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UWUCC. 11/13/01
Senate 12/4/01

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OCT 25 2001

Undergraduate Distance Education Review Form
(Required for all courses taught by distance education for more than one-third of teaching contact hours)
Existing and Special Topics Course

Course: MKTG 350 INTERNATIONAL BUSINESS

Instructor of Record: MADAN BATRA phone: X72522 e-mail: BATRA@GROVE.IUPUI.EDU

Step One: Attach signed Budget Approval Form to this form.

Step Two: Department or its Curriculum Committee

The committee has reviewed the proposal to offer the above course using distance education technology, and responds to the CBA criteria as follows:

- 1. Will a qualified instructor teach the course? Yes No
- 2. Will the technology serve as a suitable substitute for the traditional classroom? Yes No
- 3. Are there suitable opportunities for interaction between the instructor and student? Yes No
- 4. a. Will there be suitable methods used to evaluate student achievement? Yes No
- b. Have reasonable efforts been made to insure the integrity of evaluation methods (academic honesty) Yes No

5. Recommendation:

Positive (The objectives of the course can be met via distance education.)

Negative

Madan Batra dept. chair 10/19/2001
signature of department designee date

If positive recommendation, immediately forward copies of this form and attached materials to the Provost and the Liberal Studies Office for consideration by the University-Wide Undergraduate Curriculum Committee. Dual-level courses also require review by Graduate Committee for graduate-level offering. Send information copies to 1) the college curriculum committee, 2) dean of the college, and 3) Dean of the School of Continuing Education.

Step Three: UNIVERSITY-WIDE UNDERGRADUATE CURRICULUM COMMITTEE

Positive recommendation

Negative recommendation

Gail S. Sechrist Nov. 13, 2001
signature of committee chair date

Forward this form to the Provost within 24 calendar days after receipt by committee.

Step Four: Provost

Approved as distance education course

Rejected as distance education course

Madan Batra 11/27/01
signature of Provost date

Step Five:

Forward materials to Dean of the School of Continuing Education.

Will a qualified instructor teach the course?

Yes. Madan Batra, a professor at IUP has Ph.D. in International Business, and has been teaching here for the last 14 years. He has taught *International Business* on campus for numerous years. He has been using WebCT for the last few semesters to enhance the learning of his students of his current courses.

Will the technology serve as a suitable substitute for the traditional classroom?

Yes. Multiple communication and evaluation tools (online quizzes, online tests, online Internet exercises, e-mail, and electronic bulletin board) will be used through the WebCT to teach this course. The instructor will also be available for telephone counseling.

Are there suitable opportunities for interaction between the instructor and student?

Yes, the communication with the students will be done through email, electronic bulletin board, WebCT home page for the course, and telephone.

Will there be suitable methods used to evaluate student achievement?

Yes, the students will be evaluated through the online quizzes, online exercises, electronic bulletin board participation, and online tests.

Have reasonable efforts been made to insure the integrity of evaluation methods.

Yes, the students will be allowed to do their mid-term and final examinations after presenting the ID to the staff member at the Eberly computer lab anytime during the 8th and 15th weeks of the semester.

21

Budget Approval Form

(Each semester a distance education course is offered, prior budget approval of the sponsoring dean is required.)

Distance Education Course

Course and Section: MKTG/MGMT 350-001 for Semester: SPRING Year: 2002

Instructor of Record: MADAN BATRA phone: X72522 e-mail: BATRA@IUP.EDU

Initial scheduling as a distance education course

Check all that apply:

Base compensation: on-load overload Article 27

Other required payments: preparation compensation remote site fee(s)
 remote site student fee(s) travel reimbursement and Article 40 stipend

Other costs: video transmission marketing

OR

Subsequent scheduling as a distance education course

Check all that apply:

Base compensation: on-load overload Article 27

Other required payments: course revision compensation (three years after course initially taught)

remote site fee(s) remote site student fee(s)

travel reimbursement and Article 40 stipend

Budget Approval

Funds are available in my college to subsidize the above costs for this course.

Enrollment of is required to cover the costs of this course.

Other _____

BUDGET APPROVAL
SIGNED
IN
ORIGINAL
SUBMISSION

Dean: _____
signature (budget approval) date

Faculty member: M. Batra 10-18-01
signature date

For the initial scheduling, attach this signed form to the Review/Approval Form.
For subsequent scheduling, send signed form to the Dean of the School of Continuing Education, who will advise the Dean of the School of Business Administration.

International Business (MGMT/MKTG 350)
Indiana University of Pennsylvania
Department of Marketing

Madan M. Batra (MBA, Ph.D.)
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724-388-9595 (Cell)
batra@grove.iup.edu (E-mail)

724-357-5991 (Office)
724-357-7996 (Fax)

Office Hours: M, T, W, R 10:00 - 11:30 a.m.

Catalog Description

MKTG/MGMT 350 International Business

3c-01-3sh

A study of the international dimensions of business and the critical environmental and organizational factors that affect managerial approaches in the international arena. Focuses upon the management problems stemming from the movement of goods, human resources, technology, finance, or ownership across international boundaries.

Prerequisites

MGMT 310 (Principles of Management)

Course Objectives

The broad objective of the course is to enable students to achieve an overview and understanding of the international dimensions of business. The course is designed to:

- a. present the concepts and theories in the field of international business
- b. create an understanding of the environmental (political, legal, cultural, economic, ethical and demographic) level issues facing the international enterprises
- c. present different approaches taken by international enterprises in managing multinational operations
- d. focus upon problems in international markets

Textbook

Wild John J., Kenneth L. Wild, and Jerry C. Y. Han. International Business: An Integrated Approach, Prentice Hall, Upper Saddle River, NJ, (2000)

Evaluation Methods

Weekly online quizzes	15%
Bulletin board discussion	15%
Periodic Internet exercises	10%
Mid-term examination	30%
Final examination	30%

Grading Scale

90 - 100%	=	A
80 - 89%	=	B
70 - 79%	=	C
60 - 69%	=	D
< 60	=	F

Course Outline [one week = 3 hours; total hours = 42 (inclusive 90-minute mid-term examination); in addition, final examination = 2 hours]

- Week 1: WebCT orientation, tutorial and test quiz
- Week 2: The global perspective
- Week 3: Culture in international business
- Week 4: Politics and law in international business
- Week 5: International trade
- Week 6: Foreign direct investment
- Week 7: Regional economic integration

- Week 8: Mid-term examination (90 minutes)
International financial markets (90 minutes)

- Week 9: International monetary system
- Week 10: Analyzing international opportunities
- Week 11: Planning and organizing international operations
- Week 12: Selecting and managing foreign entry modes
- Week 13: Acquiring business resources
- Week 14: Managing the international business

- Week 15: Final examination (2 hours)

Online Teaching and Learning Methods

- The course relies on the WebCT server at IUP for its delivery.
- During the first week, students complete a WebCT tutorial available at www.webct.com/oriented_ and submit an online WebCT test quiz. The students need Windows 98, Internet access, and Internet Explorer/Netscape browser).
- Every week, the students read one chapter from the book, and submit an online quiz. Every two weeks, they submit an online Internet exercise to the instructor.

The students also regularly participate in the online bulletin discussion on an international business issue posted every week by the instructor.

- On-campus Eberly lab accessible to the students for the 8th week and 15th week for mid-term and final examinations. Students present ID card and take the exams under the supervision of the lab staff.
- The instructor will be available on campus from 10:00 a.m. to 11:30 a.m on Mondays through Thursdays in his office for telephone counseling (724-357-5776) with students who need it.
- E-mail messages will be responded within 48 hours (excluding weekends).

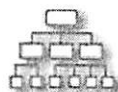
INTERNATIONAL BUSINESS 1/E

An Integrated Approach



Welcome to International Business 1/E: An Integrated Approach

- Click on **List Of Topics** to explore new material.
- Click on **Class Calendar** to view WebCT's quick and easy tool for instructor and students to exchange information about class events and assignments.
- The **Communication & Utilities** link will allow you to chat, e-mail, post messages and check your personal progress.



List of Topics



Calendar



Communication and Utilities



Question Database
(Hidden)

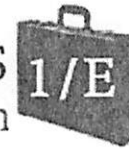


quiz
Quiz

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INTERNATIONAL BUSINESS

An Integrated Approach



List of Topics

1: The Global Perspective

2: Culture in Business

3: Politics and Law in Business

4: Business in Other Economies

5: International Trade

6: Government Impact on International Trade

7: Foreign Direct Investment

8: Regional Economic Integration

9: International Financial Markets

10: International Monetary System

11: Analyzing International Opportunities

12: Planning and Organizing International Operations

13: Selecting and Managing Entry Modes

14: Acquiring Business Resources

15: Managing the International Business

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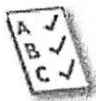
INTERNATIONAL BUSINESS

An Integrated Approach

Topic 1: The Global Perspective Homepage



Objectives



Quiz



Internet Exercises



Test



Discussion Area



Private Mail

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INTERNATIONAL BUSINESS

An Integrated Approach

● Topic One: The Global Perspective ●

After studying this chapter, you should be able to

1. Describe the forces underlying the globalization of business.
2. Explain why companies pursue *international business activity*.
3. Identify the *types of companies* that participate in international business.
4. Explain the *global perspective* on business and identify its three main elements.

BACK

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Current date: Oct 31, 2001 17:11

Title	Availability	Duration	Grade	Attempts
<u>Topic 1 Quiz</u>	From: Oct 05, 2001 11:05 To: Oct 05, 2001 12:00	15 minutes	/ 60	Completed: 0 Remaining: 1

Topic 1 Quiz

Name: Instructor (Preview)

Start Time: Oct 31, 2001 17:12

Time Allowed: 15 minutes

Number of Questions: 20

Finish

Help

Question 1 (3 points)

International business affects the activities of every consumer, worker, and company in the United States.

- 1. TRUE
- 2. FALSE

Save answer

Question 2 (3 points)

Imports are all the goods and services sent from one country to other nations.

- 1. TRUE
- 2. FALSE

Save answer

Question 3 (3 points)

The total of all business transactions that cross the borders of two or more nations is known as international business.

- 1. TRUE
- 2. FALSE

Save answer

Question 4 (3 points)

Question 12 (3 points)

The two main forces spurring globalization are

- 1. higher trade and investment barriers and increased innovation.
- 2. higher trade and investment barriers and decreased innovation.
- 3. lower trade and investment barriers and increased innovation.
- 4. lower trade and investment barriers and increased innovation.

Save answer

Question 13 (3 points)

The 1994 revision of the General Agreement on Tariffs and Trade (GATT) modified the original treaty in which of the following ways?

- 1. Average tariffs on merchandise trade were to be increased.
- 2. The World Trade Organization was established with power to enforce the new GATT.
- 3. Subsidies (price supports) for agricultural products were to be left unchanged.
- 4. Intellectual property rights were to be repealed in an effort to increase innovation.

Save answer

Question 14 (3 points)

A business that engages in any form of international business activity such as exporting, importing, or international production is known as a(n)

- 1. multidomestic corporation.
- 2. multinational corporation.
- 3. Fortune 500 company.
- 4. international company.

Save answer

Question 15 (3 points)

Which of the following statements regarding the exporting activities of American companies in 1995

Current date: Oct 31, 2001 17:20

To begin a quiz or survey, click on the hyperlinked quiz title. If a quiz or survey is not hyperlinked, it is not available. To view the results of a quiz, click on the Completed hyperlink under Attempts.

Title	Availability	Duration	Grade	Attempts
▼ Topic 1				
Topic 1 Essay	Unavailable	Unlimited	/ 25	Completed: 0 Remaining: 5
Topic 1 Quiz	From: Oct 05, 2001 11:05 To: Oct 05, 2001 12:00	15 minutes	/ 60	Completed: 0 Remaining: 1
Topic 1 Test	Unavailable	Unlimited	/ 100	Completed: 0 Remaining: 1
▼ Topic 2				
Topic 2 Essay	Unavailable	Unlimited	/ 15	Completed: 0 Remaining: 5
Topic 2 Quiz	Unavailable	Unlimited	/ 60	Completed: 0 Remaining: 5
Topic 2 Test	Unavailable	Unlimited	/ 100	Completed: 0 Remaining: 1
▼ Topic 3				
Topic 3 Essay	Unavailable	Unlimited	/ 25	Completed: 0 Remaining: 5
Topic 3 Quiz	Unavailable	Unlimited	/ 60	Completed: 0 Remaining: 5
Topic 3 Test	Unavailable	Unlimited	/ 100	Completed: 0 Remaining: 1
▼ Topic 4				
Topic 4 Essay	Unavailable	Unlimited	/ 25	Completed: 0 Remaining: 5
Topic 4 Quiz	Unavailable	Unlimited	/ 60	Completed: 0 Remaining: 5
Topic 4 Test	Unavailable	Unlimited	/ 100	Completed: 0 Remaining: 1
▼ Topic 5				
Topic 5 Essay	Unavailable	Unlimited	/ 25	Completed: 0 Remaining: 5
Topic 5 Quiz	Unavailable	Unlimited	/ 60	Completed: 0 Remaining: 5
Topic 5 Test	Unavailable	Unlimited	/ 100	Completed: 0 Remaining: 1
▼ Topic 6				
Topic 6 Essay	Unavailable	Unlimited	/ 25	Completed: 0

<u>Topic 6 Quiz</u>	Unavailable	Unlimited	/ 60	Remaining:: 5 Completed: 0 Remaining:: 5
<u>Topic 6 Test</u>	Unavailable	Unlimited	/ 100	Completed: 0 Remaining:: 1
▼ Topic 7				
<u>Topic 7 Essay</u>	Unavailable	Unlimited	/ 20	Completed: 0 Remaining:: 5
<u>Topic 7 Quiz</u>	Unavailable	Unlimited	/ 60	Completed: 0 Remaining:: 5
<u>Topic 7 Test</u>	Unavailable	Unlimited	/ 100	Completed: 0 Remaining:: 1
▼ Topic 8				
<u>Topic 8 Essay</u>	Unavailable	Unlimited	/ 25	Completed: 0 Remaining:: 5
<u>Topic 8 Quiz</u>	Unavailable	Unlimited	/ 57	Completed: 0 Remaining:: 5
<u>Topic 8 Test</u>	Unavailable	Unlimited	/ 100	Completed: 0 Remaining:: 1
▼ Topic 9				
<u>Topic 9 Essay</u>	Unavailable	Unlimited	/ 25	Completed: 0 Remaining:: 5
<u>Topic 9 Quiz</u>	Unavailable	Unlimited	/ 60	Completed: 0 Remaining:: 5
<u>Topic 9 Test</u>	Unavailable	Unlimited	/ 100	Completed: 0 Remaining:: 1
▼ Topic 10				
<u>Topic 10 Essay</u>	Unavailable	Unlimited	/ 25	Completed: 0 Remaining:: 5
<u>Topic 10 Quiz</u>	Unavailable	Unlimited	/ 60	Completed: 0 Remaining:: 5
<u>Topic 10 Test</u>	Unavailable	Unlimited	/ 100	Completed: 0 Remaining:: 1
▼ Topic 11				
<u>Topic 11 Essay</u>	Unavailable	Unlimited	/ 25	Completed: 0 Remaining:: 5
<u>Topic 11 Quiz</u>	Unavailable	Unlimited	/ 60	Completed: 0 Remaining:: 5
<u>Topic 11 Test</u>	Unavailable	Unlimited	/ 100	Completed: 0 Remaining:: 1
▼ Topic 12				
<u>Topic 12 Essay</u>	Unavailable	Unlimited	/ 25	Completed: 0 Remaining:: 5
<u>Topic 12 Quiz</u>	Unavailable	Unlimited	/ 60	Completed: 0

<u>Topic 12 Test</u>	Unavailable	Unlimited	/ 100	Remaining:: 5 Completed: 0 Remaining:: 1
▼ Topic 13				
<u>Topic 13 Essay</u>	Unavailable	Unlimited	/ 20	Completed: 0 Remaining:: 5
<u>Topic 13 Quiz</u>	Unavailable	Unlimited	/ 60	Completed: 0 Remaining:: 5
<u>Topic 13 Test</u>	Unavailable	Unlimited	/ 100	Completed: 0 Remaining:: 1
▼ Topic 14				
<u>Topic 14 Essay</u>	Unavailable	Unlimited	/ 25	Completed: 0 Remaining:: 5
<u>Topic 14 Quiz</u>	Unavailable	Unlimited	/ 60	Completed: 0 Remaining:: 5
<u>Topic 14 Test</u>	Unavailable	Unlimited	/ 100	Completed: 0 Remaining:: 1
▼ Topic 15				
<u>Topic 15 Essay</u>	Unavailable	Unlimited	/ 25	Completed: 0 Remaining:: 5
<u>Topic 15 Quiz</u>	Unavailable	Unlimited	/ 60	Completed: 0 Remaining:: 5
<u>Topic 15 Test</u>	Unavailable	Unlimited	/ 100	Completed: 0 Remaining:: 1