

# Fayetteville State University

## School of Business and Economics

Department of Management

1200 Murchison Road

Fayetteville, NC 28301-4298

### MGMT 425: International Business Course Syllabus

Spring 2011

**FSU Policy on Electronic Mail:** Fayetteville State University provides to each student, free of charge, an electronic mail account ([username@uncfsu.edu](mailto:username@uncfsu.edu)) that is easily accessible via the Internet. The university has established FSU email as the primary mode of correspondence between university officials and enrolled students. Inquiries and requests from students pertaining to academic records, grades, bills, financial aid, and other matters of a confidential nature must be submitted via FSU email. Inquiries or requests from personal email accounts are not assured a response. The university maintains open-use computer laboratories throughout the campus that can be used to access electronic mail.

Rules and regulations governing the use of FSU email may be found at  
<http://www.uncfsu.edu/PDFs/EmailPolicyFinal.pdf>

## II. Course Description: Key Information:

This course focuses on the environment of international business. It considers the activities of multinational firms and government policies toward them, drawing policy implications for the management of these enterprises. It examines the ways culture affects management behavior, employee expectations and motivation, and organizational dynamics. It focuses on the management of direct international investments, commonly known as Multinational corporations. It examines the nature, growth and new directions of direct investment and how these are related to changing economic, social and monetary conditions. The course highlights the interplay of business and government in international management.

The course surveys country differences, theories of international trade, global monetary systems, the strategy and structure of international business, and the international business operations. It goes on to consider strategic options for the major functions of global production, outsourcing, and logistics, global marketing and R&D, human resources management, accounting & financial management relating them to the firm's overall global strategy.

### Key Ideas (perspectives)

We live in a challenging but exciting global community. Managers today, need to have an awareness of other cultures and the manner in which these impact organizational behavior, decision-making and strategies.

**III. Disabled Student Services:** In accordance with Section 504 of the 1973 Rehabilitation Act and the Americans with Disabilities Act (ACA) of 1990, if you have a disability or think you have a disability, please contact the Center for Personal Development in the Spaulding Building, Room 155 (1<sup>st</sup> Floor); 910-672-1203.

**IV. Textbook:** Daniels, Radebaugh, & Sullivan (2009). International Business, 12<sup>th</sup> Edition. ISBN 13:978-0-13-602965-6 Prentice Hall.

Textbook website for students: <http://www.pearsonhighered.com/educator/product/International-Business-12E/9780136029656.page>

**V. Student Learning Outcomes:** Upon completion of course, students will be able to:

### Application Goals

1. Critical Thinking: Critically analyze and question knowledge claims in international business.
2. Creative Thinking: Adapt and innovate in solving problems pertaining to the conduct of international business.

3. Practical thinking: Apply knowledge in familiar and in new and unfamiliar circumstances through a conceptual understanding of international business management.

### **Integration Goals**

4. Develop and evaluate organizational strategies for conducting global business and trade
5. Analyze the ramifications of ethical decision making in international business
6. Develop critical thinking, problem-solving skills, and effective international strategic decision-making skills.

### **Human Dimensions Goals**

7. Develop greater cultural savvy (“a working knowledge of cultural variables affecting managerial decisions”)
8. Analyze and better understand cross cultural factors affecting organizational dynamics, individual and group motivation, and appropriate managerial behavior

### **Caring Goals**

9. Gain awareness of and sensibility to challenges inherent in managing cultural differences in the workplace and across geographic boundaries
10. Gain deeper understanding of the impact of culture on behavior

*Context of business* discussed in the course:

Ethical, global, political, social, legal, regulatory, environmental, technological, and diversity.

**“Learning-How-to-Learn” Goals:** Upon completion of course, students will be able to:

11. How to be good students: Demonstrate proficiency in knowledge and the needed skill in all the six areas: Recall, comprehension, application, analysis, synthesis, and evaluation.
12. How to learn about this particular subject: Make use of the assigned Text book, journal articles, business magazines, video clips, activities outside, and observation
13. Ho to become a self-directed learner of this subject: Plan to allocate time to prepare for class by completing reading assignments, maintaining a folder, participating in class, preparing for exams, completing field assignments, asking for help when needed.

**VI. Course Requirements and Evaluation Criteria** - This section should indicate how the student’s final grade for the course will be calculated. It must include each of the following:

- a. Grading Scale – The final grade in this class will be based on the following scale.
  - i. Total Points = 1000
  - ii. A = Exceptionally High; at least 930 points (93%)
  - iii. B = Good; 830 – 929 points (83% - 92.9%)
  - iv. C = Satisfactory; 700 – 829 points (70% - 82.9%)
  - v. D = Marginally passing; 600 – 699 points (60% - 69.9%)
  - vi. F = Failing; Below 599 points (59.9% or lower)
- b. Attendance Requirements – Regular and punctual class attendance are essential to success in this class. We will normally have a short in-class graded quiz or activity at the beginning of class. If you are consistently absent or late your final grade will be negatively affected by missing these graded opportunities. If you miss two consecutive classes, I will assign an EA Interim Grade.
- c. Graded Assignments
  - i. Four tests – See assignment schedule for dates = 50 points each
  - ii. Final exam – See dates on Syllabus = 150 points
  - iii. Participation in International Forum Day = 50 Points – Details given as known
  - iv. Semester Group Project – Indications posted on Blackboard = 200 points

- v. Class summaries = due each class = 100 points – You will be required to write a class summary for each class. You will receive 4 points for each one. You will also be required to submit a sample class summary as part of each test.
  - vi. Reading summaries = due weekly = 100 points – You will complete one reading summary for each chapter. The total points will vary from 4 – 8 points.
  - vii. Demonstrate management professionalism: Punctuality, dress code, attendance, attitude and team work = 200 points [100 for attendance, prorated on number of class meetings; 100 for decorum: student may lose up to **25** points per instance of disruptive behavior, after one warning]
- d. Policy on Missed or Late Assignments - Make up tests will be discussed with the instructor. If you miss one test and you have an excused absence, the missed test will not affect your final grade. You may not miss more than one exam. **All students are required to complete the final exam.** If you miss the final exam, without notifying me in advance, I will assign a 0 for the exam and calculate your final grade based on it. If you submit a legitimate excuse for missing the final exam, I will allow you to take a final exam and submit a change of grade as appropriate.

**Please note: If these evaluation criteria must be revised because of extraordinary circumstances, the instructor will distribute a written amendment to the syllabus.**

**Expectations for Classroom Behavior.** [The following expectations are based on the FSU Policy on Disruptive Behavior in the Classroom.] – Students and the instructor will behave in ways that promote learning for all students.

- a. **Students and instructors will arrive to class on time and remain until class is dismissed.** Classes will meet at the scheduled days and times unless prior notice is given or unexpected circumstances prevent the instructor from attending. If a circumstance requires a student to leave early, the student will seek permission from the instructor before the beginning of class, arrange to make up work (at the discretion of the instructor), and minimize disruption of the class when leaving (for example, by sitting near the exit). If an instructor must leave early, he/she will arrange to make up the lost time.
- b. **Students and instructors will allow each other to express their views on class-related matters** and will use language that is respectful and decent. Profanity, interruption, and disrespectful language are not permitted.
- c. **Students and instructors will be attentive in class.** Distracting behavior is not permitted. Examples include eating in class, talking while others have the floor, sleeping, doing homework for another class, or using electronic devices unrelated to the class. Personal electronic devices should be turned off except as directed by the instructor. If an unusual circumstance requires that such devices remain on, the student will seek permission from the instructor before the beginning of class and minimize class disruption (for example, by setting the device to vibrate rather than ring).
- d. **Students must obey the reasonable requests of instructors.** Examples include but are not limited to seating assignments or requests to change seating, limiting discussion in the interests of pursuing lesson objectives, and requesting that students participate in class activities. Instructors will answer the reasonable questions of students.

Failure to abide by these expectations may result in a reminder and such actions as the instructor may deem necessary to ensure a classroom climate conducive to learning, as long as these actions follow the FSU Policy on Disruptive Behavior in the Classroom ([http://www.uncfsu.edu/policy/academic\\_affairs/DisruptiveBehavior.Final.pdf](http://www.uncfsu.edu/policy/academic_affairs/DisruptiveBehavior.Final.pdf)). Repeated violations will be dealt with in accordance with this Policy and with the Code of Student Conduct (<http://www.uncfsu.edu/handbook/>).

**VII. Academic Support Resources** – Information about academic support resources for this class will be posted in our Blackboard site.

### VIII. Course Outline and Assignment Schedule

Week	Tuesday	Between	Thursday	Between
1	1/11 – Course Introduction; review of syllabus; Discussion of study of International Business , Contact List, Groups, International Forum Day	<ul style="list-style-type: none"> <li>• Read chapter 1</li> <li>• Prepare reading summary.</li> </ul>	1/13 Chapter 1 <ul style="list-style-type: none"> <li>• Globalization &amp; International Business</li> </ul>	<ul style="list-style-type: none"> <li>• Prepare summary of previous class; due at beginning of next class.</li> <li>• Read chapter 2</li> <li>• Prepare reading summary</li> </ul>

2	1/18 Chapter 2 <ul style="list-style-type: none"> <li>The Cultural Environment Facing Business</li> <li>Indications on Semester Group Work</li> </ul>	<ul style="list-style-type: none"> <li>Prepare summary of previous class;</li> <li>Identify cultural factors impacting the international business environment</li> </ul>	1/20 Discuss further the cultural environment facing business. Watch a video “Impact of Culture on Business: Spotlight on Latin America”	<ul style="list-style-type: none"> <li>Prepare summary of previous class; due at beginning of next class.</li> <li>Read chapter 3</li> <li>Start working on Semester Group Project</li> </ul>
3	1/25 Chapter 3 <ul style="list-style-type: none"> <li>The political and legal Environment Facing Business</li> </ul>	<ul style="list-style-type: none"> <li>Prepare summary of previous class; due at beginning of next class.</li> <li>Explain how politics and the Law impact the international business environment</li> <li>Begin working on “flash cards” of basic concepts for test 1</li> </ul>	1/27 Chapter 4 The Economic Environment Facing Business	<ul style="list-style-type: none"> <li>Prepare summary of previous class; due at beginning of next class.</li> <li>Analyze differences in the local and international environment of business</li> </ul>
4	2/01 <ul style="list-style-type: none"> <li>Group Activity on chapter 4: pp176-179; answer all 6 questions</li> <li>Review for test #1</li> </ul>	<ul style="list-style-type: none"> <li>Prepare for test #1 using flash cards; select class summary for inclusion in test.</li> </ul>	2/3 <b>Test #1</b> Covers chapters 1-4 (50 points)	<ul style="list-style-type: none"> <li>Prepare summary of previous class; due at beginning of next class.</li> <li>Read Chapter 5</li> <li>Prepare reading summaries.</li> </ul>
5	2/8 Chapter 5 <ul style="list-style-type: none"> <li>Globalization &amp; Society</li> </ul>	<ul style="list-style-type: none"> <li>Prepare summary of previous class; due at beginning of next class.</li> <li>Read Chapter 6</li> <li>Prepare reading summary</li> </ul>	2/10 Chapter 6: <ul style="list-style-type: none"> <li>Theories of International trade &amp; Investment</li> <li>Watch Video “Debate on Globalization”</li> </ul>	<ul style="list-style-type: none"> <li>Prepare summary of previous class; due at beginning of next class.</li> <li>Read Chapter 7</li> <li>Prepare reading summaries.</li> </ul>
6	2/15 Chapter 7 <ul style="list-style-type: none"> <li>Governmental Influence on trade</li> </ul>	<ul style="list-style-type: none"> <li>Prepare summary of previous class; due at beginning of next class.</li> <li>Read Chapter 8</li> <li>Prepare Reading summary due next class</li> </ul>	2/17 Chapter 8 <ul style="list-style-type: none"> <li>Cross national Cooperation &amp; Agreements</li> </ul>	<ul style="list-style-type: none"> <li>Prepare summary of previous class; due at beginning of next class.</li> <li>Prepare reading summaries.</li> <li>Prepare flash cards for Test 2</li> </ul>
7	2/22 <ul style="list-style-type: none"> <li>Group Activity on Theories of International Trade: pp. 230-236</li> <li>Review for Test 2</li> </ul>	<ul style="list-style-type: none"> <li>Prepare summary of previous class; due at beginning of next class.</li> </ul>	2/24 <b>Test #2</b> Covers chapters 5-8 (50 points)	<ul style="list-style-type: none"> <li>Prepare summary of previous class; due at beginning of next class.</li> <li>Read Chapter 9</li> <li>Prepare reading summaries.</li> <li>Prepare to turn in draft of semester project for grade</li> </ul>

8	<p>3/1</p> <ul style="list-style-type: none"> <li>Turn in draft semester project</li> </ul> <p>Chapter 9</p> <ul style="list-style-type: none"> <li>Global Foreign Exchange markets</li> </ul>	<ul style="list-style-type: none"> <li>Prepare summary of previous class; due at beginning of next class.</li> <li>Read Chapter 10</li> <li>Prepare Reading Summary due at beginning of next class</li> </ul>	<p>3/3</p> <p>Chapter 10</p> <ul style="list-style-type: none"> <li>Determination of Foreign Exchange Rates</li> </ul>	<ul style="list-style-type: none"> <li>Prepare summary of previous class; due at beginning of next class, after break.</li> <li>Read Chapter 11</li> <li>Prepare reading summary</li> <li>Prepare for Quiz: IO paradigm, Value chain, National Culture's Role on Strategy</li> <li>Use break to start revising group work based on instructor's comments</li> </ul>
	<p><b>3/8</b></p> <p><b>Midterm Break, no class</b></p>		<p><b>3/10</b></p> <p><b>Midterm Break, no class</b></p>	
9	<p>3/15</p> <ul style="list-style-type: none"> <li>Quiz on Chapter 11</li> </ul> <p>Chapter 11</p> <ul style="list-style-type: none"> <li>The Strategy of International Business</li> </ul>	<ul style="list-style-type: none"> <li>Prepare summary of previous class; due at beginning of next class.</li> <li>Read Chapter 12</li> <li>Prepare Summary</li> </ul>	<p>3/17</p> <p>Chapter 12</p> <ul style="list-style-type: none"> <li>Country Evaluation &amp; Selection</li> </ul>	<ul style="list-style-type: none"> <li>Prepare summary of previous class; due at beginning of next class.</li> <li>Prepare reading summaries.</li> </ul>
10	<p>3/22</p> <ul style="list-style-type: none"> <li>Group Activity on the Role of Geography in International Business: Read Hand out on role of Geography in IB</li> </ul>	<ul style="list-style-type: none"> <li>Prepare summary of previous class; due at beginning of next class.</li> <li>Prepare flash cards for Test 3</li> </ul>	<p>3/24</p> <p><b>Test #3</b></p> <p>Covers Chapters 9-12 (50 points)</p>	<ul style="list-style-type: none"> <li>Read Chapters 13 &amp; 14</li> <li>Prepare reading summaries.</li> </ul>
11	<p>3/29</p> <p>Chapter 13 &amp; 14</p> <ul style="list-style-type: none"> <li>Exporting, Importing &amp; Direct Investment</li> </ul>	<ul style="list-style-type: none"> <li>Prepare summary of previous class; due at beginning of next class.</li> <li>Read Chapter 15</li> <li>Prepare summary</li> </ul>	<p>3/31</p> <p>Chapter 15</p> <ul style="list-style-type: none"> <li>The Organization of International Business</li> </ul>	<ul style="list-style-type: none"> <li>Prepare summary of previous class; due at beginning of next class.</li> <li>Read Chapters 16 &amp; 17</li> <li>Prepare reading summaries.</li> </ul>
12	<p>4/5</p> <p>Chapters 16 &amp; 17</p> <ul style="list-style-type: none"> <li>Marketing Globally</li> <li>Global Manufacturing &amp; Sup Chain Man</li> </ul>	<ul style="list-style-type: none"> <li>Prepare summary of previous class; due at beginning of next class.</li> <li>Read Chapters 18 &amp; 19</li> </ul>	<p>4/7</p> <p>Chapter 18 &amp; 19</p> <ul style="list-style-type: none"> <li>International Accounting Issues</li> <li>The Multinational Finance Function</li> </ul>	<ul style="list-style-type: none"> <li>Prepare summary of previous class; due at beginning of next class.</li> <li>Prepare Debate on Offshoring by looking up argument on both sides. Print these out and bring to class to use during debate.</li> </ul>

13	4/12 <ul style="list-style-type: none"> <li>Watch Video “The World Lenders: IMF &amp; World Bank”</li> <li>Debate on Offshoring</li> <li>Review for Test #4</li> </ul>	<ul style="list-style-type: none"> <li>Prepare summary of previous class; due at beginning of class after next.</li> </ul>	<b>4/14</b> <b>Do not come to Class</b>  <b>Take Test #4 Online</b> Covers 13-19 (50 points)	<ul style="list-style-type: none"> <li>Read Chapter 20</li> <li>Prepare reading summary</li> <li>Start preparing to wrap up on semester projects</li> <li>Watch and write a summary on “<i>The Best Stats You’ve ever seen</i>”  <a href="http://www.ted.com/talks/hans">http://www.ted.com/talks/hans</a> to turn class after next (4/21)</li> </ul>
14	4/19 Chapter 20 <ul style="list-style-type: none"> <li>Human Resource Management</li> </ul>	<ul style="list-style-type: none"> <li>Prepare Group presentations for Semester</li> <li>Look at the presentation Rubric posted on Blackboard</li> </ul>	<b>4/21</b> <ul style="list-style-type: none"> <li><b>Semester Group presentations</b></li> <li>Dress appropriately: Suits or Business Casual only: No Jeans</li> </ul>	
15	<b>T. 4/26</b> <ul style="list-style-type: none"> <li><b>Finals For Graduating Seniors</b></li> <li><b>Grades Due Evening of Following Day</b></li> </ul>		R. 4/28 <ul style="list-style-type: none"> <li>Last day of class</li> </ul>	<b>T 5/3</b> <ul style="list-style-type: none"> <li><b>Final Exam: 4:00-5:30 pm</b></li> </ul>
16	5/2 <ul style="list-style-type: none"> <li>Post Grades for Graduating Students</li> </ul>			
17	5/9 <ul style="list-style-type: none"> <li>Post Grades For Not Graduating Students</li> </ul>			

**Consequences for Failing to Meet Behavioral Expectations:** The first time a student violates one of these rules, the instructor will warn him or her privately, either after class or before the next class. (Faculty members reserve the right to warn students publicly if needed.) The second time a student violates any of these guidelines; the instructor may deduct as many as **twenty five points** from the student’s **professionalism grade**. If a student violates the guidelines three times, the instructor will deduct an additional 25 points from the student professionalism grade.

## IX. TEACHING STRATEGIES

This is a web enhanced course that involves a combination of lectures, small group and whole class discussions, student presentations, case studies, assignments and web resources. Therefore, for students to benefit they are required to use Online resources, lecture notes, and assignments. Students are required to read all assignments for the course in advance and take an active part in class discussions. Completed assignments are to be turned to the instructor when due. Acceptance of late work will be discussed with the instructor.

## COURSE POLICIES

Assignments will not be accepted without a cover page (which will result in a deduction for that assignment). The cover page should identify **the assignment, student’s name, date, and course number, see instructions on Group Project for required format.**

Missed assignments, and examinations cannot be made up (unless previous arrangements have been made with the instructor).

**Technical malfunction or defective disk is not an acceptable excuse for not having assignment turned in promptly.**

**Academic Dishonesty**

Plagiarism and cheating are serious offenses and may be punished by failure on exam; failure in course; and/or expulsion from the University. Plagiarism is a serious academic and business (legal) offense. Plagiarism is considered theft of intellectual property. All students enrolled in FSU classes at all levels are responsible for knowing what constitutes plagiarism. Whether by design or by accident, plagiarized content is unacceptable.

*Plagiarism occurs when*

*Students submit work that directly quotes or paraphrases the work of another, without specific citation of the passages crediting the creator of the work*

*Students combine the works of another with their own original effort, including comments on those passages, without specific citation of the passages crediting the creator of the work*

*Students include a list of references at the end of an assignment but do not indicate which words or passages specifically (by use of quotation marks) are from those sources and which words or passages are original works*

X. Bibliography – See textbook for extensive bibliography