

LBS 213

**"Researching International Business Topics:
Mexico and Latin America"**

International Curriculum Project

**by Lisa K. Miller
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**Paradise Valley Community College
Phoenix, Arizona**

SYLLABUS

INSTRUCTOR: Lisa K. Miller
COURSE: LBS 213 Researching International Business Topics

SECTION:

ROOM:

TIME:

DATES:

PHONE:

FAX:

COURSE DESCRIPTION

This class will introduce the student to international business research. Its goal is to teach principles of research the student may use for IBS course projects. Special emphasis is placed on Mexico and Latin America. We will cover a variety of resources, including print, online, CD-ROM, and the Internet.

COURSE OBJECTIVES

At the completion of this course, the student will be able to:

- Identify and articulate an information need;
- Use a print index to find an article;
- Use a business database to find an article;
- Select an appropriate program from the National Trade Data Bank;
- Perform a search on the National Trade Data Bank;
- Use reference books to find basic country and cultural data;
- Use the online catalog to find appropriate books and media;
- Critically evaluate sources of information;
- Use the Internet to find pertinent information and identify legitimate business opportunities;
- Give a short presentation on a Latin American country's business negotiation styles and market potential, using the research tools above.

TEXTBOOK

None. Materials will be provided in class.

GRADING

All assignments are due the following class period. Due to the abbreviated nature of the course, no late assignments will be accepted. No sniveling.

COURSE OUTLINE

1ST Meeting

Objectives: *Identify and articulate an information need; Use a print index to find an article;*

- I. Overview of course, review of syllabus, class expectations
- II. Business information needs
 - A. Identification
 - B. Prioritization
 - C. Realization
 - D. Application
- III. Body of Information available
 - A. Print/traditional sources
 1. Reference books
 2. Indexes
 - B. Databases
 1. Online Catalog
 2. Other electronic sources
 - C. Internet
 1. World Wide Web
 2. Gopher
 3. Email
 4. Listservs

2nd Meeting

Objectives: *Use reference books to find basic country and cultural data; Use a business database to find an article; Select an appropriate program from the National Trade Data Bank, Perform a search on the National Trade Data Bank;*

- I. Reference books
 - A. Atlases/maps
 - B. Statistical sources
 - C. Textual data
- II. Databases
 - A. Business Dateline
 - B. National Trade Data Bank
 - C. SIRS Government Reporter
 - D. New York Times On disc

3rd Meeting

Objectives: *Use the online catalog to find appropriate books and media; Critically evaluate sources of information*

- I. Online Catalog
 - A. Books/media
 - B. Business Index
 - C. Library of Congress classification scheme
- II. Evaluation
 - A. Bias

- B. Authority
- C. Reliability
- D. Validity
- E. Value of the information to the task at hand

4th meeting

Objectives: *Use the Internet to find pertinent information and identify legitimate business opportunities; Give a short presentation on a Latin American country's business negotiation styles and market potential, using the research tools above.*

I. Internet

- A. Definitions
- B. Parts
 - 1. World Wide Web
 - 2. File Transfer Protocol
 - 3. Electronic Mail
 - 4. Listservs
 - 5. Gopher
- C. Uses/applications

5th Meeting

Class presentations and wrap up

LBS 213

**"Researching International Business Topics:
Mexico and Latin America"**

Week One

Objectives: *Identify and articulate an information need; Use a print index to find an article*

Outline of class:

1. Icebreaker activity
2. Claris presentation
3. Administer information literacy diagnostic - 20 minutes
4. Break
5. Handouts
6. Class activity
7. Homework

ICEBREAKER

Share your responses to the following open-ended statements with the number of people indicated.

With 1 other person

My name is...

My hometown is...

I miss...

It is fun to...

I have ___ children...

My strengths as a student are...

My idea of success is...

I'd rather be....

The thing I like best about myself is...

Others see me as....

With 3 other people

My name is...

The place I'd most like to live is...

Nothing is as frustrating as ...

I feel most comfortable with ...

People who talk a lot are...

In new groups I feel ...

Ten years from now I ...

As a child I ...

With 1/2 the class

My name is...

My expectations of this class are ...

Being in a large group is...

My fears about group work are ...

I am here because...

LBS 213
Information Literacy Diagnostic

Name _____

Objective: To diagnose your level of information literacy. This assignment will be graded for completion only.

1. How does an academic library differ from a public library?

2. Why is it important to be able to find information, especially in the business world?

3. What is the purpose of an index?

4. Identify the parts of this citation:

Banking laws and regulations - Argentina

Argentina banking laws. C.A. Basilico and R. M. Kahale. IZ-inFinance p13-15 S '96

5. Name two print indexes you would use to find business or country information.

6. Name two databases you would use for the same purpose.

7. How do you find out if a library subscribes to a particular journal?

8. You are researching negotiation styles in Argentina. What index in our library would you use?

9. Why is it advantageous to use several sources to do research?

LBS 213
Classroom Activity - Print Indexes

Week One

In pairs, brainstorm potential Mexico/Latin American business topics.

Example: the economy of Mexico

Work this topic into a topic statement

Example: The economy of Mexico has experienced a steady decline in the past century, owing in large part to its huge foreign debt.

Using the Indexes/Databases handout, select the print index appropriate for this topic.

Example: Business Periodicals Index

Brainstorm subject headings to use for this topic. Try to find as many as possible.

Example: economic forecasting - Mexico
 economic assistance, American - Mexico
 Mexico - economic conditions
 Mexico - economic policy
 Mexico - economic relations
 foreign loans - Mexico

Use the subject headings in the chosen index to locate citations.

Example:

Bailouts are bad medicine - in Mexico or elsewhere. R. Dornbusch. in *Bus Week* p24 Mr 13 '95

Use the Periodicals List to determine if we subscribe to the periodicals listed. Find at least one of the articles and copy it.

LBS 213
Homework - due at beginning of next class meeting

Week One

You will do the same exercise we did in class, but on your own and with a different topic. This will serve to reinforce the research steps for you; this will be the process you will use each time you want to research a topic.

Brainstorm potential Mexico/Latin American business topics.

Example: the economy of Mexico

Work this topic into a topic statement

Example: The economy of Mexico has experienced a steady decline in the past century, owing in large part to its huge foreign debt.

Using the Indexes/Databases handout, select the print index appropriate for this topic.

Example: Business Periodicals Index

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Example:

Bailouts are bad medicine - in Mexico or elsewhere. R. Dornbusch. *il Bus Week* p24 Mr 13 '95

Use the Periodicals List to determine if we subscribe to the periodicals listed. Find at least one of the articles and copy it.

Presentation Criteria

Your final project will be an informative group presentation given on the last night of class. Your groups will be assigned tonight so you may begin work. I suggest agreeing on a topic tonight, so you have more time to work on the presentation. The 20-minute presentation should include:

A clear statement of your topic

Example: "Tonight we will tell you why the telecommunications industry is booming in Mexico, and how you can profit from it."

Concise, valuable information

Example: Don't ramble on about the population and natural resources. Tell me only information that supports your topic statement. Make it relevant to a potential business customer.

Evidence that you have used a variety of resources to do your research

Example: Online catalog to find books; print and electronic indexes; reference works; Internet; personal interviews; news programs, etc. Make sure (to the best of your ability) that all your sources are credible and reliable.

Visual aids - if appropriate

Example: It is much more effective to show us a graphic depiction of a statistic than to simply quote numbers. If you're talking about telecommunications, you could bring in a phone to use as a prop, a short (no more than 5 minutes) video clip, a chart, or a computer presentation (like Claris or Persuasion).

Equal representation by all group members

Example: If only one person talks, only that person will receive a grade. Show me how well your group cooperates and supports each other.

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Week Two

Objectives: *Use reference books to find basic country data; Use a business database to find an article; Select an appropriate program from the National Trade Data Bank; Perform a search on the National Trade Data Bank.*

Outline of class:

1. Handouts
2. Demo of reference books
3. Class activity
4. Break
5. Demo databases
6. Class activity
7. Homework

HANDOUTS

Week Two

International Business

Country Information

Intercultural Communications

Reference Books

Demonstrate selected reference books from the three handouts.

Explain key features of each and how they may be used for topic generation and research.

Have the books atop the ranges before class starts.

Ask the students for topics and encourage them to pick an appropriate tide.

LBS 213
Class Activity 1 - Reference Books

Week Two

In pairs, research this country _____ using some of the reference books you have just been shown. Find out as much as you can about the following areas:

- negotiation styles
- business etiquette
 - gestures
 - greetings
 - meals/gifts
- forms of address
- gender issues
- ethnicity
- business hours
- time/punctuality

At the end of 15 minutes, be prepared to give a short (3-5 minute) presentation to the class on what you found. You can do a report, a skit, or some other expression of the information. Be creative!!!

DATABASES

Demonstrate the following databases, paying special attention to NTDB:

Business Dateline

SIRS Government Reporter

New York Times OnDisk

National Trade Data Bank

Point out the scope, contents, and key features of each database. Give students, in small groups, 10-15 minutes to become familiar with at least one of them. Then, do the following activity.

LBS213
Class Activity 2 – Databases

Week Two

Do a search on the _____ database. Your topic is

_____.

Determine if you can find the information in fulltext on the database itself, or if you need to look elsewhere to locate it.

Was this a good database for the topic you were given.

Are there others (consult Indexes/Databases handout) that could also be used?

Report your findings here:

LBS213
Homework – due at beginning of next class meeting

Week Two

On your own, do a search on a database you did not get to use in class. You may use a topic you are exploring for another class if you wish.

Be prepared to report on the suitability of the database for the topic in class, the information you found, the difficulties you found with the database, etc.

LBS 213
Class Activity 1 – Online Catalog worksheet

Week Three

In pairs, complete the “Online Catalog Exercise” in the lab. When you have finished, use the remaining time to practice different search strategies, using the keyword and advanced keyword handouts.

LBS 213
Class Activity 2 - Location and Evaluation

Week Three

Now that you have learned how to find titles using the catalog, we will critically evaluate them.

Perform a search on your particular topic. Write down the call numbers for PVCC titles.

Together, we will go to the library and find the titles.

Using your "Critical Evaluation of Sources" sheet, evaluate one of the sources. Write a short paragraph, touching on each of the criteria on the sheet. Explain why or why not this would be a good source to use for your research.

LBS 213
Homework - due at beginning of next class meeting

Week Three

Find three sources for your project using the online catalog. Turn in a bibliography sheet, following this format:

Author's name. Title of the book. Place of publication: Publisher, Date.

Example:

Kaku, Michio. Hyperspace: A Scientific Odyssey through Parallel Universes
Time Waips, and the Tenth Dimension. New York: Oxford UP, 1994.

If you locate a source that doesn't fit this format, consult the MLA Handbook for Writers of Research
Papers. REF LB 2369 G53 1995/

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**“Researching International Business Topics:
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Week Four

Objectives: *Use the Internet to find pertinent information and identify legitimate business opportunities; Prepare a presentation on a Latin American country's business negotiation styles and market potential, using all the research skills learned in this class; Learn to cite Internet sources correctly.*

Outline of class:

1. World Wide Web workshop in lab
2. Citation style
3. Handouts
4. Break
5. Homework
6. Time to prepare for next week's presentation

LBS 213
Class Activity

Week Four

Web Workshop in lab. Demonstrate using Netscape and WWW, using the above handouts. After the demo, pair the students and have them complete the Web Workshop. When they are finished, they may break. Remaining class time can be spent preparing for next week's presentations. Refer them again to the Presentation Criteria discussed the first week.

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Web Workshop

NAMES _____

This will be an introduction to finding information on the Web using Netscape. The instructional goals of this workshop are: to introduce you to Internet and the Web; to give basic information about using the Netscape browser; to have you share information with your classmates; to visit some sites with pertinent information; to learn to use various search engines; to learn to critically evaluate information found via the Web; to learn to cite correctly Internet information, and to apply this knowledge to find information on your own for your class research project.

First, you will be given a brief demo. Pay careful attention; you will be asked to perform some of the same tasks you will be observing! After you complete this workshop, you will use every PART of it in researching your own project.

--- PART 1 ---

Now that we have talked about what the Internet is, let's discuss what it ISN'T. Look at your sheet entitled "Web Evaluation Sites." Choose one of the sites, type in the address in the location box, and press enter. Read the information, then write a brief summary of the wisdom you have gained:

--- PART 2 ---

Now, you will explore a specific site that deals with a Latin American country. You may get to a site using one of three ways:

Type a URL in the location box
Click on Net Search, then choose a search engine
Link from site to site

Once you have gotten to your site, record the following information. Refer to your "How to Cite" sheet if you have trouble identifying the pieces of the citation.

Author's name _____

Title of the Web page _____

Publication medium (online, in this case) _____

Name of the repository of the text (where does the information live?)_____

Name of the computer network (Internet)_____

Date of access (today's date)_____

URL http://_____

Congratulations! You have just put this Website in MLA citation style. You will repeat this process on the "Works Cited" page you hand in with your presentation. Live it, learn it, love it.

Give a brief summary of this site:

--- PART 3 ---

Refer to the sheet "**Critical Evaluation of Sources**". Using the sheet, evaluate the document you found. Do you think it is a credible source? Would you use it in your research? Why? Explain your answer here:

--- PART 4 ---

Begin the research for your project. Go crazy. Amaze me with your brilliance. See you next week.

LBS 213
Web Workshop
A Few Good Sites

International Business Resources on the WWW
<http://ciber.bus.msu.edu/busres.htm>

NZBN International Business Search page
<http://www.nrbnet.co.nz/intbiz/search.htm>

Country Studies/ Area Handbooks
<http://lcweb2.loc.gov/frd/cs/country.html>

World Factbook
<http://www.odci.gov/cia/publications/nsolo/wfb-all.htm>

Yahoo - Regional - Countries
<http://www.yahoo.com/Regional/Countries/>

World Trade Center Network
http://www.qcci.com.au/ib/wt_cn/wt_cn.htm

International Business Network
<http://www.ibnet.com/>

International Trade Data System
<http://www.itds.treas.gov/index.html>

National Geographic Online
<http://www.nationalgeographic.com:80/main.html>

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Week Four

HOMEWORK

Prepare for next week's presentation. Remember your presentation criteria; this is what I will use to evaluate your group. Good luck!

INTERNET ROAD MAP

Driver	
Destination: (Thesis Statement)	
Questions (Who, what, when, where, why)	
Search Engines:	
Search Terms:	
Addresses (URL's)	