

ELIZABETHTOWN COLLEGE

BA 197

Introduction to International Business Spring 2013

FACULTY INSTRUCTOR: Dr. Hossein Varamini
CLASS TIME: T, Th: 11:00 - 12:40 p.m.
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OFFICE HOURS: Tuesday, Thursday 9:30 – 11:00
Thursday 4:00 – 5:00
Friday 2:00 – 3:30 and by appointment

DESCRIPTION OF THE COURSE:

The primary purpose of the course is for the students to gain knowledge about the institutions, forces, opportunities and problems that are involved when business managers try to operate in many economies at once. The course introduces the theories and practical aspects of international business and trade from both a cultural and functional perspective. The course will also help the students develop a better understanding of the differences between foreign cultures and their own culture and improve the interaction skills necessary to function effectively in the global community. Such cultural awareness is imperative for business people when they manage, communicate, travel or negotiate with people from other cultures.

Furthermore, given that culture, cross-national ethics and social responsibility are recurring themes in international business and management, they are *embedded in* everything discussed throughout the course. Therefore, students are encouraged to consider how culture and ethics impact international business and managerial decisions with respect to every topic included in this course.

LEARNING OUTCOMES:

After successful completion of this course, students will be able to

1. Define the vocabulary of international business.
2. Identify the risk and rewards for companies to engage in international business.
3. Explain the role the global environment plays in the overall performance of business organizations.
4. Explain the influence of culture on international business.
5. Recognize the major differences between foreign cultures and their own culture.
6. Demonstrate intercultural communication skills.
7. Explain and evaluate the social, political, economic and cultural forces which affect the operations of international business.
8. Apply the basic knowledge, concepts and tools to issues facing firms as they engage in international business.
9. Recognize some of the ethical issues in international business and to analyze the consequences of unethical business decisions.

REQUIRED MATERIALS:

1. Global Business Today, Charles W. Hill, 7th Edition, McGraw Hill Irwin, 2011.
2. Readings on Reserve in the High Library, under the course name/number and my name.
3. Additional readings will be assigned in class.

RECOMMENDED COURSE MATERIALS:

1. Vern Terpstra and Kenneth Davis, The Cultural Environment of International Business, Third Edition, South Western Publishing.
2. Lillian Chaney and Jeanette Martin, Intercultural Business Communication, Second Edition, Prentice Hall.
3. Micheline Maynard, The Selling of the American Economy, Broadway Books, 2009.
4. Thomas Friedman, The World Is Flat, 2007.
5. Joseph Stiglitz, Globalization and its Discontents.
6. David Ricks, Blunders in International Business, Third Edition, Blackwell publishing.
7. Morrison, Conaway, and Borden, Kiss, Bow or Shake Hands.
8. Roger Axtell, Do's and Taboos Around the World, Third Edition.
9. The Economist.
10. Financial Times.
11. Business Week, Financial Times and/or international business sections of other periodicals .
12. Reliable Internet sources.

PEDAGOGICAL TOOLS:

A mix of lectures, discussions, exercises, problem assignments, group projects, short presentations by students and case analyses will be used as pedagogical tools. There is a reasonably demanding workload in this course, consistent with the campus standards. In addition to the class hours, you should expect to put in at least 8-12 hours per week of work for this course outside the classroom. The core of this course is the required readings. In addition, students should regularly read the major national daily or weekly publications covering international business topics (such as the *Financial Times*, *Business Week*, the *Wall Street Journal*, *U.S. News and World Report*, *The Economist*, etc.). You may also follow global business and financial news on PBS, CNN, NPR or other similar television channels and radio stations. As an added bonus, all of such publications have information about jobs in international business, which will help you to become acquainted with the educational and professional profile of international business executives. You are expected to have read the assigned chapters and additional assigned material ***prior*** to the class meeting.

According to a recent survey conducted by the National Association of Colleges and Employers, the top skills/characteristics employers are seeking among college graduates are communication skills, integrity, teamwork skills and interpersonal skills. This course is, therefore, designed to enhance such skills in our students.

COURSE REQUIREMENTS:

1. **EXAMS:** Three examinations will cover the understanding and application of material included in the textbooks, readings and/or in class discussions. The following is the schedule for the exams:

Exam 1	Thursday, Feb. 21, 2013	100 points
Exam 2	Thursday, April 4, 2013	100 points
Final Comprehensive Exam	Friday, May10, 2013 (11:00 a.m. - 2:00 p.m.)	100 points

Exams could be any mixture of multiple choices, short answers or essay questions. Students are encouraged to study the assigned readings before the topics are discussed in class. Lectures will emphasize more difficult parts of the assigned chapters and will bypass less difficult, but equally important, parts.

As a rule, make-up examinations and incompletes will not be given. Students missing any one of the examinations will not be permitted to make it up unless:

- a. notification was given **PRIOR** to exam, and
 - b. only if the student can produce evidence of extraordinary circumstances verified by a College official.
2. **ARTICLE REPORTS:** In addition to the assigned readings, I expect you to *identify* and read various articles dealing with different topics in the course. You should select **five different articles** from relevant sources, and submit your analysis to the instructor on due dates. You are expected to follow the instructions on a handout which will be distributed in class to submit your article reports. Each report should include a summary of the relevant article, your evaluation of the article, and its significance to the course. Make sure to attach a copy of the original article to your report. You should also be prepared to briefly speak about some of your selected articles in class. The due date for each article report will be announced in class. The article reports will count for 50 points.

Please do not use plastic holders when you turn in your article reports. A simple staple in the upper left hand corner is all that is necessary.

3. **COMPREHENSIVE RESEARCH PROJECT:** Students, in groups of two, are required to complete an independent research paper, *examining the physical, political, economic and cultural environments of a foreign country, and analyzing the opportunities and challenges for a Foreign Direct Investment for an American company in that nation.* The name of the group members and the selected countries and industries will be required by **Thursday, Feb. 7, 2013.**

This requirement has two components:

A. The written paper: The double-spaced typewritten paper (between 10-12 pages with the font size of 12, in the main body of the paper with at least one original chart, table or graph) must be turned in to me at the beginning of the class period on **Thursday, April 11, 2013**.

Evaluations of the paper will be based on the following criteria:

- a. Appropriateness and depth of subject material
- b. Relevance to course materials
- c. Critical analysis of the issues
- d. Ability to summarize and compare opinions
- e. Evidence of originality of thought
- f. Organization of material and systematic presentation
- g. Proper documentation of source materials
- h. Clarity
- i. Proper use of the English language (Grammar, spelling, etc.)
- j. Neatness of the paper
- k. Consistent use of a proper (MLA or APA) citation style

I strongly suggest that you ask someone else to read and critique your completed paper before turning it to me. **The term paper MUST be submitted on the due date.** There is a 10- point penalty per day for papers submitted late.

B. The oral presentation: In addition to a written paper, each group is responsible for the oral presentation of the research paper to the class. The oral presentation will include a short summary of the findings and answers to questions posed by the professor and other students. Use of audio-visual aids and distribution of a summary of the presentation to the rest of the class is highly recommended.

Upon my approval of your project proposal, it is prudent to begin working on your research project as soon as possible. The project will be written outside of class and will be due at the *beginning* of session on the due date. I will be devoting some class meetings to discuss the progress your group makes toward the completion of the term project. In these sessions, you will brief us on the status of your project and we as a group might make helpful suggestions. These sessions are designed to improve your term project and, in effect, help you receive better grades on the term project. You are always welcome to talk with me about the term project (or anything else related to your academic endeavors) at any time during the semester. This group project has 100 points.

Please be very careful in following the Elizabethtown College Academic Integrity Code, with special attention on issues related to **plagiarism**.

4. **ACTIVE CLASS PARTICIPATION:** We will cover the materials in the course through lectures, debates, role plays, case studies, and other class exercises. Students are expected to attend all their class meetings, study the required readings and related articles before each class and contribute to a meaningful discussion in class. At various times throughout the course, students may be randomly asked to lead discussions of the assigned readings, and participate in the class discussions. A judgment of the quantity and quality of participation will be made by the professor throughout the semester. Remember, if you don't attend, you can't participate. And if you don't participate, you can't expect a passing grade for the class participation component.

You should come to class with a contribution. You are expected to have something to contribute from reading materials and other media apart from the class assignments. I will give "surprise invitations" (unannounced ahead of time) to different students from time to time to share what they have read, heard, or seen, and what they think about it relative to course materials.

Your class participation score is based on my judgment of **three P's: Preparation, Presence, and Participation**. I am less concerned with "right" or "wrong" answers than I am with thoughtful contributions which follow the discussion and either add to the debate or move it in a new direction. If you find it uncomfortable to speak up in class, I encourage you to visit me in office hours and we can together work on improving this skill. For students who find it difficult to speak out, I suggest **prepare something ahead of time**. This approach has many advantages:

- a. You know what you are going to say.
- b. It is likely to be well-thought-out.
- c. It can be a jumping-off point. Responses to your comment(s) "fill out" the discussion.
- d. You will gain confidence in speaking out. Everyone has something to contribute. How many times have you said to yourself, "I was thinking the same thing—I wish I had said something!" Now **you** can be the one who says something from which others benefit.

You must prepare, in advance, the chapter and/or cases, reading assignments, and questions which are due on that day. You should ensure that you are preparing the right assignment--especially if you are absent on a given day. In any case, the quality of your participation will be enhanced if you have prepared.

Discussing examples from current events are especially welcome and appreciated. You should listen to your fellow classmates, who may have something interesting to say which applies to our discussion. Students are expected to ask questions directed at presenters (i.e., fellow classmates), guest speakers, the instructor, or other students *and* to offer answers to questions raised by others.

This part has 50 points. Your grade on this part can be lowered by absences.

GRADING:

	<u>Points</u>
Exam 1	100
Exam 2	100
Article Reports (5 reports @ 10 points each)	50
Active Class Participation	50
Comprehensive Research Project	
a. Written Paper	75
b. Oral Presentation	25
Final Comprehensive Exam	100
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Total:	500

Grading will not be more stringent than the following: (total points and %)

500 - 465 (100 - 93) A	414 - 400 (82 - 80) B-	349 - 335 (69 - 67) D+
464 - 450 (92 - 90) A-	399 - 385 (79 - 77) C+	334 - 315 (66 - 63) D
449 - 435 (89 - 87) B+	384 - 365 (76 - 73) C	314 - 300 (62 - 60) D-
434 - 415 (86 - 83) B	364 - 350 (72 - 70) C-	299 - 0 (59 - 0) F

ACADEMIC INTEGRITY:

All students are expected to adhere to the Pledge of Integrity, as outlined in the College Catalog. Please also see Academic Integrity at Elizabethtown College.

- a. All exams are to be closed book and closed notes.
- b. The research paper must be the result of the work done by the members of the team.
- c. You may discuss the article reports and your research topic with others in this class, but your analysis should be your own.
- d. The use of any references (books, articles, web sites, etc.) in your written assignments must be correctly, clearly, and completely identified.

Any violation of the Pledge of Integrity will be dealt with in accordance with the procedure set forth in the College Catalog. Appropriate classroom decorum involves treating others with respect in the classroom, arriving on time, and not leaving early unless absolutely necessary. If you must leave early, please advise the instructor before the class session. If you know you will have to miss class, it is considerate to advise the instructor of your anticipated absence.

STATEMENT ON DISABILITY:

Elizabethtown College welcomes otherwise qualified students with disabilities to participate in all of its courses, programs, and activities. If you have a documented disability and require accommodations to access course material, activities, or requirements, you must:

- 1.) Contact the Director of Disability Services, Lynne Davies, in the Center for Student Success, BSC 228, by phone (361-1227) or email daviesl@etown.edu.
- 2.) Meet with me, the instructor, within two weeks of receiving a copy of the accommodation letter from Disability Services to discuss your accommodation needs and their implementation.

REMINDER: Students must bring to my attention accommodations they may use in order to complete this course. Students will be accommodated as law requires, but remember, by law, initiation must be made by the individual student, not the instructor.

POLICIES:

1. Be prepared to participate in all class discussions and activities. You are expected to read the assigned chapters or articles before coming to class.
2. Come to class on time. As a matter of courtesy, I ask you to be in your seats and ready to work at the beginning of class. If you must miss class, it is considerate to inform me ahead of time whenever possible. In the event of a missed class, you are responsible for obtaining the information you missed during your absence.

3. Please refrain from private conversations with other students during the class time. Not only is this rude, but distracting to the rest of your classmates. You should only leave the room in the middle of the class if it is an emergency.
4. Turn in all assignments on time. All assignments are due at the start of the class on the day that they are to be turned in to me. If you need your assignment to actively participate, bring a photocopy along to class.
5. No provision is made for earning extra credit in this course. You should treat each assignment as an opportunity to do your *best* work. Make-up assignments are not to be expected.
6. Please make sure to turn off your cell phones during the class meetings. **Uses of electronic communications through phones or text messaging (sending, receiving, or checking e-mails or text messages) during the class periods are strictly prohibited.**
7. All article reports and your research paper should be typed, double-spaced, and editorially correct (spelling, grammar, sentence structure, and so on). Please do not use plastic holders when you turn in your papers. A simple staple in the upper left hand corner is sufficient. A copy of each graded assignment, with the instructor's comments, may be kept on file.

Tentative Schedule

Chapter One	Globalization
Chapter Two	National Differences in Political Economy
Chapter Three	Differences in Culture
Chapter Four	Ethics in International business
Chapter Five	International Trade Theory
Chapter Six	The Political Economy of International Trade
Chapter Seven	Foreign Direct Investment
Chapter Eight	Regional Economic Integration
Chapter Nine	The Foreign Exchange Market
Chapter Ten	The International Monetary System
Chapter Eleven	The Strategy of International Business
Chapter Twelve	Entering Foreign Markets
Chapter Thirteen	Exporting, Importing and Countertrade (if time permits)