

TITLE: INTERNATIONAL BUSINESS - BI 310

LANGUAGE: English

TOTAL HOURS: 45 hours

CREDITS: 3 credits

DESCRIPTION

In today's world, all business is international business. Whether you are buying a book, a phone or a new car, the chances are that at some point in the life of that product, several countries or cultures, were involved.

The questions that we look to explore and answer throughout this course are:

- What factors make studying International Business unique to studying "regular" Business?
- Why does understanding international business mean so much more than just speaking another language?
- How are Marketing and Management affected when we talk about international business?
- What developments of the last few decades have propelled business to become international?

This course is meant to be an overview of the tests that businesses face as globalization becomes even more entrenched in everyday life. The primary focus throughout the course is on the economic, political, cultural and legal forces that challenge businesses.

COURSE OBJECTIVES

Upon successful completion of this course a student will be able to:

- (1) Develop an understanding of the worldwide developments and foundations for international business and the cultural context for managing in an overseas environment.
- (2) Examines the strategies and structures that firms adapt in order to compete effectively in the international business environment.
- (3) Identify and evaluate critical factors that impact global business decisions.
- (4) Develop and demonstrate necessary analytical skills to anticipate, appreciate, management processes to meet the demands of changing global business and economic conditions.
- (5) Develop global business policies, programs and strategies required to functions competitively in foreign markets.

METHODOLOGY

The course will use a combination of guided lectures, classroom interaction, student presentations and tours of the city.

EVALUATION

Attendance to classes and field trips is mandatory; poor attendance will affect the final grade of the student as well as the everyday participation grade.

The final grade consists:

- Class Participation (10%)
- Short article presentation and Case Studies (15%)
- Field Visits (10%)
- Final Project (15%)
- Midterm exam (25%)
- Final exam (25 %)

1) Class Participation: Active class participation includes coming to class prepared, having read the material for that day, answering questions from the professor, asking questions and engaging in group activities. Students are encouraged to express their opinions in class with the professor and the other students. As participation in class debates and activities is an essential part of the learning experience, you will be expected to read the assigned chapter or case prior to class lectures and discussion. In evaluating your class participation, the instructor will be taking into account the maturity and insightfulness of your comments and questions, rather than their frequency.

2) Short Article Presentation: Specific 15 minute-long reports on International Business affairs and Cases Studies will be assigned and scheduled individually at the beginning of the term.

You may prepare a PowerPoint file for your presentation, (at least 15 slides) but this will depend on the topic that you will present. This document must include the sources that you used to prepare the exposé (books, academic/press articles, internet sites, interviews etc.). Always use the appropriate academic reference style when citing your sources.

3) Field Visits .More specifically, effective class participation can be manifested in the preparation, analysis and discussion of the many case studies in Management. For each Field visit assigned you are expected to read the material carefully and answer the study questions in bullet point form. Assignments turned in late will receive one-half grade lower than they would earn if on time.

4) Final Project. (8-12 pages). The student is required to describe a International business issue and compare how the American and Spanish/European economy are handling this topic. The paper requires the student to identify the courses-of-action available to the society in terms of laws, administrative, and legislative structures required. Also, the paper should delineate the most suitable action to take and that position must be justified.

Your paper (8-12 pages 1.5 spacing) + a PowerPoint or Prezzi (at least 15 slides)

5) Mid Term Exam. The midterm is designed to establish and communicate to you the progress you are making towards meeting the course learning objectives listed in the syllabus above which test your abilities in two important areas of competency: the amount of information you master and the accuracy of the information you present; Structure: A combination of questions, multiple choice and true or false (50%) and a case Study (50%) with 3 questions will be asked. More specifically, the midterm exam is related to readings and slides. More specifically, the final exam is related to readings and slides comprise critical questions drawn from the readings and class materials. This exam will also relate to case studies and student presentations made during the term. Prior to the examinations, a comprehensive review will be given during class.

6) Final Exam The final exam is designed to establish and communicate to you the progress you are making towards meeting the course learning objectives listed in the syllabus above which test your abilities in three important areas of competency: the amount of information you master; the accuracy of the information you present; and the significance you ascribe to the facts and ideas you have integrated across your study in this course.

Structure: A combination of questions multiple choice and true or false (50%) and a case Study (50%) with 3 questions will be asked.

More specifically, the final exam is related to readings and slides comprise critical questions drawn from the readings and class materials. This exam will also relate to case studies and student presentations made during the term Prior to the examinations, a comprehensive review will be given during class. Tests are not accumulative.

Help on Writing Papers For This Class:

A quality paper must be well-researched, organized, and written. The paper should be double spaced. Staple the pages together and do not put them in a folder. Your name, the course number, and the date should be on the first page. Your paper must be prepared on a computer or typed. Use the following footnote process. Put your footnote section on the last page of your paper. Number the references 1, 2, 3 etc.

When you use each reference within the body of your paper footnote it at the end of the sentence in the following way (1, p52). This will mean the footnote is for the first reference work and the material came from page 52.

Every source that is used should be fully footnoted in your paper. Help is available in locating resources for this paper.

Your papers should reflect excellence. You will be graded on such things as:

- Quality of thought.
- Quality of research.
- Ability to organize ideas and express them effectively.
- Ability to correctly communicate by using proper grammar, punctuation and spelling skills.



- Ability to integrate problems and solutions presented in textbook and non-textbook material.
- Ability to follow the assignment.
- Ability to apply the ethical concepts, identify the alternative courses of action, and to justify your position.

The guidelines for exams are as follows-

- Any student found cheating will automatically fail this examination. Additional sanctions may be imposed.
- Talking or communicating with other students during the examination is forbidden.
- Desks must be cleared of all books, notes and papers. All unauthorized materials must be put away and remain out of sight throughout the examination.
- All telephones and electronic devices must be turned completely off during the exam.
- Students arriving later than 15 minutes will not be allowed into the classroom to take the examination, subject to the decision of the instructor.
- At the end of the examination students will remain seated until their papers are collected. No one may leave the room until excused.
- Should assistance be required, students will attract the attention of the instructor.
- Failure to follow these rules will automatically lead to failure of this examination.

Exams: Both the midterm and the final exams may contain a mix of multiple choice, short answer and essay questions aimed to test the students' full comprehension of facts and the ability to argue his/her opinions based on class material.

The guidelines for exams are as follows-

- Any student found cheating will automatically fail this examination. Additional sanctions may be imposed.
- Talking or communicating with other students during the examination is forbidden.
- Desks must be cleared of all books, notes and papers. All unauthorized materials must be put away and remain out of sight throughout the examination.
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- Failure to follow these rules will automatically lead to failure of this examination.

FIELD STUDIES

Each course will include a minimum of 2 field studies. These field studies will be directly related to the course work, and may include visits to monuments, companies, government buildings, or museums. Potential field studies will be local merchants.

ACADEMIC INTEGRITY

SIS programs foster critical thinking and intellectual development of its students. In doing so, SIS requires that students introduce their original thoughts, opinions, and ideas in all of their assignments with the support of cited sources. Any violations of academic integrity, such as cheating, plagiarism, self-plagiarism, academic misconduct, fabrication, misuse or misrepresentation of research, and noncompliance, may result in an automatic F or immediate dismissal from the program if the student falls below the minimum number of credits required for the term; 12 credits during the semester, or 3 hours during the summer.

Cheating: Any action that violates the rules and guidelines given by the instructor for submitting assignments or exams.

Plagiarism: Any action that presents the ideas, opinions, research, etc. of another as your own.

- Directly copying another's work without citing sources
- Submitting another person's work into your own without properly citing the source(s) used.
- Paraphrasing another person's work without providing appropriate citations

Self-plagiarism: Submitting a piece of one's own work to receive credit for multiple assignments in one or more class.

Academic Misconduct: Any act that impedes or threatens the open exchange, expression, or flow of information or fair evaluation of students. This includes intimidation and complicity in any acts or attempts to interfere with the ethical and fair submission and evaluation of student work.

Fabrication: Providing inaccurate or false information, including research findings, quotes, and cited sources, etc.

Non-compliance: Failure to comply with the values, objectives, and procedures contained in this policy.

As SIS is accredited by Jacksonville University, students are held accountable to JU's [Academic Integrity and Code of Conduct](#) . You are expected to read and understand the JU terms and regulations of Academic Misconduct.

(<https://drive.google.com/file/d/1PyZmNOEAH1o4bKVZdZXVYkKw-wdiwXewx/view>)

ATTENDANCE POLICY

Semester: Students are allowed THREE absences throughout the semester without penalty. Starting with the fourth absence, the student's FINAL GRADE will be lowered by a fraction of a letter (1/3 of a letter grade). For example, if a student has 4 absences and a final grade of B+, the grade will be lowered to a B, if 5 absences the grade is lowered to B-.

Summer: Students are allowed TWO absences throughout the summer without penalty. Starting with the third absence, the student's FINAL GRADE will be lowered by a fraction of a letter (1/3 of a letter grade). For example, if a student has 4 absences and a final grade of B+, the grade will be lowered to a B, if 5 absences the grade is lowered to B-.

**January Term students are allowed TWO absences as well.*

There are NO excused absences. If a student misses class because s/he is sick, that counts as one of the allowed absences. No excused absences and no excuses.

Students that arrive late 5 minutes or more will receive a 0 for participation for the day.

COURSE CONTENT

Session	Content
1	<p>Introduction to the Course</p> <ul style="list-style-type: none"> * importance of International business * presentation of the available materials * clear statement of expected mutual requirements
2	<p>Globalization</p> <ul style="list-style-type: none"> *Why Do We Need Global Institutions? *How Has Foreign Direct Investment Changed? *How Will The Global Economy Of The 21st Century Look?
3	<p>National Differences in Political Economy</p> <ul style="list-style-type: none"> * What Is A Political System? * What Is An Economic System? *What Is A Legal System?
4	<p>Field Visit 1: Roca Company: A global Family Company</p>
5	<p>Differences in Culture</p> <ul style="list-style-type: none"> * What Determines Culture? * How Does Culture Impact The Workplace?



	<ul style="list-style-type: none"> * What Do Cultural Differences Mean For Managers?
6	<p>International Trade Theory</p> <ul style="list-style-type: none"> * Why Is Free Trade Beneficial? * What Is The Product Life Cycle Theory? *What Is Porter’s Diamond Of Competitive Advantage?
7	<p>The Political Economy of International Trade</p> <ul style="list-style-type: none"> * How Do Governments Intervene In Markets? * When Should Governments Avoid Using Trade Barriers? * How Has The Current World Trading System Emerged?
8	<p>Foreign Direct Investment</p> <ul style="list-style-type: none"> * What Is FDI? * Why Do Firms Choose Acquisition Versus Greenfield Investments? * What Are The Patterns of FDI?
9	<p>The Strategy of International Business</p> <ul style="list-style-type: none"> * How Is Value Created? * How Are A Firm’s Operations Configured? * How Can Firms Leverage Their Products And Competencies?
10	<p>The Organization of International Business</p> <ul style="list-style-type: none"> * The Dimensions Of Organizational Structure * What Is A Functional Structure? * What Is A Worldwide Product Division Structure
11	<p>Field Visit 2</p>
12	<p>Entry Strategy and Strategic Alliances</p> <ul style="list-style-type: none"> * How Can Firms Enter Foreign Markets? * Which Entry Mode Is Best? *How Do Pressures For Cost Reductions Influence Entry Mode?
13	<p>Case Study 1: Nestle: Global Strategy CH: pp 531-536</p>



	Course review, main conclusions, preparation for the midterm exam
14	Mid Term Exam
15	Exporting, Importing, and Countertrade * What Are The Pitfalls Of Exporting? * How Can Firms Reduce The Risks Of Exporting? * How Does An International Trade Transaction Work?
16	Global Production, Outsourcing, and Logistics * How Are Strategy, Production, And Logistics Related? * How Can Quality Be Improved? * Why Are Technological Factors Important?
17	Global Marketing and R&D * Should The Marketing Mix Be Changed For Each Market? * How Do Product Attributes Influence Marketing Strategy? * How Do Distribution Systems Differ?
18	Global Human Resource Management * What Is A Staffing Policy? * What Is Expatriate Failure? * What Is Training And Management Development?
19	The Global Capital Market Who Are The Main Players in Capital Markets? What Makes The Global Capital Market Attractive? What Are The Risks Of The Global Capital Markets?
20	Presentation Final papers Review
21	Presentation Final papers
22	Final Exam

**Number of sessions vary depending on term.*

BIBLIOGRAPHY

Required readings:

- CD including articles and other required readings as case studies.

Articles and papers:

- Blomstermo, Anders and Sharma, D.Deo . (2006). "Choice of Foreign Market Entry Mode in Service Firms". *International Marketing Research Review*. Vol. 23.No.2, 2006, pp 211-229 DOI 10.1108/02651330610660092.
- Levitt, Theodore. (2006). "What Business are you in?" *Harvard Business Review*. October 2006, pp 127- 151, reprints R0610J.
- Ewing, Jack (2006) For Bono, Star Power with Purpose. Available: <http://www.businessweek.com>
- Business Week Online. January 30th 2006
- Matlack, Carol; Vella, Matt (2006) Apple at the Crossroads. *Business Week* January 9th 2006 Available: <http://www.businessweek.com>
- Fackler, Martin (2 Europe, April 4, 2003. Wildstrom, Stephen H (2006) Technology and you: Analog T.V. Fade to Black. *Business Week* January 12th 2006 Available: <http://www.businessweek.com>
- Fackler, Martin (2003) McDonald's Japan Goes Gourmet. *The Wall Street Journal Europe*, August 14, 2003.
- Lee, N., Broderick, A. J., & Chamberlain, L. (2007). What is "neuromarketing"? A discussion and agenda for future research. *Int J Psychophysiol*, 63(2), 199-204.
- Knutson, B., Rick, S., Wimmer, G. E., Prelec, D., & Loewenstein, G. (2007). Neural predictors of purchases. *Neuron*, 53(1), 147-56.
- Knutson, B., Wimmer, G. E., Rick, S., Hollon, N. G., Prelec, D., & Loewenstein, G. (2008). Neural antecedents of the endowment effect. *Neuron*, 58(5), 814-22.

Recommended Readings:

- Hofstede and Hofstede. *Cultures and Organizations, Software of the Mind: Intercultural Cooperation and its Importance for Survival*. McGraw Hill. 2005
- Friedman, Thomas L. *The World is Flat : A Brief History of the 21st Century*. New York : Farrar, Straus and Giroux, 2005.
- Czinkota, M. and I. Ronkainen, *International Marketing*. Texas USA, The Dryden Press, 1998.
- Nestor Braidot. *Neuro Marketing*. Gestion 2000
- Baars, Bernard J., and Nicole M. Gage. 2007. *Cognition, Brain Consciousness*. Academic Press.