

CLEVELAND STATE UNIVERSITY
James J. Nance College of Business Administration
Marketing Department
Spring 2012

Course Title:	International Business	Faculty:	Donna Davisson
Credit Hours:	3	Office:	BU 463 & BU 327
Course/Section:	MBA 602/51	Office Hours:	Tuesdays: 10am-5pm & by appointment
Class Meets:	Tuesdays: 6-8:50pm	Office Phone:	(216) 687-9288 (216) 802-3381
Classroom:	BU 128	Email:	d.davisson@csuohio.edu

Drop and Withdraw Deadlines:

Last Day to Drop: January 27th

Last Day to Withdraw: March 30th

Textbook: International Business, Hill 7th edition

Required Course-pack: see bookstore for details

Course Catalog Description: Explores the impact of global environmental forces on management strategies for entering or operating in international markets. Surveys theories and concepts in international marketing, human resources, operations, and strategic planning. Considers managerial implications of global trends in politics, trade, culture, regulatory practices, and the role of international institutions.

COURSE OVERVIEW & OBJECTIVES:

International business is growing, changing and presenting unprecedented opportunities. The opportunities and challenges that exist today are far different than the past, when the U. S. enjoyed dominance and faced little competition in the world market. Today, changes that are economic, political, technological, and social have brought about a totally new world and that has altered the landscape of global business environment. The significance of international business continues to grow as we witness global expansion and its linkages to those countries, which were never thought to be players in the global village. Some of these countries have received press attention due to their economic transformation and market potential. In order to be effective in an international environment, firms need to understand these influences and be able to use this understanding to their strategic advantage.

This course is intended to both inform students and to stimulate interest in the exciting field of international business. The objective of this course is to provide students with a broad understanding of the political, legal, cultural, and economic environment of international business and how these forces shape trade, investment, and different forms of business activity. The course contrasts the international environment with the domestic environment and explains how these differences affect business strategy and managerial decision making in the functional areas.

The environment influences on international business that are covered include: cultural, regulatory, and political differences; major international institutions; international trade and the changing government influence on trade; GATT/WTO; the affect of government domestic and foreign policy on business; foreign direct investment; market entry strategies; the international monetary system; the balance of payments system; regional trading blocs and the international capital markets. Topics related to business positioning and managerial decision making include competitive strategy, marketing, etc.

Class meetings will revolve around lectures, video presentations, assigned articles, and the textbook. In order to get the most from this course it is extremely important that you are prepared for class. I will only highlight the material covered in the text or readings, on the assumption that you can do the required background reading yourselves. If you do not prepare for class, you will miss much of the important contents of the course, you will learn substantially less from the discussions and exercises, you will not be able to participate in class effectively, and it is also unlikely that you will perform well on the exams. Therefore reading the background material is crucial.

COURSE WEB SITE: The website to accompany this course is:

<http://www.csumba.org/>

Click: “Course Materials, and then, “602”; you will find the following information:

- A copy of this syllabus.
- Required readings for class discussions.
- Power Point Slides for the course (for note-taking/review purposes).
- Supplemental documents developed by myself and/or other colleagues for further clarification on certain topics.

You will be required to print the articles, read them, and bring them to class, per the dates on the syllabus. For example, if there is an article labeled, “Culture 2” you will need to read it BEFORE class, print it, and bring it to class for discussion of Chapter 2: Differences in Culture. See syllabus for specific dates.

ATTENDANCE:

Attendance in class will clearly affect the extent to which you learn the material. If you need to miss a class for any reason, you will be responsible for investigating what is required for the next class. I would recommend “buddying-up” with a fellow classmate, so as to contact them in the event that you miss class. Please do not e-mail me asking, “Did I miss anything important?” as I will not respond to such e-mails. EVERY class is important; therefore, missing class is at your own risk (as is arriving late). Should you arrive late to class, do not ask me to “go over” what you missed. Lastly, any class with a guest lecturer scheduled warrants mandatory attendance. Should a student miss a class when a guest lecturer is scheduled, he/she will

STUDENT CONDUCT:

Students are expected to do their OWN work. Academic misconduct, student misconduct, cheating, and plagiarism will not be tolerated. Violations will be subject to disciplinary action as specified in the CSU Student Conduct Code. A copy can be obtained on the web page at:

http://www.csuohio.edu/student-life/student_handbook/index.html

or by contacting Valerie Hannah, Judicial Affairs Officer, Department of Student Life.

TESTS, QUIZZES & CASE ANALYSES:

See schedule for specific dates. Exams are announced in advance. It is the student's responsibility to be present at each exam. *Questions will come from the text, class articles, & weekly lecture content.* Exams will be in essay, and multiple-choice format. There are no make-ups for quizzes and exams given during the class period. Students late for exams will receive no extra time to complete the exam.

The final exam has an essay and Scantron component to it. It will be comprised of a mini-case (30 points), as well as a multiple-choice and true/false section (120 points). Always focus on the specific question(s) asked. Avoid clichés and generalities; be specific and to the point. Most importantly: **READ THE DIRECTIONS.**

Case Analysis: You will have an individual as well as a group case to analyze and write up. **I do not accept late work for any reason;** all assignments need to be remitted during class, no e-copies will be accepted. "Late" is defined as: any time after the instructor collects the assignment. Example: If the instructor collects the paper at 6pm, and the student arrives at 7pm, the paper is deemed late, and therefore will not be accepted. Specific information concerning the case analyses will be discussed under separate cover, and can be found on the course website. Groups will be assigned during week one or two.

GRADING POLICY/SCALE:**Graduate Grade Scale**

Grade	Percent range	GPA Points
A	100-95	4.0 points
A-	94-90	3.7 points
B+	89-85	3.3 points
B	84-80	3.0 points
B-	79-75	2.7 points
C	74-60	2.0 points
F	59-0	0 points

Final grades will be computed according to the following points:

Individual Assignments	Points Possible
Individual Case	100
Group Case	200
Final Exam	150
TOTAL	450

DISABILITIES:

Students with disabilities at the Cleveland State University are expected to take an assertive role in communicating with faculty and staff members about their need for reasonable accommodation. If you need course adaptations or accommodations because of a disability, if you have emergency medical information to share with me, or if you need special arrangements in case the building must be evacuated, please contact me as soon as possible.

GENERAL COMMENTS:

Cell Phones: I get *ugly* when cell phones ring in class; expect consequences.

E-mail: I do *not* e-mail grades of any kind for several reasons:

1. It is a confidentially issue.
2. You must attend class to get feedback.

**INTERNATIONAL BUSINESS
MBA 602/51
SPRING 2012: TUESDAYS 6-8:50PM**

Tues. 1/17	1: Globalization Introduction to course
Tues. 1/24	2: National Differences in Political Economy
Tues. 2/31	3: Differences in Culture 4: Ethics/SR/Sustainability in IB
Tues. 2/7	5: International Trade Theory 6: The Political Economy of International Trade
Tues. 2/14	8: Regional Economic Integration
Tues. 2/21	9: The Foreign Exchange Market 10: The International Monetary System <i>Individual Case Analysis due</i>
Tues. 2/28	11: The Global Capital Market 12: The Strategy of International Business
Tues. 3/6	13: The Organization of International Business
Tues. 3/13	<u>No Class: Spring Break</u>
Tues. 3/20	<i>McDonald's Case: in-class case</i>
Tues. 3/27	14: Entry Strategies and Strategic Alliances 15: Exporting, Importing and Countertrade
Tues. 4/3	7: Foreign Direct Investment 16: Global Production, Outsourcing, and Logistics
Tues. 4/10	<i>Group Presentations & Case Analysis due GROUPS 1-4</i>
Tues. 4/17	<i>Group Presentations & Case Analysis due GROUPS 5-8</i>
Tues. 4/24	17: Global Marketing and R & D 18: Global Human Resource Management
Tues. 5/1	19: Accounting in the International Business 20: Financial Management in the International Business
Tues. 5/8	FINAL EXAM: <u>Comprehensive</u>

ARTICLE REFERENCE GUIDE	
Website Article Title:	Chapter Reference in Hill:
Africa	Chapter 2
Africa-Mugabe	Chapter 2
Apple-Global Sourcing	Chapter 16
Country Selection Strategies	Chapter 14
Cuban Revolution	Chapter 2
Culture 1	Chapter 3
Culture 2	Chapter 3
Culture 3	Chapter 3
Culture 4	Chapter 3
Currency Fluctuation	Chapter 9
Currency Valuation	Chapter 9
Dictator Bling	Chapter 2
Dictator Chavez	Chapter 2
Economic Freedom Index	Chapter 2
Entry Strategies-Starbucks	Chapter 14
EU's Tariff Trim	Chapter 6
FCPA	Chapter 2
Franchising	Chapter 14
Franchising 2	Chapter 14
Free Trade?	Chapter 5
Globalization 1	Chapter 1
Globalization 2	Chapter 1
Global Marketing 1	Chapter 17
Global Marketing 2	Chapter 17
Global Marketing 3	Chapter 17
Global Marketing 4	Chapter 17
Gvmt. Intervention	Chapter 6
Gvmt. Intervention 2	Chapter 6
Import Management	Chapter 15
International HR	Chapter 18
Legal Systems-China	Chapter 2
Licensing	Chapter 15
Protectionism	Chapter 6
REI-Free Trade Europe	Chapter 8
SIA	Chapter 14
Strategy-LR	Chapter 12
Strategy-TN	Chapter 12
Sustainability	Chapter 4