

Consultant Handbook  
For  
Zingaro Global Business



Oakton Community College  
(Aka Fall 2009 GBS 101 Syllabus)

I.

<u>Course Prefix</u>	<u>Course Number</u>	<u>Course Name</u>	<u>Credit</u>	<u>Lecture</u>	<u>Lab</u>
GBS	101	Introduction to Global Business	3	3	0

II. **Course Prerequisite:** **Recommended:** BUS 101 taken prior to, or in conjunction with, this course.

III. **Job Description (Course Catalog Description):**

Course provides necessary foundation for introductory courses in global business, as well as for advanced courses and seminars. Content includes current world trade activities, practices, government aids and barriers to trade; economic, geographic, political and transportation aspects, cultural differences affecting trade; traffic, documentation, finance and marketing.

IV. **Learning Objectives:**

You will demonstrate competencies in these objective areas by successfully completing assignments and tasks described below

1. Appreciate the cultural, political and legal factors that impact the conduct of international business
2. Recognize the impact of international business and the implications of a global economy
3. Understand, in general terms, international financing and foreign exchange considerations
4. To gain knowledge of how to best gather management and marketing data, deal with local customs and laws, recruit and manage people, design and distribute products and services

## V. Academic Integrity:

Students and employees at Oakton Community College are required to demonstrate academic integrity and follow Oakton's Code of Academic Conduct. This code prohibits:

- cheating,
- plagiarism (turning in work not written by you, or lacking proper citation),
- falsification and fabrication (lying or distorting the truth),
- helping others to cheat,
- unauthorized changes on official documents,
- pretending to be someone else or having someone else pretend to be you,
- making or accepting bribes, special favors, or threats, and
- any other behavior that violates academic integrity.

There are serious consequences to violations of the academic integrity policy. Oakton's policies and procedures provide students a fair hearing if a complaint is made against you. If you are found to have violated the policy, the minimum penalty is failure on the assignment and, a disciplinary record will be established and kept on file in the office of the Vice President for Student Affairs for a period of 3 years.

Details of the Code of Academic Conduct can be found in the Student Handbook.

## VI. Outline of Topics:

Lectures will follow the sequence of chapters in the text.

Note: Instructor reserves the right to change this course outline without prior notice.

**VII. Methods of Instruction:** Learning activities include lecture, small and large group discussions, current case studies, internet activities, film/DVD and student presentations.

**VIII. Firm Required Practices:** Good consultants are responsible for having a working knowledge of what is going on in the business world as well as an understanding of how economic, political, technological and competitive changes will have an impact on your clients and your business. In this course, you will be responsible for reading and listening to relevant materials in addition to your textbook.

You will demonstrate your proficiency in the materials by completing assigned homework, making presentations (individually and as a team) and completing and presenting a strategic market entry business plan.

## IX. Instructional Materials:

Required Texts:

International Business the challenges of globalization 5<sup>th</sup> edition by John J. Wild, Kenneth L. Wild. Pearson-Prentice Hall Upper Saddle River, NJ 07458. ISBN- 9780136107026. Available at the OCC Bookstore and online.

**Other Resources:**

- Case Studies
- Newspapers, Magazines- (Wall Street Journal, Fortune Magazine, Business week, The Economist)
- Various books written by industry leaders
- Guest speakers from around the world

**X. Methods of Evaluating Student Progress:**

**Evaluation Criteria:**

There will be 4 “proficiency” exams, case studies, a debate, country report and a strategic market entry plan project which will be a group consultancy project. You will receive “Zingaro consultancy bucks” (aka points). Your final evaluation will be determined based on the total consultancy bucks that you’ve accumulated. You will be evaluated as follows:

Exam #1 (Chapters 1-4)	50 points
Exam # 2 (Chapters 5-8)	50 points
Exam # 3 (Chapters 9 & 10)	25 points
Exam #4 (Chapters 11 & 12)	50 points
Case Studies (2 @ 25 points)	50 points
Debate	25 points
Short Country report	25 points
Travels of T-shirt activities	75 points
Market Entry Strategy Project	100 points
Homework/In-class activities	<u>50 points</u>
Total Possible	500 points

School Grading System will be used:	90-100 A
	89-80 B
	79-70 C
	69-60 D

**XI. Other Course Information**

**Course Policies and Procedures**

**Vacation/Sick pay (also known as Attendance requirements):**

You can't learn if you're not here. Also, due to the nature of the various team consultancy projects that you'll be undertaking your absence will be felt by your team members. Every consultant will receive three (3) sick days and three (3) vacation days. Your account will be credited with the three sick days immediately upon employment (**start of class**). These three days are allocated for sick time. No preapproval is required although an email through WebCT to me, your boss, is required. This email must be received no later than the date of the sick day absence. If you miss more than 2 back to back meetings (classes) you will be required to bring in a doctor's note. Finally, if you need to take short-term leave, you will need to provide a doctor's note. If you required more than 3 sick days, you may request additional days from the sick bank.

Vacation time must be preapproved by me before it is taken. The request must be in writing using the Sick/Vacation Time form. The request must be emailed to me through WebCT all other requests will be denied.

Any unexcused absences beyond 4 will result in a 10% deduction per absence in your attendance and participation points. Any unused absences will be counted as extra "bucks" at a rate of 5 bucks per unused day thus if you take no time off you will have 20 extra bucks at the end of the term.

**Attendance is mandatory for all class presentations.**

**Examination Make-up Policies:**

All students are expected to take examinations at the scheduled times. Make-up examinations may be given at the instructor's discretion, if the reason for the student's absence is of an emergency in nature and beyond the control of the student. In addition, in lieu of a make-up exam, the instructor reserves the right to double your lowest test score for one missed test. If you miss an examination, please contact the instructor immediately to discuss the possibilities.

**Assignments:**

All assignments are due on the date for which they are assigned. All homework assignments including case studies, market entry strategy and country reports will be turned in via WebCT. As in the business world, if you miss a deadline you are out of luck. **NO Late Assignments will be accepted!**

All assignments will be typed and submitted through WebCT. In addition, assignments with **spelling and/or grammatical errors will not be accepted.**

**Cell phones:**

Please be courteous and turn your phones off or on mute. Cell phone interruptions will not be tolerated this includes texting or responding to email in class.

*If you have a documented learning, psychological, or physical disability you may be entitled to reasonable academic accommodations or services. To request accommodations or services, contact the ASSIST office in the Learning Center. All students are expected to fulfill essential course requirements. The College will not waive any essential skill or requirement of a course or degree program.*

**Teaching Philosophy: The classroom and course conduct**

- I will teach to all learning styles as best I can. Therefore, I will use a variety of educational strategies to keep the subject matter interesting as well as engage you. While we will cover the theory of the material, I am a firm believer that the best way to make it "real" is through practical application.
- I believe that this course is not only about the course material but also about gaining the experience necessary to be successful in the workforce therefore; my expectations are those that would apply in the workforce: you will arrive on time, ready to work and give your very best effort. Your best effort includes but is not limited to: turning in assignments on time which are free from grammatical or spelling

errors, contributing 100% to individual and group projects, participating in class and small group discussions.

- Some of the class will be spent in a lecture-type format. During lectures, I encourage you to participate in class discussions by questioning and challenging me. We are in this together and I am committed to giving you the very best. My expectation is that you also make that commitment to yourself.
- This class requires interaction with your peers. My expectation is that you fully participate in small group projects and that you will give your very best effort in these projects.

**Instructor:** Lisa Zingaro, Assistant Professor of Business

Office: 2452 Des Plaines

Office Phone: 847.376.7123

Office hours: Monday

9:30 – 11:00 am

12:30 – 2:00 pm

Tuesday

9:30 am – 11:00 am

Online – 9:00 pm – 10:00 pm

Wednesday

9:30 – 11:00 am

12:30 – 2:00 pm

Email: [lzingaro@oakton.edu](mailto:lzingaro@oakton.edu)

Oakton Community College  
Zingaro Global Consulting  
GBS101 Introduction to International Business



**Date/Time:** Mon/Wed 11:00 – 12:15  
**Instructor:** Lisa Zingaro  
**E-mail:** lzingaro@oakton.edu  
**Telephone:** (847) 376.7123

**Date:** \_\_\_\_\_

I have read, understand and agree to comply with the policies for this course.

\_\_\_\_\_  
Print Name

\_\_\_\_\_  
Signature