

International Business C International Business

Section 1

Instructor/Title	Linda A. Bohaker, Professor
Office/Building	Main Administration Building #912

【Course Outline / Description】

This course will explore the basic elements of International Business. Specifically, we will explore why companies engage in international business, the different ways of “going global” and how they connect to a company’s strategy/structure, how companies select international locations and assess the benefits and risks of international business. The class will be set up as an international business consulting firm. Students will be assigned to assess a specific country (in Southeast Asia) and will present (in a team presentation) the cultural, political/legal, and economic factors that a company must consider in doing business in that country. Team presentations will also include the international and/or regional trade and monetary frameworks that apply to their assigned country. Case studies will be used to illustrate key concepts from the textbook chapters.

Section 2

【Course Objectives/Goals/Learning Outcomes】

By the end of this course students will

- 1) Understand the various factors that influence a company’s decision to engage in international business, including country specific factors such as culture/politics/economics, international/regional trade and monetary factors, and the company’s own strategy, organizational structure and philosophy
- 2) Be able to apply these factors to specific countries in Asia and to foreign companies conducting business in Asia.

Section 3

【Class Schedule/Class Environment, Literature and Materials】

Class Date	Topics	Readings for Class	Assignments Due

Class 1	Review Syllabus Overview of International Business	Review syllabus	
Class 2	International Business/Globalization	Read Chapter 1 (pp. 48-56, 58-63)	
Class 3	Value Creation and International Strategies	Read Chapter 12 (pp. 354-356, 358-360, 365-375)	
Class 4	Value Creation and International Strategies	Case Study: Zara (pp. 346-348)	One-Page Assignment #1
Class 5	Organizational Structure/ Systems/Culture in International Business	Read Chapter 16 (pp. 479-489, 491-499)	
Class 6	Organizational Structure/ Systems/Culture/Staffing in International Business	Case Study: Hyundai (pp. 502-504) Read Chapter 20 (pp. 599-603)	One-Page Assignment #2
Class 7	Strategy, Structure and Culture in International Business	Case Study: Yushan Bicycles	One-Page Assignment #3
Class 8	Exam #1 on Chapters 1, 12, 16, 20 and Yushan Bicycles Case Study	Review for Exam #1	
Class 9	Cultural Environment Factors	Read Chapter 2 (pp. 73-86) Complete cultural continuum	
Class 10	Cultural Environment Factors	Case Study: Tesco (pp. 96-99) Articles on Tesco in Japan	One-Page Assignment #4
Class 11	Political Environment Factors	Read Chapter 3 (pp. 104-116, 118-120)	
Class 12	Legal Environment Factors	Read Chapter 3 (pp. 122-132)	

Class 13	Political/Legal Environment Factors	Case Study: to be determined	One-Page Assignment #5
Class 14	Economic Environment Factors	Read assigned section in Chapter 4 (pp. 141-153, 155-165)	
Class 15	Economic Environment Factors	Read assigned section in Chapter 4 (pp. 141-153, 155-165)	
Class 16	Economic Environment Factors	Case Study: BRICs (pp. 138-139, 170-172)	One-Page Assignment #6
Class 17	Economic Integration and Cooperation	Read Chapter 7 (pp. 229-233, 243-244) Read articles on TPP	
Class 18	Economic Integration and Cooperation	Case Study: Unilever (pp. 252-254)	One-Page Assignment #7
Class 19	Global Monetary Environment	Read Chapter 9 (pp. 282-283, 290, 293-294) Case: Sony (pp. 295-298)	
Class 20	Exam #2 on Chapters 2, 3, 4, 7, 9	Review for Exam #2	
Class 21	Evaluation of Countries for Foreign Operations	Read Chapter 13 (pp. 382-392) Case Study: Burger King (pp. 380-381)	One-Page Assignment #8
Class 22	Forms and Ownership of Foreign Production	Read Chapter 15 (pp. 446-459, Figure 15.5 on p. 463)	
Class 23	Work on group presentation in class	Research for group presentation	
Class 24	Work on group presentation in class	Research for group presentation	

Class 25	Work on group presentation in class	Research for group presentation	
Class 26	Work on group presentation in class	Research for group presentation	
Class 27	Work on group presentation in class	Research for group presentation	
Class 28	Group presentations (3)	Prepare for group presentation	
Class 29	Group presentations (3)	Prepare for group presentation	
Class 30	Group presentations (3)	Prepare for group presentation	

【Textbooks/Reading Materials】

Daniels, John D., Lee H. Radebaugh and Daniel P. Sullivan. *International Business, Environments and Operations*, 16th edition (global edition). Pearson Education Limited 2019

The professor may arrange to have a guest speaker to talk about their experience in international business.

Section 4

【Learning Assessments/Grading Rubric】

Your evaluation will be based on the following:

- 25% = class participation
- 20% = One-Page Assignments
- 20% = group presentation
- 15% = Exam #1
- 15% = Exam #2
- 5% = Final Essay

Since class participation is a significant part of the student's contribution to the course and to his/her grade, regular attendance is expected. Being absent from class will lower your class participation grade. Students may discuss their class participation grade with the professor at any time throughout the term.

Exams and writing assignments will be graded and returned to students in a timely manner.