

**COURSE TITLE:** BUS 2335-W 01 International Business

**DESCRIPTION:** Offers an overview of International Business. In this course, international finance and management, international trade, and international investments are considered within the framework of international economics and institutions. This course satisfies one unit of NDNU's upper-division writing requirement as well as the C. Div. requirement.

**PREREQUISITES:** Microeconomics (BUS1108)

**SEMESTER:** Fall 2017

**COURSE START:** Tuesday, August 29, 2017

**CLASS HOURS:** Tuesday/Thursday 8:00 a.m. to 9:15 a.m.

**COURSE MATERIAL:** **INTERNATIONAL** Business, 15/E John Daniels, Lee Radebaugh, Daniel Sullivan  
ISBN-10: 0133457230 • ISBN-13: 9780133457230©2015 • Prentice Hall Published 01/09/2014

Additional student resources can be found at:

<http://www.mypearsonstore.com/bookstore/international-business-0133457230>

**INSTRUCTOR:** Sujata Verma, Ph.D.

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**OFFICE HOURS:** Tuesdays 2-3 p.m. and by prearranged appointment.

**LEARNING OBJECTIVES:**

1. Identify the main drivers of globalization and international business. (PLO # 2)
2. Recognize how the legal systems and economic systems of countries differ. (PLO#5)
3. Define the nature of culture.
4. Assess how managers can deal with ethical dilemmas in an international setting. (PLO#5)
5. Recognize the importance of international trade. (PLO#1)
6. Understand why governments are involved in international trade.
7. Understand the implications of foreign currencies. (PLO#2)
8. Define the fundamentals of international business strategy. (PLO#1)
9. Recognize the risks associated with import & export.
10. Identify possible challenges of international business. (PLO#1)
11. Learning to write an APA-style paper, from topic development to organization of a review of the literature, including the specific protocols of APA-style, e.g. proper citation, references, etc.

Program Learning Outcomes for the Day Business Program

- PLO#1. Acquire and demonstrate analytical and problem solving skills within various disciplines of business—accounting, economics, finance, management and marketing.
- PLO#2. Learn to describe, discuss and analyze current events in American business with attention to the global, social and ethical dimensions of events.
- PLO#3. Acquire the communication, research and technological skills needed to analyze a business situation (problem and/or opportunity), and prepare and present a management report
- PLO#4. Engage in at least one internship or service learning experience to demonstrate relevancy of foundational and theoretical knowledge of their academic major and to gain career related experiences
- PLO#5. Develop critical thinking abilities and a foundation of ethical principles that allows them to work effectively, respectfully, ethically and professionally with people of diverse ethnic, cultural, gender and other backgrounds

**ACADEMIC HONESTY:** Academic honesty is a cornerstone of our values at NDNU. If any words or ideas used in an assignment submission do not represent your original words or ideas, you must cite all relevant sources and make clear the extent to which such sources were used. Words or ideas that require citation include, but are not limited to, all hard copy or electronic publications, whether copyrighted or not, and all verbal or visual communication when the content of such communication clearly originates from an identifiable source. Consult the NDNU Student Handbook regarding consequences of misrepresenting your work.

**PRIVACY and CONFIDENTIALITY:** One of the highlights of the NDNU academic experience is that students often use real-world examples from their organizations in class discussions and in their written work. However, it is imperative that students not share information that is confidential, privileged, or proprietary in nature. Students must be mindful of any contracts they have agreed to with their companies.

**LEARNING and OTHER DISABILITIES:** If you have a learning disability or other circumstance that requires accommodations in this class, you must bring it to the attention of Program for Academic Support and Services (PASS) to arrange for possible accommodations (650-508-3670).

**SYLLABUS UPDATES:** Refer to this syllabus for course assignments. However the course syllabus and schedule are subject to change in the event of extenuating circumstances. You will be notified of any changes made to the syllabus. In all circumstances University policies will be strictly adhered to.

**CLASS ATTENDANCE:** Your attendance is very important to your studies at the University. This class requires your attendance, as it is hands on learning. Students are responsible to cover materials missed in class due to any absence. Class work and grades assigned will be available to only those students attending the class the day the work is assigned. There will be no make-up for the missed classwork.

**WORKLOAD:** In addition to class attendance, every class at NDNU includes assignments estimated to take approximately six (or more) hours per week outside of class. The distribution of average weekly hours of instruction/study for this class will follow that norm, equaling a total of 9 hours a week, generally in accordance with the following:

Distribution of Average Weekly Hours of Instruction/Study = Total of 9 per week

Class Contact Hours:	3
Text Readings and assignments	3
Weekly work on semester paper	3
<b>TOTAL NUMBER OF HOURS PER COURSE</b>	<b>135</b>

**WRITTEN ASSIGNMENTS:** The School of Business and Management requires the use of the American Psychology Association (APA) publication guidelines as a standard for all papers.

**LATE HOMEWORK:** Assignments are to be completed and submitted by the assigned times set in Moodle. Assignments not turned in on time are considered late. Late assignments will be accepted only for one week after the due date; after which time the assignment will not be accepted. Late assignments scores will incur an automatic reduction of 50% of point value.

**PARTICIPATION:** As a diverse community of learners, students must strive to work together in a setting of civility, tolerance, and respect for each other and the instructor. Rules of classroom behavior include but are not limited to the following:

- Conflicting opinions among members of a class are to be respected and responded to in a professional manner.
- Side conversations or other distracting behaviors are not to be engaged in during lectures, class discussions or presentations
- There are to be no offensive comments, language or gestures
- Students are expected to exhibit an appreciation for multinational and gender diversity in the classroom and to develop management skills and judgment appropriate to such diversity in the workplace.

EXTRA CREDIT: None specified, though the opportunity to introduce it will be at the discretion of the instructor.

**COURSE MATERIAL - Published Textbook Information**

In accordance with the federal Higher Education Opportunity Act, to the extent practicable, NDNU makes textbook information available as part its class schedule. NDNU makes every effort to ensure the accuracy of the textbook information provided. Due to issues such as textbook availability, errors, and academic reasons, NDNU may need to change textbook information that has been published. NDNU cannot take financial responsibility when a student purchases a non-refundable textbook and a change occurs to published textbook information. Students wishing to avoid this risk should purchase textbooks from sources that allow returns for refunds, such as the NDNU Bookstore managed by Follett.

**ELECTRONIC DEVICE POLICY:** The use of electronic devices are restricted in the class unless used for taking notes or reviewing PowerPoint Slides. *Use of cellular phones is strictly prohibited in class.*

Please access University web pages at: <http://www.ndnu.edu/academics/catalog/undergraduate-policies/> for details on University policies and procedures.

**ASSIGNMENT VALUES AND KEY DATES**

Assignments	Pt Value	Due dates
Participation & Attendance	200	
Weekly assignments (twelve)	900	
Midterm	100	10/19
Updated submissions of project	600	
Final Presentation: Students present their term paper research	100	12/5
<b>POINT TOTALS</b>	<b>1900</b>	

**GRADE/POINT CONVERSION**

A+ 100-97	A 96-94	A- 93-90	
B+ 89-87	B 86-84	B- 83-80	
C+ 79-77	C 76-74	C- 73-70	
D+ 69-67	D 66-64	D- 63-60	F 59 or <

**COURSE ACTIVITIES:**

Wk	2017	Topics	Assigned Readings/In class work	Assignments
1	August 29,31		<ul style="list-style-type: none"> <li>• Syllabus and Course Overview</li> <li>• Chapter 1: Globalization and International Business</li> </ul>	In Class Assignment
2	September 5,7		<ul style="list-style-type: none"> <li>• Chapter 2: The Cultural Environments Facing Business</li> <li>• Chapter 3: Political and Legal Environments Facing Business</li> </ul>	1. Submit project ideas on Moodle – see notes below for the outline

3	September 12,14	<ul style="list-style-type: none"> <li>Chapter 4: The Economic Environments Facing Business</li> <li>Research methods; making an outline; writing strategies</li> <li>APA – preparing your first draft</li> </ul>	Post all work in Moodle by September 15th; 1 <sup>st</sup> draft of your project
4	September 19,21	<ul style="list-style-type: none"> <li>Chapter 5: Globalization and Society</li> <li>Chapter 6: International Trade and Factor Mobility Theory</li> </ul>	In Class Assignment
5	September 26,28	<ul style="list-style-type: none"> <li>Chapter 7: Government Influence on Trade (Gp 1)</li> <li>Chapter 8: Cross National Cooperation and Agreements(Gp 2)</li> </ul>	Students leading class discussion
6	October 3,5	<ul style="list-style-type: none"> <li>Jepopardy/ Proper citation and APA review</li> <li>Chapter 9: Global Foreign Exchange Markets(Gp 3)</li> </ul>	Post all work in Moodle; 2 <sup>nd</sup> draft of your project Students leading class discussion
7	October 10,12	<ul style="list-style-type: none"> <li>Call to Action Day: No class</li> <li>Chapter 10: The Determination of Exchange Rates (Gp 4)</li> </ul>	Students leading class discussion
8	October 17,19	<ul style="list-style-type: none"> <li>Chapter 11: Global Capital Markets(Gp 5)</li> <li>Midterm version of your paper due October 19th (APA format)</li> </ul>	Students leading class discussion Moodle: Rough draft of final paper/project
9	October 24,26	<ul style="list-style-type: none"> <li>Chapter 12: The Strategy of International Business (Gp 6)</li> <li>Chapter 13: Country Evaluation and Selection(Gp 1)</li> </ul>	Students leading class discussion
10	October31 Nov 2	<ul style="list-style-type: none"> <li>Chapter 14: Export and Import (Grp 2)</li> <li>Work on the final paper</li> </ul>	Students leading class discussion Post all work in Moodle; 3 <sup>rd</sup> draft of your project
11	November 7,9	<ul style="list-style-type: none"> <li>Chapter 15: Direct Investment and Collaborative Strategies (Gp 3)</li> <li>Chapter 16: The Organization of International Business(Gp 4)</li> </ul>	Students leading class discussion
12	November 14,16	<ul style="list-style-type: none"> <li>Chapter 17: Marketing Globally (Group 5)</li> <li>Work on the final paper</li> </ul>	Students leading class discussion Post all work in Moodle; 4 <sup>th</sup> draft of your project
13	November 21,23	<ul style="list-style-type: none"> <li>Chapter 18: Global Manufacturing and Supply Chain Management (Gp 6)</li> <li>Thanksgiving: No class</li> </ul>	Students leading class discussion

14	November 28,30		<ul style="list-style-type: none"> <li>• Chapter 19: International Accounting and Finance Issues</li> <li>• Chapter 20: International Human Resource Management</li> </ul>	Guest speaker
15	December 5,7	In Class Presentations of individual projects	<ul style="list-style-type: none"> <li>• On 12/5 and 12/7</li> </ul>	
16	December 11-16		<ul style="list-style-type: none"> <li>• Moodle posting of final project</li> </ul>	Final Paper Due in Moodle 12/11

**Students leading class discussion:**

This is your chance to explore an international business subject that you personally would like to learn more about, and then share your learning with the other students in this class. This project will be in support of one or more of the topics we will be studying in the text book. This is a group project. The class will be split up in six groups and each group will lead the discussion two times. A list of sub-topics will be provided a week prior to your presentation. Each group will have 45-60 minutes to lead the class instruction. You are required to be creative: some of the suggestions to engage other students and to help them learn and retain better include

- Links to specific articles for students to read before class for discussion
- \*Videos
- Movie clip to emphasize/explain a point
- Interactive/experiential exercise
- Simulation/game
- Role play exercise
- Skit
- Case study for discussion

After each teaching session, as a class, we'll spend a few minutes critiquing your team's work and providing feedback.

I am available if you would like to run an idea by me, if you would like feedback on an outline, etc.

While this is a group project with one grade, peer reviews by group members will be conducted and the reviews may influence individual grades.

For this activity to be successful, all students need to complete their readings before the class. Non-team members will be graded for attendance and participation (50 points) and the team will earn 200 points per class.

**Final Term Project:**

The term paper represents the student's ability to integrate and apply the ideas discussed in the class. The final term paper should be approximately 30 pages, Size 12 font, Times New Roman, 1-inch margins, with at least 15 references cited APA format in the bibliography. Your paper will be evaluated on the basis of substance (reflection, research, etc.), technical accuracy (spelling, grammar, etc.), and form (appearance, organization, etc.). Students will choose the topic and they will present the paper in the last week of the class.

Directions for the term paper (further directions will be found in Moodle assignments):

Part I: Begin to think about what you will work on for your semester paper. Each student will pick a different company with a different nationality. The student will identify 3 foreign markets where the company desires to do business. You will adopt a functional perspective (International marketing manager, HR manager, Finance manager, Accounting manager, Operations manager) for your role in writing the paper. Your report (Term Paper) will advise and guide senior management with regard to the best market to enter. Each topic will have a separate section, with subsections, if necessary. The graphs should be in the body of the paper with source listed under the graph. The paper must be in APA style with all references in the end. Students are expected access and reference company reports, government reports (Department of Commerce, for example), UNCTAD and WTO statistics, competitive reports, and business journals (The Economist, Business Week, Wall Street Journal). Things to consider and address in your paper:

External environments that affect the ways in which firms operate internationally include physical, societal, and competitive factors. In fact, the amount of adjustment required in foreign operations is largely influenced by the extent to which the home and host country environments resemble one another.

## A. Physical and Social Factors

1. Geographic Influences. The uneven distribution of resources results in different opportunities being located in different parts of the world. In addition, geographic barriers affect transportation, communications, and distribution channels within a country. Finally, the probability of natural disasters and adverse climatic conditions make it riskier to invest and operate in some countries than others.

2. Political Policies. Politics often determine where and how international business takes place because of the influence of government leaders over the process.

3. Legal Policies. While every nation has its own body of business law, agreements between/amongst nations determine international law. Domestic business law may include regulations on home-country firms in both home and host countries regarding such matters as taxation, employment, and foreign exchange transactions. International law may also determine how and whether firms can operate in certain locales. [Note: while most countries have laws that recognize and protect intellectual property rights, many do little to enforce them.]

4. Behavioral Factors. By studying the disciplines of anthropology, psychology, and sociology, managers can better understand the interpersonal norms of people in foreign countries and the reasons why operating procedures may need to be adjusted in foreign locales.

5. Economic Forces. Among other things, economics explains why countries exchange goods and services, why capital and people travel among countries in the course of business, and why one country's currency has a certain value compared to another. It also provides the analytical tools to determine the impact of foreign operations on home and host countries, as well as the effect of a country's economic policies and conditions upon domestic and foreign firms.

## B. The Competitive Environment

The global competitive environment varies both by industry and by country. Likewise, a company's competitive situation may differ in terms of its relative strength and in terms of which competitors it faces from one country to another. Thus, a firm's competitive strategy directly influences how and where it can operate most effectively. A firm's competitive strategy for products will usually involve competing on the basis of price or differentiation. Differentiation strategies can be based on a brand image or a unique characteristic. Company resources and experience influence choice of strategy, and competitors faced in each market may alter overall global strategy.

Part II: Based on your analysis from Part I, you will identify five of the biggest issues facing the company with regards to its international strategy and your functional expertise (marketing, operations, finance, accounting, human resources). You will propose at least five strategies for addressing the issues and opportunities, given the company's resources, capabilities, and purpose.