreciated. *Make-up assignments (including exams) will only be allowed with proof of extenuating circumstances (i.e. written documentation).*

#### **GRADED ACTIVITIES:**

This course will be well balanced between tests, case summaries, country reports, a final project, and class participation.

Test 1- 15%

Test 2- 15%

Test 3- 15%

Country Reports (3 x 5%) - 15%

Case Summaries/Lab Projects- 15%

Simulation- 15%

Class Participation- 10%

#### **TESTS:**

There will be three tests during the term. They will cover material from the previously covered chapters and will include (but not necessarily be limited to) multiple choice,

true/false, and essay style questions. There will be no final exam- only a third exam that will be administered during exam week. Tests will cover material both from the text and in-class discussions. Make-up exams will not be given without prior approval from the instructor. Permission is based on a legitimate need. Documentation will be required to show such a need. Missing an exam without meeting the above conditions will result in a grade of "0" on the test.

(Satisfies – VSU Education Outcomes 1&2; International Business Major Outcomes 2 & 3)

### **COUNTRY REPORTS:**

During the semester, we will complete three country reports. These should examine the economic, social, and political aspects of a country. These will be done with two to three other team members (determined by geographic interest). The group will turn in only one report. These reports should be relatively short (approximately three pages) and will be presented to the class. They will adhere to the following guidelines:

*Report 1- country background*

*Report 2- current state of affairs*

*Report 3- future prospects*

### **CASE SUMMARIES & LAB PROJECTS:**

There will be several formal case summaries during the term, which will be done in a study team format. The size of the study team will vary according to class size. For each case, the team should prepare a written summary of approximately two pages highlighting the major ideas of the case, along with any recommendations from the team. Although cases appear in each chapter, formal case write-ups will not be required for each (sometimes we will simply discuss them in class). Lab projects of selected topics will be done in the computer lab and will also be completed within a group.

(Satisfies – VSU Education Outcomes 1, 2, 3, 4 & 7; International Business Major Outcomes 2 & 3)

### **SIMULATION:**

The purpose of the simulation is for the student to be able to integrate, in a group setting, the differing components of international business. The student is to employ, to the extent possible, the principles studied throughout the course. The primary purpose of this project is to reinforce the principles learned and recognize how they are utilized in the business world.

### **CLASS PARTICIPATION:**

This portion of the final grade will be based on a variety of factors including: attendance, participation in in-class discussions, and the promotion of a good learning environment. Examples of factors that will negatively affect your participation grade are: 1) Missing class periods – especially group presentations (Note: missed class materials must be obtained from other students); 2) Failure to turn in assignments; 3) Disruptive behavior such as: talking while the instructor or other authorized speaker is talking, reading or working on material(s) not assigned for class, tardiness, loudness, interruptions from devices cell phones or watches, wearing headphones, sleeping, sending text messages etc. These behaviors will not be tolerated, since they may impede the progress of class. Moreover, as in any respectful organization, students will be expected to treat other students and the instructor in a courteous manner. This is particularly important in this

class because students will be called on to express opinions frequently, and no one should feel castigated by others for expressing a well-informed opinion.  
(Satisfies- VSU Educational Outcome 4; International Business Major Outcomes 2 & 3)

**Extra Credit:**

Over the course of the semester, students *may* be rewarded for attending outside lectures. Other opportunities might also become available.

**TOPICS & DUE DATES:**

<b>DATE</b>	<b>TOPICS</b>
Jan. 13	Course Introduction/Chapter 1
Jan. 15	Chapter 1
Jan. 17	Chapter 2
Jan. 20	<b>Holiday</b>
Jan. 22	Class Activity
Jan. 24	Chapter 2
Jan. 27	Chapter 3
Jan. 29	Chapter 3
Jan. 31	Class Activity
Feb. 3	Chapter 4
Feb. 5	Chapter 4
Feb. 7	<b>Test 1</b>
Feb. 10	Report Preparation Day
Feb. 12	<b>Country Report 1</b>
Feb. 14	<b>Country Report 1</b>
Feb. 17	Lab (BRIC Report 1)
Feb. 19	Class Activity
Feb. 21	Chapter 5

Feb. 24	Chapter 5
Feb. 26	Chapter 5
Feb. 28	Chapter 6
March 3	Chapter 6
March 5	Chapter 6
March 7	Report Preparation Day
March 10	Country Report 2
March 12	Country Report 2
March 14	Class Activity
March 24	Chapter 8
March 26	Chapter 8
March 28	Chapter 8
March 31	Chapter 9
April 2	Chapter 9
April 4	Lab (BRIC Report 2)
April 7	Test 2
April 9	Report Preparation Day
April 11	Country Report 3
April 14	Country Report 3
April 16	Chapter 12
April 18	Chapter 12
April 21	Chapter 15
April 23	Chapter 15



April 25	Chapter 17
April 28	Project Preparation Day
April 30	<b>Final Projects</b>
May 2	<b>Final Projects</b>
May 5	<b>Final Projects</b>
May 9 (8 AM)	<b>Test 3</b>

### **Student Opinion of Instruction**

At the end of the term, all students will be expected to complete an online Student Opinion of Instruction survey (SOI) that will be available on BANNER. Students will receive an email notification through their VSU email address when the SOI is available (generally at least one week before the end of the term). SOI responses are anonymous to instructors/administrators. Instructors will be able to view only a summary of all responses two weeks after they have submitted final grades. While instructors will not be able to view individual responses or to access any of the responses until after final grade submission, they will be able to see which students have or have not completed their SOIs, and student compliance may be considered in the determination of the final course grade. These compliance and non-compliance reports will not be available once instructors are able to access the results. Complete information about the SOIs, including how to access the survey and a timetable for this term is available at [www.valdosta.edu/academic/OnlineSOIPilotProject.html](http://www.valdosta.edu/academic/OnlineSOIPilotProject.html).

### **Withdrawal Policy**

Students can only withdraw without penalty before the midterm date in the semester. Barring documented medical hardships, if students wait until after that date they will receive the grade of "WF" (which counts towards the GPA the same as an "F"). Valdosta State University's policy stipulates that students can receive no more than five "W"s during their tenures here.

### **Academic Misconduct**

The disposition of Valdosta State University is based on the premise that each student has the responsibility: (1) to uphold the highest standards of academic integrity in the student's own work, (2) to refuse to tolerate violations of academic integrity in the University community, and (3) to foster a high sense of integrity and social responsibility on the part of the University community. Any violations of these standards (such as cheating on examinations, plagiarizing, or misrepresenting someone else's work as one's own) will not be tolerated and may be punishable to the fullest extent possible under University policy, which might include receiving a failing grade for the course.

**Special Needs**

Students requesting classroom accommodations or modifications because of a documented disability must contact the Access Office for Students with Disabilities located in room 1115 Nevins Hall. The phone numbers are 245-2498 (voice) and 219-1348 (TTY).

**Food and Drink**

University policy prohibits eating and drinking in class. Please observe these rules.

**In case of emergency**

If case of fire or other emergency evacuations, please exit the building using the front stairwell and meet along the sidewalk on Pendleton Street.

**VSU Educational Outcomes**

1. Students will demonstrate understanding of the society of the United States and its ideals.
2. Students will demonstrate cross-cultural perspectives and knowledge of other societies.
3. Students will use computer and information technology when appropriate.
4. Students will express themselves clearly, logically, and precisely in writing and in speaking, and they will demonstrate competence in reading and listening.
5. Students will demonstrate knowledge of scientific and mathematical principles and proficiency in laboratory practices.
6. Students will demonstrate knowledge of diverse cultural heritages in the arts, the humanities, and the social sciences.
7. Students will demonstrate the ability to analyze, to evaluate, and to make inferences from oral, written, and visual materials.
8. Students will demonstrate knowledge of principles of ethics and their employment in the analysis and resolution of moral problems.

**International Business Major Outcomes**

1. Demonstrate basic reading and conversational skills in a language other than one's native tongue.
2. Demonstrate knowledge of cultural differences as they relate to managing in a global context.
3. Define and demonstrate knowledge of basic international trade theories and related concepts.