**CLEVELAND STATE UNIVERSITY**

**Monte Ahuja College of Business**

**Marketing Department**

**Summer 2012**

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| **Course Title:** | **International Business** |  | **Faculty:** | **Donna Davisson** |
| **Credit Hours:** | **3** |  | **Office:** | **BU 463 & BU 327** |
| **Course/Section:** | **MBA 602/350** |  | **Office Hours:** | **By appointment** |
| **Class Meets:** | **Tuesdays & Thursdays:** **6-9pm** |  | **Office Phone:** | **(216) 687-9288****(216) 802-3381** |
| **Classroom:** | **BU 201** |  | **Email:** | d.davisson@csuohio.edu |

**Drop and Withdraw Deadlines:**

**Last Day to Drop: (No W) July 10**

**Last Day to Withdraw: July 31**

**Textbook:** International Business, Hill 8th 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:**

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| --- | --- |
| 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:

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| --- | --- |
| **Individual Assignments** | **Points Possible** |
| Individual Case | 100 |
| Group Case | 200 |
| Final Exam | 150 |
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| 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

Summer 2012: Tuesdays & Thursdays 6-9pm

DATE/TIME TOPICS COVERED

Thurs. 7/3 Introduction to course

 1: Globalization

 2: National Differences in Political Economy

Thurs. 7/5 No class

Thurs. 7/10 3: Differences in Culture

4: Ethics/SR/Sustainability in IB

 5: International Trade Theory

Thurs. 7/126: The Political Economy of International Trade

 8: Regional Economic Integration

Thurs.7/17 9: The Foreign Exchange Market

Thurs. 7/19 ***Individual Case Analysis Due***

 10: The International Monetary System

11: The Global Capital Market

Thurs. 7/24 ***In-class discussion: “McDonald’s in India” case***

12: The Strategy of International Business

 13: The Organization of International Business

Thurs. 7/26 14: Entry Strategies and Strategic Alliances

15: Exporting, Importing and Countertrade

 7: Foreign Direct Investment

Thurs. 7/31 16: Global Production, Outsourcing, and Logistics

17: Global Marketing and R & D

Thurs. 8/2 18: Global Human Resource Management

19: Accounting in the International Business

 20: Financial Management in the International Business

Thurs. 8/7 ***Group Presentations & Case Analysis due***

Thurs. 8/9 ***Comprehensive Final Exam***

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| **ARTICLE REFERENCE GUIDE** |
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| **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 |
| FDI Chapter 7 |
| 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 |
| Risk-O-Meter Chapter 14 |
| SIA Chapter 14 |
| Strategy-LR Chapter 12 |
| Strategy-TN Chapter 12 |
| Sustainability Chapter 4 |
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