

Course Information

Number:	MG250
Name:	Principles of International Business
Description:	This course exposes students to the economic, political, cultural, social, and legal context of international business management. Students will also be introduced to major theory and theorists, the relationship between international trade and economic growth, and the strategic objectives of multinational corporations.
Credit(s):	3
Offered (DAY schedule):	
Instructor Permission Required:	N
Pre-Requisite(s):	

Course Objectives

Following completion of this course, students will be able to: 1. Examine international business strategy using theoretical and resource-based approaches 2. Explain how economic growth and comparative advantage play a role in the development of trade opportunities 3. Assess international business issues using a cultural frame of reference 4. Analyze bi-lateral and multilateral trade agreements and proposals 5. Explain the role of national and international regulatory institutions 6. Assess trade and investment risk at an introductory level across financial, economic, and geo-political spectrums



Course:

MG 250 International Business

Fall, 2018

Instructor:

Dr. James D. Libby, Full Professor.

Office Hours: M-F: Online, in-person, or via Skype as requested.

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Course Description and Objectives:

MG 234 International Business

3 Credits

This course exposes students to the economic, political, cultural, social, and legal context of international business management. Students will also be introduced to major theory and theorists, the relationship between international trade and economic growth, and the strategic objectives of multinational corporations.

Prerequisites: None

Course Objectives:

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- Examine international business strategy using theoretical and resource-based approaches
- Explain how economic growth and comparative advantage play a role in the development of trade opportunities
- Assess international business issues using a cultural frame of reference
- Analyze bilateral and multilateral trade agreements and proposals
- Explain the role of national and international regulatory institutions
- Assess trade and investment risk at an introductory level across financial, economic, and geopolitical spectrums
- Recommend appropriate capital investment strategies, supply relationships, and organizational structures for transnational corporations



- Critically assess multinational mergers, acquisitions, and functional relationships between international entities

Achievement of Objectives:

Students will demonstrate an understanding of the basic terms and concepts in international business. This course component is measured via objective testing and assignments. Students receive feedback on their performance via a performance assessment, and each student is offered advice on how to improve their standing.

Students will research principles of international business in light of current law, potential legislation, fiscal, monetary and social policy in the United States and will construct and present a term project comprised of both a term presentation and related research paper examining an element of trade policy. Students are offered guidance in choice of topics and in the construction of a high-quality project, and they receive written feedback via a grading rubric describing the relative strength of their work.

Students will follow contemporary issues in the following areas:

- A. International business and economic growth theories
- B. Trade relationships and pacts
- C. Regulatory processes
- D. Country risk assessment considerations, including cultural, legal, economic, financial, political, demographic, resource-based and other corporate trans-national risk factors
- E. Resource and capital mobility
- F. Global management best practices in international management and related fields

Students will display an understanding of contemporary issues through a series of exercises, including case studies, current event reporting, and reflections. A homework and involvement grade is scored via feedback where the primary grading parameter is the linkage of course concepts to the contemporary exercise. Grades will also be dependent on upon completion deadlines and the grammatical quality of the work. **IMPORTANT: Due to the online nature of this course, late submissions are not accepted.**

Role of the Thomas College Core Competencies:

There are four “competencies” that students at Thomas College will excel in by the time they graduate: *Communication, Leadership and Service, Analytical Reasoning, and Community & Interpersonal Relations*. International Business contains elements of each of these competencies, with particular emphasis on both interpersonal relations and analytical reasoning. These core competencies are also aligned with program and course level objectives.

Textbook:

Wild, J. & Wild, K. (2016), *International Business*, 8th edition, Pearson/Prentice Hall
ISBN-13: 9780133973020

Web Readings:

Via Moodle/Assignments

Periodical Readings:

The Economist; Bloomberg Business Week; Investor's Business Daily; Financial Times; Wall Street Journal

Classroom reports from these sources are required. Thomas College subscribes to these resources on-line. Please familiarize yourself with library resources. Students are free to purchase/share access to hard-copy resources as they see fit.

Video:

<http://www.bloomberg.com/live>

Audio/web and radio resources:

Bloomberg Radio, Bloomberg.com; see Faculty Recommended Web Resources (TC Homepage)

Prerequisites:

None

Course Grade:

Daily readings, class participation, homework, examinations, a paper and a final exam serve as the skeletal structure. The percentage value for each component is as follows:

Exam 1: 10%

Culture Project: 10%

Final Exam: 20%

Research Paper: 20%

PowerPoint Voice-Over Project: 20%

Homework/ Involvement: 20%

Involvement:

Students must purchase the textbook, either hardcopy or online. You are expected to hand in all assignments on time, due especially to the nature of online classes.

Plagiarism and Cheating:

The following policy mirrors the student and faculty handbooks:

Any form of cheating will not be tolerated. If a student is caught cheating or plagiarizing, an appropriate punishment will be administered. An appropriate punishment, as suggested by the Faculty Affairs Committee at Thomas College, ranges

from a failing grade on the specific project to failure of the course. The student will be informed by the faculty member, both orally and in writing, within two weeks after the faculty member has made the decision.

A student who wishes to appeal the faculty member's decision may do so by giving written notification to the chairperson of the Academic Affairs Committee within 72 hours of written notice by the faculty member.

See the Thomas College Student Handbook for helpful guidelines to avoid plagiarism. *For this class, plagiarizing or cheating will lead to an automatic failing grade on assignment, with the potential for a failing course grade if the violation is determined by the instructor to be intentional. Remember, nothing in this class should be cut/pasted from another source, with the only exception being a direct quotation with a proper citation and reference.*

Course Outline and Topic Schedule (MG 250):

Part One: Introduction and Overview/Global Business Environment

Chapter 1 – Globalization, Week One

Part Two: National Business Environments

Chapter 2 – Cross-Cultural Business, Week One

Chapter 3 – Politics, Law and Business Ethics, Week Two

Chapter 4 – Emerging Markets, Week Two

Part Three: International Trade and Investment

Chapter 5 – International Trade Theory, Week Three

Chapter 6 – Political Economy of Trade, Week Four

Chapter 7 - Foreign Direct Investment, Week Five

Chapter 8 - Regional Economic Integration Week six

Examination # 1, Chapters 1 and 5 – 8. End of 6th week. See Moodle for details. Examination does not cover Chapters 2 – 4. Chapter 2 – 4 mastery is evaluated via your performance on the culture project and the term paper.

Part Four: The International Financial System

Chapter 9 – International Financial Markets, Week Seven

Chapter 10 – The International Monetary System, Week Seven

Part Five: International Business Management

Chapter 11 – International Strategy, Week Eight

Chapter 12 – Analyzing Opportunities, Week Nine

Chapter 13 – Selecting and Managing Entry, Week Ten

Chapter 14 – Product Development and Marketing, Week Eleven

Chapter 15 – Managing International Operations, Week Twelve
Chapter 16 – Hiring and Managing Employees, Thirteen

Final Examination, Chapters 9 – 10 and 14-16, week 15; see Moodle for details. Your mastery of Chapters 11 – 13 is evaluated via your performance on the PowerPoint project.

Additional Course Information:

Examinations:

There are two open-note/open book examinations in this course. Complete the examinations posted on Moodle by the due date. No late submissions of an examination are accepted due to the online nature of this course. Responses must be original work, completed by the student. Tests with identical responses from more than one student constitute plagiarism and will not be graded.

Term Paper and Term Project:

The term paper is due in week eight (see Moodle) and accompanying PowerPoint project is due one week before your final examination. These works must also be original content completed by you. Late work is not accepted. The paper (20% of your grade) and a multimedia PowerPoint Voice-Over (20% of your grade) is to be submitted electronically. The specific posting location can be found on Moodle. This term, your research paper and project topic will follow a general course theme of whether to invest in Cuba.

Process:

The assignment is for students to complete the research paper first, then prepare an accompanying video/voice-over PowerPoint presentation that builds on the work that you did in preparing the paper.

I. Paper Information:

Your task is to explore a company that would *consider* investing in an operation inside Cuba. Start with Chapter 4 information to develop a **Political and Financial Risk Analysis** for the firm (in a particular industry) that you have chosen. Keep in mind that your political/financial country risk analysis will be associated with your recommendation for investment in Cuba, along with the development of an entry strategy. You may choose to recommend either to invest in Cuba, or not to invest in Cuba. Do not consider simple export of products into Cuba.

For example, Marriott is considering opening hotels in Cuba. Your political/financial risk analysis in this case should be written as a “handout” presentation to the Marriott Board of Directors by you, a top manager with the firm. It should cover information that you have learned in this course and in your textbook.

Write your paper in the form of a recommendation to the Board of Directors for the company that you have chosen. Although you will generally follow APA standards, one change to these standards is the inclusion of the *Executive Summary* in place of an abstract. Sometimes, that is all a board of directors will read. Sometimes, they read every element

of your political risk analysis. Therefore, it is important that your *Executive Summary* be persuasive.

Include the following elements in your paper/political risk analysis – Executive Summary, (followed by a) Cover Page, Table of Contents, Introduction, History, Analysis, Theory Application, Conclusion/Implications, References (Strict APA Style!). There is a minimum of 8 pages for the body of your paper (not including cover page, table of contents and references, all of which must be included).

Paper Rubric:

Content, Analysis & Conclusion (covers items above, 50 points) – Quality of research, factors considered, text and other course concepts applied, depth of examination of political risk, rationale for entry recommendation, degree to which concepts and philosophies from the course are applied in the recommendation, quality of the conclusions, amount of support for the recommendations

Mechanics (50 points) - Grammar, punctuation, spelling, strict APA standards met, quality of references and their relationship to the research, embedded links to research in citations and the references page.

A Note about Triangulation:

You should triangulate all conclusions that you make regarding the paper and all other research-based assignments. This simply means that three sources from at least three different points of view should be considered before you draw a conclusion. Remember, good research attempts discovery from a “clash” of variables, and the sides involved will disagree on content. Your ability to identify the elements involved in your research says a lot about your understanding of the problem. *The best way to view your research problem is to think of a cake recipe...too much or too little of any ingredient can significantly spoil the final product.*

II. PowerPoint Project Information:

Following completion of your paper (the political and financial risk analysis for the company that you have chosen to analyze whether to begin operations in Cuba), you will want to incorporate information from Chapters 11, 12, and 13 in development of a Plan of Entry into Cuba. Your plan of entry must involve host-country investment in Cuba itself, and not simple sale of products through exportation.

Keep in mind that you may have recommended against entry into Cuba for the firm and product that you are examining in your political and financial risk analysis. *This is irrelevant, as the Board of Directors have chosen to enter the Cuban market.*

Many details will go into your entry plan. For example, on p. 280 in Chapter 11, your author offers two international strategies – multi-domestic or global. The type of firm that you are considering and the product or service that they market will help you decide which strategy to choose. As you develop your PowerPoint outline, you should continue to follow the

general outline of the three core chapters (11-13) to hone your plan of entry. Use all resources necessary to convince the viewer of your PowerPoint that you have completed primary and secondary research (Chapter 12) necessary to enter the Cuban market.

PowerPoint Format:

1. There is a minimum of ten and maximum of 20 slides (include tables, charts, and graphs from key websites) for your PPT presentation.
2. At least eight sources (min.) must appear in the PPT presentation (all sources cited – APA standards applied on the references page). Be sure to give credit for figures, pictures, logos, video vignettes, etc., beneath each representation for both the paper and PowerPoint. Provide links whenever possible, but use the “insert hyperlink” feature to show the name of the source, but not the full address. Be sure to conclude with a slide for references, in APA format. Do not simply provide a list of long link addresses.
3. A copy of the PowerPoint slides must be uploaded to Moodle by the due date (This is necessary for grading purposes).
4. Mandatory video narrations. The oral PPT presentation is to be not less than ten minutes in duration, with a 15-minute maximum, and must include video voice over oral work that includes recorded video by you. You will need PPT 2016 with the PowerPoint Mix function (other similar software acceptable) in order to provide oral and video narration of each slide. In some cases, where students do not have PPT 2016, an older version can be adapted using cellphone video capture posted to YouTube, with links provided back to the PowerPoint.

Include the following sections for your PowerPoint (some helpful hints included next to each section title):

- Introduction: The following are typical: name(s) of business or industry; physical location of headquarters; trade sites; sector(s) of operation; explanation as to why it was selected; size/scope; number of employees; products/services provided; statement of intent to enter the new Cuban market
- History: Length of time in operation; annual growth rates; diversifications in products/services and in previous international entry; legal structure and changes in structure; ownership and changes in ownership; changes in trade or finance patterns
- Analysis: To include, but not limited to: strengths, weaknesses, opportunities and threats to the company due to market entry (SWOT analysis); Cuban norms/regulation faced; market trends; related stock prices over the past several years (if appropriate); types of competition and identified competitors; supply and demand functions; spillovers; tariff and trade issues or capital investment/financing/monetary exchange issues, labor issues; environmental impacts. Be sure to incorporate theory from your textbook, and provide the page number where you borrowed the material in all cases.
- Conclusion: To include, but not limited to: your vision for the future of the company in Cuba: international business concepts supporting entry; forecasts with rationale; your argument to support this vision – using criteria taken from

your studies in this course. This is also the section to record in a video summation. Again, be sure to include theory from the textbook in your rationale

- **References:** Must be included in a final a PPT slide – please include citations for all research sources and materials taken from the work of others (one or more slides). Note: In-text citations must be placed at the end of each SENTENCE where borrowing has occurred, and must also appear below any figure that has been borrowed or constructed on a PowerPoint slide

Project Rubric:

Oral Presentation (25 points) – Length of PPT speech (15 minutes, maximum), use of video, eye contact, use of visual aids, quality of delivery, voice inflection and volume for emphasis. Helpful hint: always show enthusiasm for what you are doing.

Mechanics (25 points) - Grammar, punctuation, spelling, strict APA standards met, visual quality of slides (correct use of color and contrast, key tables, charts and graphs), and completeness of references, quality of references and their relationship to the research.

Theory (25 points) – Degree to which textbook concepts and theory are used to describe the problem and draw conclusions. Use specific concepts and locate their page # in the text.

Completeness (25 points) – Degree to which the student has broadly examined the market entry opportunity using information from the course.

Culture Project:

A project regarding the proper understanding and use of cultures in managerial decision-making is described on Moodle. This project is worth 10% of your final grade. Your assignment is to find and present a subcultural legacy using PowerPoint Mix or Sway to make your presentation. In order to complete the assignment, the following minimum standards must be met (rubric elements):

1. Discover an appropriate international story that has morphed into subculture status. Is there a person or cultural icon involved? Example - Carlos Gardel. When you mention this man's name in Argentina, you are really talking about the Argentine Tango. Note: Do not pick the United States or US holdings for this homework assignment.
2. Explain the background and related stories of the individual or event. Why has this story risen to the level of folklore? Example: Gardel died very young and was anointed by Argentines as the king of the tango.
3. Chronicle events related to your story for the viewer of your presentation.
4. Include your own narration via PowerPoint audio and video in at least two slides, with a minimum of 10 slides utilized (if Sway, a similar amount of tiles).
5. Include links to new stories or clips that clarify your topic.
6. Discuss how the knowledge of this subculture has been targeted by a company to lend advantages to the sale of its products. Good reading: Heroes in sport: assessing celebrity endorser effectiveness, by Stuart (2007). Examples - Pele's MasterCard endorsement deal of

2002 was inked 25 years after his soccer playing days were over, proving that his value went far beyond the country of Brazil.

7. Integrate definitions from Chapter 2-4 into your story as appropriate. For example, Samantha Smith's role as a child peace activist is an important part of Maine's subculture. Subculture is defined as a group of people who share a unique way of life within a larger, dominant culture (Wild, p. 44). Key components of Chapter 2, 3 or 4 must be integrated into your work. Please identify the page numbers of the information that you are using from the textbook. Examples of terms from the chapter include values, attitudes, aesthetics, manners, customs, social structure, etc. Important theories to incorporate include the Hofstede and Kluckhohn-Strodbeck frameworks. Be sure to read "Bottom line for Business" on p. 67 before starting this project. See Moodle for additional details.

Other Homework:

Chapter questions, cases and projects are assigned on Moodle. Homework content will include internet and classroom exercises, case studies, current event reporting, and reflections. Some assignments require you to provide video content. The primary grading parameter is the linkage of course concepts to the contemporary exercise. Grades will also be dependent on upon completion deadlines and the grammatical quality of the work. Late submissions are not accepted, and late/no submissions receive a zero grade.

Scale and Gradation for Course:

(A to F and zero gradations, aligned with 100-point scale for specificity)

- A+ (100-98) Exceeds standards and objectives, and includes exceptional insights and theoretical and practical concept integrations;
- A to A – (97-93 = A; 92-90 = A -) Meets standards and objectives, and employs critical thinking and theoretical synthesis;
- B+ to B - (replicating number scale above) Meets standards and objectives with theoretical and practical integration;
- C+ to C - Meets standards and objectives with minor levels of theoretical and practical constructs
- D+ to D – Attempts, but does not meet standards and objectives
- F Inappropriate attempt to complete the standards and objectives
- 0 Did not attempt to satisfy standards and objectives