

Preliminary syllabus. Information included here may change. Updated 08.11.08

Fall 2008

<b>Course Title:</b>	International Business (BUS 362)
<b>Course Meets:</b>	1:15 – 4:45 p.m. every other Saturday afternoon beginning Sept. 6
<b>Classroom:</b>	Currently listed as Old Main Room 27...check AugNet for final location.
<b>Instructor:</b>	Steve Restad, MBA
<b>Contact:</b>	restad@augsburg.edu Home: 651.646.8867 (Emergencies only)
<b>Office Hours:</b>	4:45 – 5:45 p.m. Class Saturdays <b>Personal appointments arranged as needed.</b>

**Required Text(s):**

- **International Business: The Challenges of Globalization** 4th Ed. (Wild, Wild, Han; 2008). Prentice Hall. ISBN: 0-13-174743-6
- **The Lexus and the Olive Tree.** (Friedman, Thomas 2000). Anchor Books: New York. ISBN: 0-385-49934-5

**Course Description:**

Introduction to the essentials of international business and the environmental forces that have an impact on it. Topics include the economic, cultural, legal and political environments and the international management, marketing, finance, exporting and importing functions. An in-depth study of doing business in a specific country is required.

**Course Outcomes:** *At the conclusion of the course, you should be able to:*

- Define international business and explain the history and growth of international business.
- Explain the U.S. position in world trade and the impact international business has on the country.
- Explain why knowledge of international business is important even if the student is not planning an international career.
- Explain what is meant by a global economy.
- Explain the growth, size and direction of international trade and foreign investment. Discuss why firms engage in international business and how firms enter the international market.
- Understand and apply the various theories of international trade and economic development.
- Explain some causes of exchange rate fluctuations and currency exchange risks.
- Illustrate the importance of location, topography and climate and discuss reasons why an international manager must be concerned with natural resources.
- Explain how cultural differences exert an influence on all the functions of a firm.
- Explain how political, legal, and economic forces can affect a firm operating internationally.
- Discuss why foreign employees must consider host country attitudes toward social status, sex, race, traditional society and minorities.
- Demonstrate awareness of increasing world competition and identify from where it is coming.
- Differentiate between foreign direct investment and portfolio investment.
- Describe the various tariff and nontariff barriers and the arguments commonly given for imposing trade restrictions.
- Describe the four types of economic integration among nations emphasizing the European Union and NAFTA.
- Explain the vast opportunities for trade offered by emerging market economies.
- Understand how cultural knowledge can be acquired and individuals and organizations prepared for cross-cultural interaction.
- Understand the factors affecting decisions about the organizational structure of international

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- Understand the factors affecting decisions about the organizational structure of international organizations.
- Define the concept of a multinational corporation and assess its various dimensions.
- Explain the various ways of entering the international market and the problems and challenges of each.
- Discuss market-specific and global challenges within each of the marketing functions: product, price, promotion and place.
- Demonstrate an understanding of the Foreign Corrupt Practices Act and the ethical issues involved in international business.
- Understand the various methods used in the financing of international trade.
- Explain the types of countertrade options available to the firm.
- Understand the different career opportunities in international business.
- Explain the opportunities and risks of doing business in a particular country (group project).

**Major Assignments:** *See Course Calendar for assignment due date/points.*

- After each chapter in the text there is a section “Practicing International Management Case”. Students are required to complete and submit responses to selected cases. **Cases are due as listed on the Course Calendar.**
- Early in the semester, each student will select and write about a current **“business-related” article** that has an **international dimension** to it. Students may choose to use any business publication for this article. Good choices are The Wall Street Journal, any local newspaper (Star Tribune, etc.), the Economist, Forbes, Money, Newsweek, etc. This assignment also includes a presentation. More details included on a separate document for this assignment.
- Understanding different approaches to international business is important to competence in the global business arena. Students are required to read **The Lexus and the Olive Tree** by Thomas Friedman during the term. Students **will then write a reflection paper of no less than two single-spaced pages** on their reaction to the topics in **The Lexus and the Olive Tree** to be shared with other students in the course. This reflection paper will be used in a “Roundtable” discussion of this book during a class session later in the semester.
- In groups, students will focus on one country other than the United States and write a **Strategic International Market Entry (SIME)** proposal in two parts. More details included on a separate document for this assignment.

**Exams:**

*Specific testing dates are listed on the Course Calendar. Students are required to take the exams during the posted testing window, given on dates noted on the course calendar, **no exceptions.** If student misses an exam testing window, he/she forfeits the corresponding exam points.*

- There will be **two exams** during the term of this course (i.e. a mid-term and a final exam).
- Questions will consist mainly of true/false and multiple choice.

**Class Policies:**

- Class **attendance** and **participation** are major components of this course. Each class session is assigned a “participation” point value. Students who miss any class session(s) forfeit these points for whatever reason. **Students are encouraged to discuss any absences they foresee with the instructor in advance of the absence.** As this is a web-enhanced with a limited number of in-class sessions, **if a student misses more than three in-class sessions**, the student will receive an “F” for the course.
- Students who do not attend classes in which in-class activities are due or completed will receive **no points** for these activities. Due to their nature, in-class activity sessions **cannot** be rescheduled.
- **Cell phones** must be turned off or set to “silence” mode during all class periods. Text messaging during class is not allowed. Students whose cell phones ring during a class period, or who are

engaged in text messaging will forfeit their participation points for the day. More than one incidence of cell phone use (or abuse) in class will result in a further reduction of point values by the instructor.

- Students may take this course **Pass/Fail**. This must be arranged **within the first week of the course**. In extremely rare occasions (i.e. severe illness or disability, family tragedy), the instructor will discuss the option of arranging an “**Incomplete**” grade for the course. Students granted incompletes (extremely rare occasions) may complete work after the end of the semester at the discretion of the instructor.
- As this is a Web-enhanced course, **an active e-mail account is required**. Students must also have access to **up-to-date computer equipment including a reliable Internet connection**. This course can be completed through a dial-up connection, but students must plan on spending extra time if this is the type of connection they will be using.
- **Written assignments are due at the beginning of class as listed on the course calendar**. Late assignments (including textbook cases assignments) will not be accepted and will result in zero points. No exceptions.
- **Academic integrity** lays the foundation for this course. Any knowledge of collaboration or plagiarism will result in a zero points for the student(s) involved.
- Any student that needs accommodations or assistance with any type of disability should contact the **Augsburg College Access Center** at 612-330-1749.
- It is the responsibility of the student to **withdraw** from the course.
- **The instructor reserves the right to modify the syllabus as appropriate, including total point values for final grade, based on class achievement and specific interests.**

**Grading:** *Regular grades fall under the following categories*

- A = Excellence, outstanding achievement in all aspects of the course.
- B = Competence; shows above average commitment to class objectives.
- C = Minimally satisfactory; lacking in commitment to some or all of the course objectives.
- D = Does not meet minimum standards for this course.
- F = Failure; I-incomplete; W-withdrawal.

**Point Values**

In-Class Participation	<b>160</b>	(20 points each; 8 sessions)
News Article Assignment	<b>50</b>	
<i>Written</i>		(25 points paper)
<i>Presentation</i>		(25 points presentation)
Strategic International Market Entry	<b>100</b>	
<i>Written</i>		(50 points paper)
<i>Presentation</i>		(50 points presentation)
The Lexus and Olive Tree	<b>50</b>	
<i>Written</i>		(25 points paper)
<i>Roundtable</i>		(25 points discussion)
Exams	<b>200</b>	(100 points each, two exams)
End-of-Chapter Cases	<b>40</b>	(10 points each, 4 cases)
<b>Total Points</b>	<b>600</b>	

Letter Grade Distribution	Letter	Percent	Approx. Point Value Ranges
	A	= 100-92	600-552 points
	A-	= 91-90	551-534 points
	B+	= 89-87	535-522 points
	B	= 86-83	521-498 points
	B-	= 82-80	497-480 points
	C+	= 79-77	481-462 points
	C	= 76-73	461-438 points
	C-	= 72-70	437-420 points
	D+	= 69-67	419-402 points
	D	= 66-63	401-378 points
	D-	= 62-60	377-360 points
	F	= 60>	360> points

#### Approximate Weight of Course Elements

<u>Element</u>	<u>Pts</u>	<u>Approximate Percent</u>
Class Session Participation	160	26 %
News Article Assignment	50	10 %
Strategic International Market Entry Assignment	100	16 %
The Lexus and the Olive Tree Assignment	50	10 %
Exams	200	30 %
Objective Cases	40	8 %

#### Instructor's Biography:

Steven Restad teaches courses in management, business, international business, managerial communication, human relations and marketing at the undergraduate and graduate level. He has more than 15 years of corporate experience in management, marketing and marketing communication. He also works as a cross-cultural trainer to business and industry and has lived and worked in Japan on extended expatriate assignments. He is fluent in conversational Japanese. He holds a Master of Business Administration degree from the University of St. Thomas and is also an instructor and a frequent guest lecturer in the College of Business at St. Thomas and at various Minnesota State Colleges and Universities institutions.

<b>Course Calendar</b> (updated 08.11.08)		<b>BUS 362 Fall 08</b>
<ul style="list-style-type: none"> <li>Information on this document may change. Check with the instructor for updates.</li> <li>Unless noted otherwise, all assignments are due at the beginning of class on the dates listed below</li> </ul>		
<b>Date</b>	<b>Topics</b>	<b>Reading / Assignment Due Dates</b>
<b>Sept 6</b> <i>Session 1</i>	Introductions – Moodle Course Overview -- Syllabus and Assignments Chapter 1: Globalization Chapter 2: Cross-Cultural Business Chapter 3: Politics and Law in Business	<b>Reading:</b> Preface and Table of Contents Chapters 1, 2, 3
<b>Sept 20</b> <i>Session 2</i>	Chapter 4: Economic Systems and Development Chapter 5: International Trade Chapter 6: Business-Government Trade Relations	<b>Reading:</b> Chapters 4, 5, 6  <b>Due:</b> Case page 37
<b>Oct 4</b> <i>Session 3</i>	Chapter 7: Foreign Direct Investment Chapter 8: Regional Economic Integration <b>News Article Presentations</b>	<b>Reading:</b> Chapter 7, 8  <b>Due:</b> Case page 175 <b>News Article (Written)</b>
<b>Oct 11</b> <i>Session 4</i>	<b>Exam 1 (Mid-Term) covering Chapters 1 - 8</b> Chapter 9: International Financial Markets Chapter 10: International Monetary Systems Chapter 11: International Strategy and Organization	<b>Reading:</b> Chapter 9, 10, 11  <b>Due:</b> Case page 335
<b>Oct 25</b> <i>Session 5</i>	Chapter 12: Analyzing International Opportunities Chapter 13: Selecting and Managing Entry Modes Chapter 14: Developing and Marketing Products <b>The Lexus and the Olive Tree Roundtable</b>	<b>Reading:</b> Chapter 12, 13, 14  <b>Due:</b> Case page 437 <b>The Lexus and the Olive Tree (Written)</b>
<b>Nov 8</b> <i>Session 6</i>	Chapter 15: Managing International Operations Chapter 16: Hiring and Managing Employees	<b>Reading:</b> Chapter 15, 16  <b>Due:</b> SIME (Written)
<b>Nov 22</b> <i>Session 7</i>	<b>SIME Presentations</b> <b>Exam 2 (Final) covering chapters 9 - 16</b>	
<b>Dec 6</b> <i>Session 8</i>	Final comments Course and Group Evaluations	