Course Syllabus

BUS 2110G
International Business Management

Number of ECTS credits: 6

Time and Place: Wednesday 08:30-10:00
Friday 15:00-16:30

Contact Details for Professor
Name of Professor: Prof. Dr. Frank E. Billingsley
E-mail: fbilling@vub.ac.be
Office hours: Wednesday 10:30-11:30
Friday 13:30-14:30

CONTENT OVERVIEW

<table>
<thead>
<tr>
<th>Syllabus Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Course Prerequisites and Course Description</td>
<td>2</td>
</tr>
<tr>
<td>Course Learning Objectives</td>
<td>2</td>
</tr>
<tr>
<td>Overview Table: Link between MLO, CLO, Teaching Methods, Assignments and Feedback</td>
<td>3-4</td>
</tr>
<tr>
<td>Main Course Material</td>
<td>5</td>
</tr>
<tr>
<td>Workload Calculation for this Course</td>
<td>7</td>
</tr>
<tr>
<td>Course Assessment: Assignments Overview and Grading Scale</td>
<td>7</td>
</tr>
<tr>
<td>Description of Assignments, Activities and Deadlines</td>
<td>8</td>
</tr>
<tr>
<td>Rubrics: Transparent Criteria for Assessment</td>
<td>9</td>
</tr>
<tr>
<td>Policies for Attendance, Later Work, Academic Honesty, Turnitin</td>
<td>10</td>
</tr>
<tr>
<td>Course Schedule – Overview Table</td>
<td>12-13</td>
</tr>
<tr>
<td>Detailed Session-by-Session Description of Course</td>
<td>13-25</td>
</tr>
</tbody>
</table>
Course Prerequisites
BUS101G

Course Description

This course provides insights on tools and practices that help to identify and interpret international business opportunities. Students will analyze international management- and investment strategies. This course provides insights on tools and practices that help to identify and interpret international business opportunities.

This course draws upon international business theory and practice for understanding the international business context. It aims to provide students with practical tools and theoretical knowledge related to international trade and the exploration of practical issues faced by business managers in international business situations.

Students will study international business at the nation-state level and at the level of the company.

Understanding international business management from the nation-state perspective, students will analyze the role of international monetary institutions as well as political and economic factor that influence foreign direct investments.

At the company level, this course provides insight into factors that influence internationalization, entry strategies into foreign markets such as exporting, licensing, joint-ventures and tools to manage and evaluate risks and changes of international operations. This course has an interdisciplinary approach by providing insights on how the international political environment affects business decisions such as internationalizing or global production. International affairs and communication students are very welcome to join this course.

Course Learning Objectives (CLO)

Learners will acquire knowledge and understanding of business and its functional fields (management and organization, human resources, accounting, finance, operations, and marketing). The learner will develop knowledge and understanding of the listed areas through textbook readings, journal and article readings, and in-depth class discussions. The learner’s judgment will be tested through critically evaluate existing research, questioning the status quo, and provide alternative solution possibilities; and, recognize the international dimension of business. The idea of communication will be evaluated through analysis of current issues in Business Ethics, Entrepreneurship, Operations, Marketing, Management, Leadership, etc. Finally, the learner will develop independent work ethics, work with the understanding of a team approach (take responsibility and show leadership skills), be inquisitive, understand diversity, and become a well-rounded critical citizen.
**Learning Objective Outcomes:** What should you learn-

1. A thorough understanding of the leading tools of corporate strategy, including their application to a range of domestic and international settings.

2. An understanding of public policy processes from a corporate perspective, thereby shedding light on both corporate strategies towards political, regulatory, and associated processes and on the better design of regulation that anticipates corporate responses.

3. An understanding of the manner in which different forms of economic systems sustain high levels of productivity and living standards.

4. An understanding of how the role of managers varies across different forms of economic systems.

5. A thorough understanding of the factors that determine the business environment of emerging markets, the relevant changes over time, and the implications for corporate strategies devised for those markets.

6. Appreciation of how business-government relations are affected by a globalizing world of nation states.

7. Demonstration of critical thinking skills as they apply to the subject matter outlined above.
## LINK BETWEEN MAJOR OBJECTIVES, COURSE OBJECTIVES, TEACHING METHODS, ASSIGNMENTS AND FEEDBACK

**Summary:** Introduction to Global Business

Number of assignments used in this course: 6

Number of Feedback occasions in this course (either written or oral): 6

<table>
<thead>
<tr>
<th>Major Learning Objectives</th>
<th>Course Learning objectives addressing the Major Objectives (choose the most important ones that your course actually addresses)</th>
<th>Methods used to Teach Course Objectives</th>
<th>Methods (and numbers/types of assignments) used to test these learning objectives</th>
<th>Type, Timing and Numbers of Feedback given to Student</th>
</tr>
</thead>
<tbody>
<tr>
<td>The bachelor has a broad knowledge of the different functional fields of business management. He is able to apply this knowledge in the analysis of business-oriented problems and is able to propose solution to specific business problems.</td>
<td>Students will be given an overview of the leading tools of corporate strategy, including their application to a range of domestic and international settings.</td>
<td>Ex-cathedra (teach theory and discuss with experts) Guest lectures from experts in the field (Theory guided practice embedded experiential learning)</td>
<td>Exams</td>
<td>Written feedback on the exams</td>
</tr>
<tr>
<td>The bachelor has an understanding of the interrelatedness of the different functional fields of business and understands the impact of this on decision-making.</td>
<td>Students will have an understanding of public policy processes from a corporate perspective, thereby shedding light on both corporate strategies towards political, regulatory.</td>
<td>Ex-cathedra (teach theory and discuss with experts) Readings / news. Guest lectures from experts in the field (Theory guided practice embedded experiential learning). Discussion on readings and news</td>
<td>Journal Article Critique Online Discussion Posts Exams</td>
<td>Written feedback on the exams Written feedback on the Journal Article Critique. Further, add feedback on the discussion post via written context.</td>
</tr>
<tr>
<td>The bachelor has insight into the broad societal context of businesses and is able to take it into account in the analysis of business-oriented problems.</td>
<td>Students will gain an understanding of the manner in which different forms of economic systems sustain high levels of productivity and living standards.</td>
<td>Introduction to critical thinking (explanation, exercises and critical discussions) Ex-cathedra Critical in-class discussions on business decisions</td>
<td>Journal Article Critique Online Discussion Posts Exams</td>
<td>See above</td>
</tr>
<tr>
<td>The bachelor knows and is able to apply common qualitative and quantitative research methods and is able to apply these in the field of business studies</td>
<td>Demonstration of critical thinking skills through the evaluation of peer reviewed articles and proving a criterion of the research.</td>
<td>A review session and materials are provided for growth and understand of the process of academic critique.</td>
<td>Journal Article Critique</td>
<td>See above</td>
</tr>
<tr>
<td>Major Learning Objectives</td>
<td>Course Learning objectives addressing the Major Objectives (choose the most important ones that your course actually addresses)</td>
<td>Methods used to Teach Course Objectives</td>
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<td>---------------------------</td>
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<tr>
<td>reflection and academic curiosity.</td>
<td>Students will learn how recognize the factors that determine the business environment of emerging markets, the relevant changes over time, and the implications for corporate strategies devised for those markets.</td>
<td>Case studies</td>
<td>Exams</td>
<td>See above</td>
</tr>
<tr>
<td>The bachelor is able to identify the international dimension in business-related problems and knows how to handle these problems in an effective way.</td>
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<td>The bachelor is able to work in a multicultural team.</td>
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<tr>
<td>The bachelor recognizes the importance of lifelong learning.</td>
<td>Demonstration of critical thinking skills as they apply to the subject matter of the course.</td>
<td>Journal Article Critique Online Discussion Posts</td>
<td></td>
<td>See above</td>
</tr>
<tr>
<td>The bachelor is able to communicate clearly, fluently and accurately; as well in a written report as in an oral presentation.</td>
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<td>The bachelor is able to combine ethical and business-oriented judgments in the analysis of business problems and takes these ethical considerations explicitly into account in the solutions proposed for business problems</td>
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</tbody>
</table>

**Main Course Materials (please note that you can find the readings for each week and session in the Course Schedule section below):**

The course material consists of PowerPoint presentations, lecture notes and readings from the textbook. PowerPoint presentations will be made available after the respective classes have taken place. A week-by-week overview of the course readings can be found in the section below.

The syllabus, PowerPoint presentations and important messages will be uploaded to the Vesalius portal ‘Pointcarré’. Students are expected to visit this site regularly to keep abreast of course evolutions. The professor is expected to upload relevant material in a timely manner.
Course material marked as ‘suggested readings’ and ‘additional sources’ is helpful for research and to gain an increased understanding but is not mandatory. This material can be found online or will be made available upon individual request.

**Textbook:**

2. Global Competitive Strategy: Spulber. 2007

**Active Learning and Intensive ‘Reading around the Subject’: Additional Sources, Recommended Journals and Websites:**

Learning should be an active and self-motivated experience. Students who passively listen to lectures, copy someone else’s notes, and limit their readings to required chapters are unlikely to develop their critical thinking and expand their personal knowledge system. At the exam, these students often fail to demonstrate a critical approach. Students are strongly recommended to have an updated understanding of developments related to this course and related to their wider Major. Active and engaged learning will turn out to be enriching to the overall course and class discussions. Students are invited to deepen their understanding of both theoretical and current issues from a variety of sources. Please find a list of suggestions compassing the entire course below. You are encouraged to read and browse in the leading journals of your discipline.

**Leading Journals in Business Studies**

Further Journals Relevant for this Course:

Websites of Interest:

- Economist www.economistacademic.com
- Wall Street Journal www.wallstreet.com
- Business Week - http://www.resourcecenter.businessweek.com
- Bloomberg- www.bloomberg.com
- CNN- www.cnn.com
- Financial Times www.ft.com

Work Load Calculation for this Course:

This course counts for 6 ECTS, which translates into 150 – 180 hours for the entire semester for this course. This means that you are expected to spend roughly 10 hours per week on this course. This includes 3 hours of lectures or seminars per week and 7 hours ‘out of class’ time spent on preparatory readings, studying time for exams as well as time spent on preparing your assignments. Please see below the estimated breakdown of your work-load for this course.

Time spent in class: 3 hours per week / 45 hours per semester
Time allocated for course readings: 4 hours per week / 60 hours per semester
Time allocated for preparing Assignment 1 - 5: 4 hours per article/8 hours per semester
Time allocated for preparing Assignment 1 - 5: 3 hours per post/6 hours per semester
Time allocated preparing/revising for written Mid-term Exam: 20 hours
Time allocated preparing/revising for written Final Exam: 20 hours
Total hours for this Course: 159

Course Assessment: Assignments Overview

The students will be evaluated based on their performance in the following assignments:

Mid-term examination_______________________________________________35%
Discussion Post____________________________________________________10% (2*5%)
Journal Article Critique____________________________________________20% (2*10%)
Final examination___________________________________________________35%
Total____________________________________________________________100%
Grading Scale of Vesalius College

Vesalius College grading policy follows the American system of letter grades, which correspond to a point scale from 0 – 100. **All assignments (including exams) must be graded on the scale of 0-100.** To comply with the Flemish Educational norms, professors should on request also provide the conversion of the grade on the Flemish scale of 0-20. The conversion table below outlines the grade equivalents.

<table>
<thead>
<tr>
<th>Letter grade</th>
<th>Scale of 100 (VeCo Grading Scale)</th>
<th>Scale of 20 (Flemish System)</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>85-100</td>
<td>17.0-20.0</td>
</tr>
<tr>
<td>A-</td>
<td>81-84</td>
<td>16.1-16.9</td>
</tr>
<tr>
<td>B+</td>
<td>77-80</td>
<td>15.3-16.0</td>
</tr>
<tr>
<td>B</td>
<td>73-76</td>
<td>14.5-15.2</td>
</tr>
<tr>
<td>B-</td>
<td>69-72</td>
<td>13.7-14.4</td>
</tr>
<tr>
<td>C+</td>
<td>66-68</td>
<td>13.1-13.6</td>
</tr>
<tr>
<td>C</td>
<td>62-65</td>
<td>12.3-13.0</td>
</tr>
<tr>
<td>C-</td>
<td>58-61</td>
<td>11.5-12.2</td>
</tr>
<tr>
<td>D+</td>
<td>54-57</td>
<td>10.7-11.4</td>
</tr>
<tr>
<td>D</td>
<td>50-53</td>
<td>10.0-10.6</td>
</tr>
<tr>
<td>F</td>
<td>0-49</td>
<td>0-9.9</td>
</tr>
</tbody>
</table>

Journal Article Critique:

This 3-4-page summary is designed to help you become more familiarized with reading and extracting information from empirical articles. From a scholarly journal, choose an empirical publication from the past 5-years (2012-2017); articles from earlier years will not be accepted. Please attach a copy or link to the article on the day of submission. The paper should be a critical analysis of the article not a mere summary. All articles should come from the above listed journals (only).

The layout of the review should be as follows:

- Author(s) and Title
- Purpose and theoretical background of the study
- Hypothesis
- Methodology (participants, study design, measures, procedures)
- Results
- States and unstated limitations
- Implication to the field
- Overall evaluation/assessment/critique
In terms of lay-out, the paper should be double spaced standard margins and Times New Roman 12-font. References should be done in the APA standard. The news article must be cited on the first page and must be included in a separate section (fourth page or more depending on the length of the article). If these criteria are not met, you will receive a grade reduction.

**Rubrics: Transparent Grading Criteria For Each Assignment**

<table>
<thead>
<tr>
<th>Rubrics</th>
<th>Fail 0</th>
<th>Pass 1.5</th>
<th>Good 1.75-2</th>
<th>Excellent 2.5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Purpose and theoretical background of the study</td>
<td>Topic does not relate to the course offerings. Topic is not decently introduced. Structure of essay is not written down.</td>
<td>Topic relates to the course. Topic is not decently introduced. Structure of essay is written down.</td>
<td>Topic relates to the course and is decently introduced. Structure of essay is written down.</td>
<td>Topic relates to the course and is decently introduced. Structure of essay is written down.</td>
</tr>
<tr>
<td>Evaluation of limitations and impactation to the field</td>
<td>Evaluation of the topic is below par.</td>
<td>Essay offers a mediocre evaluation of the selected topic and its link to the class materials.</td>
<td>Essay offers a good evaluation of the selected topic and its link to the class materials.</td>
<td>Essay offers an excellent evaluation of the selected topic and its link to the class materials.</td>
</tr>
<tr>
<td>Critique</td>
<td>The student fails to engage in a critical analysis.</td>
<td>The critique is critical but fails to grasp the main issues.</td>
<td>The critique is coherent and makes use of the class materials. The core argument is validated by evidence.</td>
<td>The critique offers an excellent analysis of the selected topic through the lens of the class materials and external data and academic sources. The core argument is validated by evidence.</td>
</tr>
<tr>
<td>Scholarly Work, Grammar, Spelling, and APA usage</td>
<td>Statements in this discussion are not clear and/or lack organization and/or have 4 or more different errors in mechanics, grammar, or APA.</td>
<td>Statements in this discussion are basic examples of scholarly material but have 3 different errors in mechanics, grammar, or APA.</td>
<td>Statements in this discussion are well written and well organized scholarly material but have 1-2 different minor errors in mechanics, grammar, or APA.</td>
<td>Statements in this discussion are well written and well-organized demonstrating excellence in scholarly writing, Mechanics (spelling, punctuation, and APA) and grammar are excellent.</td>
</tr>
</tbody>
</table>
Discussion Posts
Post to the Forum in Blackbaud about Danone and Tommy Hilfiger.

Post a meaningful 250-word discussion answering the question: What was the company’s strategic process that led to the international dominance? Further, respond to two other post from your classmate in a meaningful response of 50-75 words by the Sunday of the week the assignment is due (2 days). These will be graded based on the following rubrics:

Discussion Post Rubrics:

<table>
<thead>
<tr>
<th>Content</th>
<th>APA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exceeds Target 1.5 points</td>
<td>Exceeds Target 0.5 points</td>
</tr>
<tr>
<td>Meets Target 1.25 points</td>
<td>Meets Target 0.35 points</td>
</tr>
<tr>
<td>Making Progress toward Target 1 point</td>
<td>Making Progress toward Target 0.25 points</td>
</tr>
<tr>
<td>Not Acceptable 0.5 points</td>
<td>Not Acceptable 0.15 points</td>
</tr>
<tr>
<td>No Data 0 points</td>
<td>No Data 0 points</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Collaboration</th>
<th>Timeliness</th>
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</thead>
<tbody>
<tr>
<td>Exceeds Target 1.5 points</td>
<td>Exceeds Target 0.5 points</td>
</tr>
<tr>
<td>Meets Target 1.25 points</td>
<td>Meets Target 0.35 points</td>
</tr>
<tr>
<td>Making Progress toward Target 1 point</td>
<td>Making Progress toward Target 0.25 points</td>
</tr>
<tr>
<td>Not Acceptable 0.5 points</td>
<td>Not Acceptable 0.15 points</td>
</tr>
<tr>
<td>No Data 0 points</td>
<td>No Data 0 points</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Scholarly Writing</th>
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<tbody>
<tr>
<td>Exceeds Target 1 point</td>
<td></td>
</tr>
<tr>
<td>Meets Target 0.75 points</td>
<td></td>
</tr>
<tr>
<td>Making Progress toward Target 0.5 points</td>
<td></td>
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<tr>
<td>Not Acceptable 0.25 points</td>
<td></td>
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<tr>
<td>No Data 0 points</td>
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</table>

Midterm and Final Written Exam:
The mid-term will be an in-class exam. The midterm exam (35%) will be held in the mid of the semester (W7). The content of the exam covers all the concepts you will have learnt before that date. The final exam (35%) will be held at the end of the course (location and time will be announced once the final exam schedule is posted). The examination will test both the theoretical knowledge of the concepts and tools described in class, as well as exercises testing the student’s capability to apply that knowledge. The final examination covers the content from the midterm until the end of the course. Both examinations consist of open-ended questions.

Vesalius College Attendance Policy
Class attendance is mandatory, and it is essential to becoming a good scholar; it is impossible to receive instructions, obtain knowledge, and gain skills without attending the class. Attendance will be taken at each class meeting. It will be difficult to pass this course without regular class attendance.
Use of Electronics:

The use of computers will not be permitted! There will be no warning given to students with an open laptop, IPad, Notebook, Smart Watches, etc.

Mobile phones are to be turned off! If your mobile phone rings in class, please turn it off immediately. If you are caught talking on your mobile or texting during class.

***This is not open for discussion or debate under any circumstances***

Writing Style

▪ APA formatting is required on all work
▪ The use of Wiki cites are NOT Acceptable!
▪ The use of any dictionary is NOT Acceptable!
▪ Do not use “I” the assignment is not an opinion but academic work!

Academic Honesty Statement

Academic dishonesty is NOT tolerated in this course.

Academic honesty is not only an ethical issue but also the foundation of scholarship. Cheating and plagiarism are therefore serious breaches of academic integrity.

Following the College policy, cheating and plagiarism cases will be communicated in writing to the Associate Dean and submitted to the Student Conduct Committee for disciplinary action.

If you refer to someone else’s work, appropriate references and citations must be provided. Grammar, spelling and punctuation count, so use the tools necessary to correct before handing in assignments.

Please consult the Section “Avoiding Plagiarism” in the College Catalogue for further guidance.

Turnitin

All written assignments that are graded and count for more than 10% towards the final course grade need to be submitted via the anti-plagiarism software Turnitin. You will receive from your professor a unique password and access code for your Class. Both critique papers must be submitted.

There is no acceptable form of plagiarism, so please do not ask about a percentage.
### Course Schedule (Overview)

| Week 1 | January 24 | Introduction to the Course  
|        | Session 1  | Chapter 1             |
|        | January 26 | Introduction to Business and Globalization  
|        | Session 2  | Chapter 1             |
| Week 2 | January 31  
|        | Session 3  | Global Culture  
|        |            | Chapter 2             |
|        | February 2  | Global Culture  
|        | Session 4  | Chapter 2             |
| Week 3 | February 7  
|        | Session 5  | Ethics and Social Responsibility  
|        |            | Chapter 11            |
|        | February 9  
|        | Session 6  | Ethics and Social Responsibility  
|        |            | Chapter 11            |
| Week 4 | February 14 
|        | Session 7  | International Trade  
|        |            | Chapter 5-6           |
|        | February 16 
|        | Session 8  | International Trade  
|        |            | Chapter 5-6           |
| Week 5 | February 21  
|        | Session 9  | Economic Systems and Market Methods  
|        |            | Chapter 4             |
|        | February 23  
|        | Session 10 | Economic Integration and Cooperation  
|        |            | Chapter 7             |
| Week 6 | February 28  
|        | Session 11 | Government and Legal Systems  
|        |            | Chapter 3             |
|        | March 2     | Global Monetary Environments  
|        | Session 12 | Chapter 8-10          |
|        |            | Review for the Midterm |
| Week 7 | March 7     
|        | Session 13-14 | Mid-Term Exams |
|        |            |                        |
| Week 8 | March 14    
|        | Session 15  | Strategies for International Business  
|        |            | Chapter 12            |
|        | March 16    
|        | Session 16  | Strategies for International Business  
|        |            | Chapter 12            |
| Week 9 | March 21    
|        | Session 17  | Strategies for International Business  
|        |            | Chapter 12            |
|        | March 23    
|        | Session 18  | No Physical Class- Article Critique #1 and online discussion |
| Week 10 | March 28    
|        | Session 19  | Evaluation of Countries Operations  
|        |            | Chapter 13            |
|        | March 30    
|        | Session 20  | Evaluation of Countries Operations  
|        |            | Chapter 13            |
| Week 11 | April 18    
|        | Session 21  | Forms of Oewernships of Foriegn Products  
|        |            | Chapter 15            |
|        | April 20    
|        | Session 22  | The Organization and Governance  
|        |            | Chapter 16            |

**Spring Recess – April 2- April 15, 2018 – NO CLASSES**
### Detailed Session-by-Session Course Outline

**Week 1, Session 1 (Wednesday, 24 January 2018)**

**Introduction and Course Organization**
Introduction to Business and Globalization

**Reading:**

**Compulsory:** Introduction to Business and Globalization

**Chapter 1:** Overview of International Business and Globalization/Read pages 44-71

**Week 1, Session 2 (Friday, 26 January 2018)**

**Introduction and Course Organization**
Introduction to Business and Globalization

**Reading:**

**Compulsory:**
**Chapter 1:** Overview of International Business and Globalization/Read pages 44-71
Spulber: Global Competitive Strategy pages 4-10

In Class Exercise: The Globalized Business of Sports page 44-45. Complete the questions for class discussion

**Guiding Questions:**
1. What is globalization?
2. What do businesses need to do to survive internationally?
3. Why do firms go global?
Week 2, Session 3 (Wednesday, 31 January 2018)

Global Culture

Reading:

Compulsory:
Chapter 2: Culture/ Read pages 88-123


Guiding Questions:
1. Why is it important to have cultural awareness?
2. Do we have to be culturally sensitive to religion?
3. How can communication affect cultural sensitivity?

Week 2, Session 4 (Friday, 2 February 2018)

Global Culture

Reading:

Compulsory:
Chapter 2: Culture/Read pages 88-123

In Class Exercise: Tesco PLA/pages 120-124. Complete questions 23, 24, and 25 for class discussion.

Guiding Questions:
1. Why is it important to have cultural awareness?
2. Do we have to be culturally sensitive to religion?
3. How can communication affect cultural sensitivity?

Week 3, Session 5 (Wednesday, 7 February 2018)

Ethics and Social Responsibility

Reading:

Compulsory: Chapter 11-Ethics and Social Responsibility/Read pages 442-471

Guiding Questions:
1. Why do companies care about ethical behavior?
2. What are the legal issues of ethical behavior?
3. Describe ethics and the environment.
**Week 3, Session 6 (Friday, 9 February 2018)**

Ethics and Social Responsibility

*Reading:*

**Compulsory:**
- **Chapter 11:** Ethics and Social Responsibility/Read pages 442-471
- **Spulber:** The Global Mosaic pages 16-30

**Guiding Questions:**
1. Why do companies care about ethical behavior?
2. What are the legal issues of ethical behavior?
3. Describe ethics and the environment.

**Week 4, Session 7 (Wednesday, 14 February 2018)**

International Trade

*Reading:*

**Compulsory:**
- **Chapter 5:** Trade and Protectionism/Read Pages: 233-260

**Guiding Questions:**
1. Describe the free trade theory.
2. Describe the theory of comparative advantage.
3. What is the theory of specialization?
4. What is the infant industry argument?

**Week 4, Session 8 (Friday, 16 February 2018)**

International Trade

*Reading:*

**Compulsory:**
- **Chapter 6:** Trade and Protectionism/Read Pages: 275-293

**Recommended:**

The Economist. (2015). Why everyone is so keen to agree new trade deals

**Guiding Questions:**
5. Describe the free trade theory.
6. Describe the theory of comparative advantage.
7. What is the theory of specialization?
8. What is the infant industry argument?
**Week 5, Session 9 (Wednesday, 21 February 2018)**

Economic Systems and Market Methods

*Reading:*

**Compulsory:**

*Chapter 4: Economic Systems and Market Methods/Read pages 190-223*

*Guiding Questions:*

1. What is a new market?
2. What is economic freedom?
3. Are BRIC’s countries an economic threat?

**Week 5, Session 10 (Friday, 23 February 2018)**

Economic Integration and Cooperation

*Reading:*

**Compulsory:**

*Chapter 7: Economic Integration and Cooperation/Read pages 304-337*

*In-Class Exercise: Unilever Goes East pages 332-336. /Complete the questions for class discussion.*


*Guiding Questions:*

1. What is a bilateral agreement?
2. How does the EU play into economic oversight?
3. Is NAFTA a good agreement?

**Week 6, Session 11 (Wednesday, 28 February 2018)**

Government and Legal Systems

*Reading:*

**Compulsory:**

*Chapter 3: Government and Legal Systems/Read pages 129-175*

*Guiding Questions:*

1. Define a political environment.
2. Analysis the spectrum analysis.
3. What is totalitarianism?
4. What is meant by engines of democracy?
Week 6, Session 12 (Friday, 2 March 2018)

Global Monetary Environments

Reading:

Compulsory:
Chapter 8-10: Global Monetary Environments/Read pages 340-342/372-374/434-437

Guiding Questions:
1. Is trading currency a vital form of earnings?
2. Why do countries peg their currency on other forms of currency?
3. What is the value of hedge funds?

Week 7, Session 13 (Wednesday, 7 March 2018)

Midterm Exams Chapters 1, 2, 11
The exam begins at 08:30-10:00 (1.5 hours)

Week 7, (Friday, 9 March 2018)

No Class Midterm Week

Week 8, Session 15 (Wednesday, 14 March 2018)

Strategies for International Business

Reading:

Compulsory:
Chapter 12: Strategies for International Business/Read pages 476-519

Guiding Questions:
1. Why do managers devise strategies?
2. What is the purpose of multi-domestic strategy?
3. What is the purpose of trans-national strategy?

Week 8, Session 16 (Friday, 16 March 2018)

Strategies for International Business

Reading:

Compulsory:
Chapter 12: Strategies for International Business/Read pages 476-519
Guiding Questions:
1. Why do managers devise strategies?
2. What is the purpose of multi-domestic strategy?
3. What is the purpose of trans-national strategy?

Week 9, Session 17 (Wednesday, 21 March 2018)

Strategies for International Business
Review questions regarding journal article critique.

Reading:

Compulsory:
Spulber/ Read pages 49-66 and 91-119

Guiding Questions:
1. How do you build an international supply chain?
2. Why is a global competitive strategy needed?
3. What is the purpose of international team building?

Week 9, Session 18 (Friday, 23 March 2018)

First Article Critique Due
Post to the Forum in Blackbaud about Danone
-What was the company’s strategic process that led to the international dominance?
-Post a 250-word discussion and respond to two other post
Spulber: Pages 241-252

Week 10, Session 19 (Wednesday 28 March 2018)

Evaluation of Countries Operations

Reading:

Compulsory:
Chapter 13: Evaluation of Countries Operations/ Read pages 526-557

Guiding Questions:
1. What are the four brand categories of risk?
2. Why is production location important?
3. Why are cultural similarities important for international expansion?
Week 10, Session 20 (Friday, 30 March 2018)

Evaluation of Countries Operations

Reading:

Compulsory:
Chapter 13: Evaluation of Countries Operations/ Read pages 526-557

Guiding Questions:
1. What are the four brand categories of risk?
2. Why is production location important?
3. Why are cultural similarities important for international expansion?

Week 11, Session 21 (Wednesday, 18 April 2018)

Reading:

Compulsory:
Chapter 15: Forms of Owernships of Foriegn Products/ Read pages 612-648

Guiding Questions:
1. What is a collaboration arrangement?
2. What is a joint venture?
3. What is the added value of selling abroad?

Week 11, Session 22 (Friday, 20 April 2018)

The Organization and Governance

Reading:

Compulsory:
Chapter 16: The Organization and Governance/ Read pages 654-692

Guiding Questions:
1. What is a classic structure?
2. What is a neoclassic structure?
3. How is culture regulated by the organization?

Week 12, Session 23 (Wednesday, 25 April 2018)

Global Marketing

Reading:

Compulsory:
Chapter 17: Global Marketing/ Read pages 698-733

**Guiding Questions:**
1. How can the local environment effect production?
2. Is global branding the same as local branding?
3. How is culture related to marketing?

**Week 12, Session 24 (Friday, 27 April 2018)**

First Article Critique Due
Post to the Forum in Blackbaud about Tommy Hilfiger
-What was the company’s strategic process that led to the international dominance?
-Post a 250-word discussion and respond to two other post
Textbook pages 698-700.

**Week 13, Session 25 (Wednesday, 2 May 2018)**

Global Production and Supply Chain

**Reading:**

**Compulsory:**
**Chapter 18: Global Production and Supply Chain/ Read pages 738-768**

**Guiding Questions:**
1. What is TQM?
2. Why are quality standards different internationally?
3. What is offshore manufacturing?

**Week 13, Session 26 (Friday, 4 May 2018)**

Global Financial Management

**Reading:**

**Compulsory:**
**Chapter 19: Global Financial Management/ Read pages 772-805**

**Guiding Questions:**
1. What is the risk factors for international finances?
2. How can language cause issues?
3. Why is reconciliation important?
Week 14, Session 27 (Wednesday, 9 May 2018)

Global Management and Human Resources
Guest Lecture: Mihaela Ionasc

Reading:

Compulsory:
**Chapter 20:** Global Management and Human Resources/ Read pages 808-846

Guiding Questions:
1. What is hardship allowance?
2. What is an expat assignment?
3. How does local policies effect finances?

Week 14, Session 28 (Friday, 11 May 2018)

Final Exam Review

Week 15, December 11-15

Final Exam Week (final exam schedule to be posted)