



Broad College of Business MICHIGAN STATE UNIVERSITY

EDUCATION ABROAD – South Africa: Global Business in the Rainbow Nation

IBUS 393 Introduction to International Business (or MKT 490 or BUS 491)

Spring Break 2025 – Syllabus

Instructor

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Course Information

Course Description and Overview

This program is designed to increase your knowledge about South Africa's economic position on the continent and across the globe. Students will gain insight into corporate and social cultures through the combination of classroom instruction, company site visits, and numerous cultural events.

Engage with business leaders, learning firsthand about the successes and challenges in a post-apartheid South Africa. Tourism is also one of its largest economic industries. Students should be aware that participation involves extensive walking at a fast pace in rural and urban settings, in all kinds of weather. Therefore, participation is strenuous.

Prerequisites

None

Course Structure

This course is meant to be experiential, and the focus of the program will be on experiential learning. We will supplement this with several class sessions:

Before Departure:

Pre-departure Orientation (1 hours) and paper

This session will acquaint you with program policies and procedures before departure as well as onsite. We will also discuss cultural aspects of life in Cape Town to help make your trip safe, educational, and enjoyable. A one-to-two-page paper will be due prior to the start of the trip.

In Cape Town:

Most days in Cape Town we will have a 1-hour class session, probably in the morning, in which we discuss the significance of the previous day's events from a cultural and business perspective. During this class session, we will also go over the day's itinerary and discuss the significance of the program events for that day.

Debriefing After Return (1 hour)

We will have a 1-hour debriefing session during the Spring Semester. This will be an informal discussion in which we share our impressions of the trip.

Requirements and Grading Policies

Course Grade:

Your grade in this course will be determined by the following:

Points	Description
10	Attendance
8	Participation and Professionalism
10	Pre-departure Assignment
10	Onsite Assignment(s) – marketing this program
12	Final Assignment – Reflective paper
50	Total Points Possible

Attendance:

Attendance at all program events and functions is mandatory. In Cape Town you are expected to be at all program functions and events. Missing an event, except in the case of illness, will result in the following penalties:

- First missed event: loss of 2 ½ attendance points
- Second missed event: loss of all 10 attendance points
- Third missed event: dismissal from program

Professionalism:

You are expected to represent the university in a professional manner. **Appropriate dress is considered part of professionalism.** The program is meant to be fun, but you are expected to obey local laws and behave in a manner befitting Spartans. You are also expected to pay attention and be courteous at all program functions and events. This is an academic program. Significant breaches of professionalism will be met with:

- First time: warning
- Second time: loss of all professionalism points
- Third time: Dismissal from program

Serious breaches of MSU rules or being detained by the local police will result in immediate dismissal from the program.

Assignments:

There will be 2 Assignments to complete during the program: one before departure and one while we are in South Africa. More details about each Assignment will be forthcoming, but in general the assignments will be largely observational, designed to demonstrate that you have been participating in and learning from program events and activities.

Final Assignment:

A final paper of 3 double-spaced pages in length and will contain several questions for you to answer.

Due dates for all assignments will be announced during the program.

Grading Scale

Grade	Points	Percentage
4.0	47 – 50	94% to 100%
3.5	45 – 46	90% to 93%
3.0	42 – 44	84% to 89%
2.5	40 – 41	80% to 83%
2.0	37 – 39	74% to 79%
1.5	35 – 36	70% to 73%
1.0	30 – 34	60% to 69%
0.0	0 – 29	0 to 59%