

SEMESTER/YEAR: SPRING 2010

COURSE MEETING: Tuesday First half 6:00-8:50 P.M.

DATES: 1/12 1/19 1/26 2/2 2/9 2/16 2/23 3/2

LOCATION: ST. CHARLES CENTER

CREDITS: 3

CLASS: Bus 325-1C

TITLE: International Business

PREREQUISITE: MGMT 321 – Principles of Management

TEXT: *International Business –*

International Business (Strategy, Management, and the New Realities)

By Cavusgil, Knight, Riesenberger

(Pearson/Prentice Hall, 2008)

PRE-ASSIGNMENT: Please read Chapters 1 and 2 of the textbook.
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INSTRUCTOR INFORMATION:

INSTRUCTOR: **Andy Gonzalez**

Email: andy.gonzalez@emerson.com or agonzalez@maryville.edu

Phone: (314) 225-5003

Office Hours: TBD

COURSE DESCRIPTION/CONTENT:

This introductory course will deal with a variety of international business related issues such as environments, operations and strategies. As business activities are increasingly wired and global, students must understand traditional business functions as they are influenced by different geographic regions, cultures, religions, and governments. This course intends to help students be prepared for this international marketplace and illustrate how successful managers must function in a competitive world.

Numerous international business topics will be discussed in the class. They include main forms of international activities, globalization, global marketplaces and business centers, impact of legal, technological, political and cultural forces upon global business, international trade and investment theory, foreign exchanges, different national trade and investment policies, foreign-market analysis and modes of entry, international strategic alliances, and how to manage some business functions in the international environment. As basic understanding of managerial concepts and principles are necessary, MGMT 321 is prerequisite. Finally, BUS 325 is a **required course** for the undergraduates whose major is business administration and is strongly recommended for all the business undergraduate students.

OBJECTIVES OF THE COURSE:

Upon successful accomplishment of this course, students will be able to:

- Understand the importance of studying international business and primary driving forces underlying globalization
- Define and use some key terminology in international business.
- Describe and identify important principles and concepts of international business
- Understand important international trade and investment theories.
- Know how to apply the concepts and theories to the international business world
- Conduct some in-depth discussion of some of major international business issues
- Be aware that many of the international business principles and concepts are applicable to other aspects of your professional and personal life.

INSTRUCTIONAL METHODS/STUDENT ACTIVITIES:

Lectures and active student learning through application of basic international business/management principles to empirical cases and practical readings are the key ingredient of the class. The lecture will concentrate on some of the key international business concepts and principles and their application to real global business cases and examples. In addition, PowerPoint presentations will be heavily used to illustrate basic concepts and fundamental principles. The Internet and international business videos (if available) may also be explored to the successful completion of the course.

Before each class, students must read the key topics in the assigned chapters. Good preparation before class will greatly help you to understand the lecture and be an active participant in class. Moreover, active participation and discussion are desirable. Discussion and practice based on chapter reading, cases, and lectures will be part of *each* class. Further, students are required to attend each class. Attendance together with active participation and discussion is essential for high participation score. Absence because of unexcused reasons will significantly reduce or even totally eliminate your participation score. However, you may miss class up to three times for excused reasons (e.g., unexpected family or personal emergencies, medical appointments, etc.) without negative effect upon your participation grade. However, if you miss class four times (for excused reasons), you will lose 3 points of your participation score; if you miss five times, you will lose half of your participation score; if you miss class six times, your participation score will be zero. If you miss class seven times or above, you are most likely to fail in this course. Finally, as the class schedule might change with the course progress, you are fully responsible for any updated contents or changes.

Grading Policy:	<p>A final grade will be based upon the following factors:</p> <p>Preparation, Participation and Discussion 10%</p> <p>Country Business Trip 15%</p> <p>Case Study..... 15%</p> <p>Mid-term Exam 30%</p> <p>Final Exam 30%</p>
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GRADING SCALE:	A 93-100	A- 90-92	B+ 87-89	B 83-86	B- 80-82
	C+ 77-79	C 73-76	C- 70-72	D 60-69	F < 60

COUNTRY BUSINESS TRIP, TERM PROJECTS AND EXAMS

In order to effectively accomplish this course and increase the international coverage of the class, each student will be assigned a particular country or region so that he or she has an opportunity to do a little bit research and information gathering about that country particularly in terms of its business history, current economic development, political systems, global business activities. After the information gathering, each student is required to present his or her results in the class (limited to **10 PowerPoint slides and within 7 minutes**). Regarding how to successfully do this assignment, we will talk about it in more details in the first week of our class.

In addition, the students are required to take **both the mid-term and final exams**, which will occupy 30% and 30% of the final grade. The mid-term and final exams will focus on the key concepts and issues in the field of international business management, which will be demonstrated in the lectures and chapter readings.

The case study is meant to examine problem-solving skills of applying the basic theories and principles into real world international business. The case study will be selected from the book. It will be worth 15% of the final grade.

Finally, each of the examinations will cover the specified chapters of the textbook and will not be designed as comprehensive exam. Finally, no make-up exams will be provided unless the instructor is contacted in advance and supplied with an excuse that is both appropriate and verifiable.

CLASS SCHEDULE

Date	Topics	Chapter Readings, Questions & Cases
Session1	Course introduction; Country Business Trip Assigned ; What is International Business and what is Globalization of Markets and the Internationalization of the Firm	Chapter 1, Case on Page 23 and Chapter 2:
Session 2	Organizational Participants the Make International Business Happen and Theories of International Trade and Investment.	Chapter 3, Chapter 4 and Case on Page 117
Session 3	The culture Environment of International Business and Political and Legal Systems in National Environments	Chapter 5, Case on 151 and Chapter 6:
Session 4	Governmental Intervention in International Business and Regional Economic Integration Mid-term Exam (for the first three sessions)	Chapter 7 - 8:
	Understanding Emerging Markets and The	Chapter 9 - 10

Session 5	International Monetary and Financial Environment Assign Case Study	
Session 6	Global Strategy and Organization and Global Market Opportunity Assessment	Chapter 11, Case on Page 336 and Chapter 12
Session 7	Exporting and Counter Trade plus Foreign Direct Investment and Collaborative Ventures Turn in Case Study.	Chapter 13 – 14
Session 8	Final Exam (Covering the last eight chapters). Country Business Trip Presentations	Preparation of Final Exam.

Disclaimer: This syllabus is subject to change at the discretion of the instructor.
It is the student's responsibility to stay informed of such changes.

ACADEMIC ACCOMMODATIONS

Maryville University provides accommodations and supports for students with disabilities as defined by the Americans with Disabilities Act. If you have a documented disability and wish to discuss academic accommodations, please contact the course instructor and/or the Director of the Academic Success Center located in the University Library (314-529-6850).