



# SYLLABUS

**GRADING STANDARD:** (See instructor's addendum for specifics)

In order to successfully pass this course all tests, projects, and assignments as required by your Instructor must be completed.

Deadline Dates will be assigned for each requirement of the course. See Instructor's Addendum for information regarding the possible deduction of points if a deadline date is not met by the student.

## **Testing**

- Four (4) multiple-choice, true/false, essay, and short answer (or combination) tests @ 17.50 each = 70%

**THE STUDENT MUST EARN AN AVERAGE GRADE OF 65% OR BETTER ON THE UNIT EXAMS IN ORDER TO RECEIVE A PASSING GRADE FOR THE COURSE EXCLUSIVE OF OTHER COURSE REQUIREMENTS.**

- Projects = 25% See Instructor's Addendum for Unit Project detail. Projects consist of Research Analysis and Writing assignments as assigned by the instructor.
- Participation = 5% See Instructor's Addendum for details.

**TOTAL      100%**

Tests and assignments are due by the date specified by your instructor. Special consideration will be given provided a legitimate excuse is submitted in writing and accepted prior to the due date. Ten points will be deducted for late tests or assignments. Only one late excuse will be permitted. Make up for late tests will be administered in the test center during the incomplete period unless otherwise arranged and approved by the instructor.

The scale used for final grading is as follows:

93 - 100% = A  
90 - 92% = A-  
87 - 89% = B+  
83 - 86% = B  
80 - 82% = B-  
76 - 79% = C+  
70 - 75% = C  
65 - 69% = D  
64 - below = F

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## **REQUIREMENTS FOR A GRADE OF INCOMPLETE:**

1. If you have completed 70% of your course requirements, you may be eligible for a grade of incomplete.
2. Refer to the incomplete contract for specifics.
3. You must obtain an incomplete application form and submit it to your course instructor for his/her approval on/or before the last class meeting date.

## **COURSE CONTENT:**

### **Unit 1: GLOBAL AND NATIONAL BUSINESS ENVIRONMENTS**

- Chapters:**
1. Globalization
  2. Cross-Cultural Business
  3. Politics, Law, and Business Ethics
  4. Economics and Emerging Markets

Students will examine the process of globalization and its influence on markets and production. They will be able to identify the forces causing globalization to increase as well as discuss elements of the globalization debate. They will be able to identify the key players in international business today, describe the global business environment and identify its four main elements. Students will explore the main elements of culture and show how they affect business policies and practices. They will examine how different types of political systems, legal systems, ethics and social responsibility, and international relations affect business.

### **Unit 2: INTERNATIONAL TRADE AND INVESTMENT**

- Chapters:**
5. International Trade
  6. Business-Government Trade Relations
  7. Foreign Direct Investment
  8. Regional Economic Integration

Students will be able to discuss the benefits and volume of international trade and explain why trade occurs. Students will understand the active role of national governments in international trade and how the global trading system promotes free trade. The student will be able to explain foreign direct investment (FDI) and why and how governments intervene in FDI activity. The student will understand why nations are moving more towards regional integration and describe some of the most prominent regional trading blocs in place today.

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## Unit 3 THE INTERNATIONAL FINANCIAL SYSTEM

Chapters: 9. International Financial Markets  
10. International Monetary System

Students will understand the structure of the foreign exchange market and explain how it works. The student will understand the factors that help determine exchange rates. They will also be able to discuss the International Monetary System and explain how it operates.

## Unit 4 INTERNATIONAL BUSINESS MANAGEMENT

Chapters: 12. Analyzing International Opportunities  
13. Selecting and Managing Entry Modes

Students will understand how managers screen potential new market sites. They will understand the difficulties of conducting marketing research and how obtain the necessary information. The student will be able to explain the different entry modes companies use to “go international.”

### DEPARTMENT POLICIES:

#### *Attendance and Late Policy for Students:*

In the event a student accumulates more than three (3) absences, a student's final grade will be lowered one grade level.

#### *Academic Integrity:*

Any incidence of cheating will be fully processed in accordance with Brookdale Community College Regulation 6.3000 entitled STUDENT CONDUCT and the Student Conduct Code, Section V, "Academic Integrity Code" as found in the student handbook.

The Business Management Department supports this regulation.

#### *Brookdale e-mail/Website:*

You are required to check your Brookdale e-mail at least (3) times per week for communication from your instructor. The Instructor's Addendum is subject to change per the rights of the instructor. These changes may be communicated you via e-mail.

### COLLEGE POLICIES:

For information regarding:

- ◆ Brookdale's Academic Integrity Code
- ◆ Student Conduct Code

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## ◆ Student Grade Appeal Process

Please refer to the STUDENT HANDBOOK AND BCC CATALOG.

### NOTIFICATION FOR STUDENTS WITH DISABILITIES:

Brookdale Community College offers reasonable accommodations and/or services to persons with disabilities. Students with disabilities who wish to self-identify, must contact the Disabilities Services Office at 732-224-2730 or 732-842-4211 (TTY), provide appropriate documentation of the disability, and request specific accommodations or services. If a student qualifies, reasonable accommodations and/or services, which are appropriate for the college level and are recommended in the documentation, can be approved.

### ADDITIONAL SUPPORT/LABS:

Individual tutoring for a unit test may be available from the department's learning assistant on a first come, first serve basis. Appointments are suggested.

### THE LEARNING ASSISTANT IS:

Melissa Stryker  
Telephone Number: (732) 224-2551  
E-Mail: [mstryker@brookdalecc.edu](mailto:mstryker@brookdalecc.edu)  
Office Location: Larrison Hall 214

### OFFICE HOURS:

Monday - Thursday 8:30 a.m. – 5:00 p.m.  
Two evenings until 6:00 p.m. that may change with demands of each semester.

### THE DEPARTMENT SECRETARY IS:

Sandy Gorman  
Telephone Number: (732) 224-2714  
E-Mail: [sgorman@brookdalecc.edu](mailto:sgorman@brookdalecc.edu)  
Office Location: Larrison Hall 206

### OFFICE HOURS:

Monday – Thursday: 8:30 a.m. – 5:00 p.m. with an hour for lunch - 12:30 – 1:30 p.m.

Brookdale observes summer hours of operation and there may be an adjustment to schedules for the learning assistant and office secretary.