

MARYVILLE UNIVERSITY

COURSE SYLLABUS INFORMATION

Dean/Chair Approval

SEMESTER/YEAR: Spring 2010

COURSE INFORMATION:

CLASS: BUS 676-01

TITLE: Global Business

MEETINGS: Wednesday 6:00 – 9:50 PM

DATES: 1/13, 1/20, 1/27, 2/03, 2/10, 2/17, 2/24, and 3/03
First Half Term – Weekly

LOCATION: ABAC 2245

CREDIT HOURS: 3

PREREQUISITE: With 9 graduate credits accomplished

TEXT: *International Business: Competing in the Global Marketplace, 7th Edition*
By Charles W. L. Hill (McGraw-Hill/Irwin, 2009)

PRE-ASSIGNMENT: Please read Chapters 1-2 of the text by focusing on the Power-Point slides which will be posted on the instructor's website <i>one week</i> before the class, and also prepare the case and the questions listed in the class schedule.

INSTRUCTOR INFORMATION:

INSTRUCTOR: **Ping Deng**, Ph.D.

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Office Location: Main Campus, ABAC 2219

Office Hours: Tuesday & Thursday: 12:40 – 3:10 PM

Wednesday: 5:00 – 6:00PM (1st half term)

You may contact me via various ways, but I prefer to communicate with the class via email. You may email me anytime and I usually check my email frequently during the weekday. I pledge to respond to student emails immediately after I receive it. You are also encouraged to drop by my office and to discuss any course related questions.

This syllabus is subject to change at the discretion of the instructor to accommodate instructional and/or student needs. It is the student's responsibility to stay informed of such changes.

Attendance:

Attendance for the first class session is mandatory. You are expected to attend every class. If you need to miss a class session, contact me BEFORE the class period. Homework and quizzes cannot be made up. Exams may only be made up when I am contacted in advance and supplied with an excuse that is both appropriate and verifiable. In those rare occasions when a make-up exam is given a 10% penalty may be applied to the score. 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).

COURSE DESCRIPTION/CONTENT:

This is an advanced graduate course in the field of international business with a primary focus on global business issues, environments 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 MBA students be prepared for this international marketplace and illustrate how successful managers must function in a competitive world.

A number of global business topics will be discussed in the class. Those topics include globalization and its driving forces, national differences in political economy and legal systems, differences in culture and business ethics, international trade theory, the political economy of international trade, foreign direct investment (FDI), regional economic integration such as the EU and NAFTA, the strategy of international business, the organization of international business, modes of foreign entry and strategic alliances, and a variety of international business operations, including exporting, importing, overseas manufacturing, global human resource management.

OBJECTIVES OF THE COURSE:

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

- Understand the importance of studying global business management/strategy and the drivers underlying the trend toward greater globalization
- Define and use some key terminology in global business
- Understand important international trade and investment theories
- Know how to apply the concepts and theories to the international business world
- Describe and identify variations in the organizational structures of multinational corporations (MNCs)
- Understand attitudinal and behavioral differences which are stemmed from cultural and national perspectives
- Discuss the international business issues in some depth, including what aspects that make international business different from domestic business
- Be aware that many of the global 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 the fundamental international business concepts and principles and their practical application to real global business cases and examples. In addition, PowerPoint presentations will be heavily used to illustrate the concepts and principles. The Internet and operations management videos (if available) may also be explored to the successful completion of the course.

Before each class, you must download and print the PowerPoint slides which are posted on the instructor's website, and then read the assigned chapters by focusing on the PowerPoint slides. Moreover, you are required to prepare the critical discussion questions and the cases, as specified in the class schedule by concentrating on answering the relevant questions; the details of the issue will be discussed further in the first session of the class. Good preparation is a key ingredient for you to be an active participant in the class and will also greatly help you to understand the lecture. Discussion and practice based on chapter reading, assignments, and lectures will be part of *every* class.

Since this is an eight-week condensed course, students are required to attend each class. Attendance together with good preparation, active participation & discussion, as described above, is essential for high participation score, and the participation score constitutes 15% of your final score. You may miss class once for excused reasons (e.g., unexpected family or personal emergencies, medical appointments, etc.). However, you are required to attend the first class and cannot miss the class for any unexcused reason. Otherwise, your final score will be deducted by 10%.

On top of that, under no circumstances could a student miss class twice, otherwise, you will not only lose all the participation score, but also be forced to withdraw the class according to the relevant regulations. Furthermore, if a student misses a lecture, it is his/her responsibility to make it up as soon as possible; otherwise, that could result in a lowered grade in that portion of the requirements. Finally, as the class schedule may change with the course progress, students are fully responsible for any updated contents or changes.

Finally, your final grade is determined by a number of factors, which are shown in the following two tables:

Grading Policy:	A final grade will be based upon the following factors:		
	Preparation, Discussion & Country Business Trip	20%	
	Mid-term Exam.	25%	
	Term Project & Presentation	25%	
	Final Exam	30%	

Grading Scale:	A 93-100	A- 90-92	B+ 87-89	B 83-86
	B- 80-82	C 70-79	F < 60	

COUNTRY BUSINESS TRIP, EXAMINATIONS AND TERM PROJECT

In order to effectively accomplish this course and increase the international coverage of the class, each student will be assigned a particular country 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 **12 PowerPoint slides and within 12 minutes**). Regarding how to successfully do this assignment, we will talk about it in more details in the first session of our class.

Moreover, the students are required to do a term project. The project concentrates on international business aspects of several multinational cooperations (MNCs) in the world. In the project, students must try every effort to use the knowledge learnt from the class and carefully analyze the global business and strategic management activities conducted by their chosen MNCs. Students are also required to highlight the project in an oral presentation (no more than *15 minutes*) and then answer the related questions from the classmates and the instructor. The final paper should **average 12 but not exceed 14 pages** (double-spaced, all inclusive) and it will be graded mainly on such factors as quality of information gathering, integration of concepts with the selected MNCs, logics of analysis, concise and clear writing styles, and presentation skills (both written and oral). **Details of the project will be further discussed during the first session of the class.**

Furthermore, in order to successfully accomplish this course, you are required to take both mid-term exam and final exam, which occupies 25% and 30% of the final score, respectively. Both of the exams are partially closed book and partially open-book.

The closed book part (50%) will concentrate on the key concepts and issues in the field of global business, which will be demonstrated in the lectures and chapter readings primarily through the PowerPoint slides. This part of the exams intends to test students' understanding of fundamental principles and basic concepts in international business management; they will be formulated exclusively with multiple-choice questions. **The open-book part** (50%) is meant to examine students' problem-solving skills of applying the basic theories and principles into real world cases and problems; the questions include at least one case analysis and two or three critical discussion questions, which may have been discussed in class.

In addition, each of the two exams will cover the specified chapters of the textbook and will not be designed as comprehensive exam. Before each of the exams a number of sample questions will be posted on the instructor's website several days in advance so that students have a clear idea of what will be examined. As each of the two exams consists of different cases and questions, we will discuss this issue in more details in class. Finally, no make-up exams will be provided unless when 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
Session 1 (1/13)	Course introduction; country business trip; term project ; globalization and its drivers and debate; differences in political, economic and legal systems; determinants of economic development.	Chapter 1: Critical Thinking and Discussion Questions (DQ) 2, 4 & 7 (p. 35); <u>Closing Case</u> (p. 36). Chapter 2: DQ3, 5 & 6 (pp. 80-81); <u>Closing Case</u> (pp. 81-82).
Session 2 (1/20)	Culture; social structure; religious and ethical systems; language; absolute and comparative advantages; H-O theory; product life-cycle theory; new trade theory; national competitive-advantage. Country business trip presentation.	Chapter 3: DQ4 & 6 (pp. 116-17); <u>Closing Case</u> (pp. 117-18). Cases: <u>Nike: The Sweatshop Debate</u> (pp. 154-57) and <u>Matsushita and Japan's Changing Culture</u> (pp.161-62). Chapter 5: DQ 6 & 7 (pp. 196-97).
Session 3 (1/27)	Instruments of trade policy; government intervention; revised case for free trade; world trading systems; FDI in the world and in China; horizontal vs. vertical FDI; benefits of FDI. Country business trip presentation.	Chapter 6: DQ2 & 5 (p. 235); <u>Closing Case</u> (pp. 236-37). Chapter 7: DQ2, 3 & 4 (p. 269); <u>Closing Case</u> (pp. 269-71).
Session 4 (2/03)	Levels of economic integration; debate on regional integration; EU, NAFTA, and other regional economic integrations. Country business trip presentation. Mid-term Exam.	Chapter 8: DQ1, 3 & 5 (p. 302). Cases: <u>The Politics of Trade in Steel</u> (pp. 316-17).
Session 5 (2/10)	Functions and nature of foreign exchange market; theories of exchange rate determination; global firm strategy; global expansion; cost reduction and local responsiveness; strategic choices; entry modes and selection; strategic alliances and operations.	Chapter 9: DQ2 & 3 (p. 348). Chapter 12: DQ 2, 3 & 5 (p. 442); <u>Closing Case</u> (pp. 443-44). Chapter 14: DQ3, 5 & 6 (p. 512); <u>Closing Case</u> (pp. 513-14). Cases: <u>Nestle: Global Strategy</u> (pp. 531-34).
Session 6 (2/17)	Some items in Chapter 14; promises and pitfalls of exporting; exporting strategy; trade financing; export assistance; counter-trade; logistics, manufacturing location and coordination; strategic role of foreign factories; make-or-buy decisions.	Chapter 15: DQ4 & 7 (p. 557). <u>Closing Case</u> (pp. 558-59). Chapter 16: DQ3 & 4 (p. 585). <u>Closing Case</u> (pp. 586-87).
Session 7 (2/24)	HR management; staffing policy; training and development; performance appraisal; compensation; int'l labor relations. Oral Presentation; Final Paper is due.	Chapter 18: DQ1, 3 & 5 (p. 647); Cases: <u>Molex</u> (p. 698-99). Conclusive Remarks.
Session 8 (3/03)	Final Exam	Preparation of final examination.