

Business 362

International Business: Enterprise, Culture and Business in the World

Course Description

This is an introductory course in international business. The content includes an overview of the means of conducting international business, with an emphasis on what makes international business different from domestic business. You will also examine the effects of the social systems within countries on the conduct of international business, as well as the major theories explaining international business transactions and the institutions influencing those activities. In addition, you will learn about the financial exchange systems and institutions that measure and facilitate international transactions. You will also analyze the dynamic interface between countries and companies attempting to conduct foreign business activities and learn about corporate strategy alternatives for global operations.

Required Text

Hill, Charles W. *International Business*. McGraw-Hill. 8th Edition. 2010.

Objectives

Throughout this course we will try to:

- Understand the different challenges businesses face when they operate in an international environment;
- Examine the various cultural, political and legal issues that impact international business activity;
- Develop an holistic vision of business’;
- Explore the global economy and the ways in which globalization has influenced the way business is conducted internationally.
- Examine the international institutions and practices that impact international business;
- Understand trade and investment theory, foreign exchange and the determination of foreign exchange rates;
- Understand the interaction of business and government as they relate to international commerce;
- Develop insights and be able to apply them into the management implications of international business strategy and operations.

Key Learning Outcomes

You will be expected to:

1. Clearly communicate a strong understanding of Hofstede’s cultural dimensions theory;
2. Demonstrate the ability to manage effectively in different cultures and businesses;
3. Apply your in-depth understanding of international business to assess global market opportunities for your enterprises; and
4. Successfully develop and execute an international business plan.

Course Requirements

1. Active class participation (10 %)
2. 2 Cases (20 %, 10 % each)
3. Three Exams (30 %; 10% each)
4. Midterm Essay (10 %)
5. Final Group Project (10 %)
6. Final Paper (20%)

Additional Comments

Explanation of Grades

Augsburg College uses a numerical grading system using the following definitions:

Number	Letter Equivalent	Percentage	Augsburg Definition
4.0	A	93-100%	Achieves highest standards of excellence
3.5	A-/B+	88-92%	
3.0	B	83-87%	Achieves above basic course standards
2.5	B-/C+	78-82%	
2.0	C	73-77%	Meets basic standards for the course
1.5	C-/D+	68-72%	
1.0	D	63-67%	Performance below basic course standards
0.5	D-	60-62%	
0.0	F	Under 60%	Unacceptable performance (no credit for the course)

A "Pass" grade is 2.0 or above.

Grading Policy and Late Assignments

You must submit assignments on time. If you need an extension, you must talk to us **in advance** to negotiate a new deadline. If you have not been given an extension in advance and you turn in a late assignment, you will be docked half a grade (from a 4.0 to a 3.5 or 3.5 to a 3.0, 3.0 to a 2.5, 2.5 to a 2.0, etc.) If you are more than one week late, you will be docked a full grade. No assignments will be accepted more than two weeks after the original deadline; a "0" will be given after that. Assignments due near the end of the semester will not be accepted after the last day of the semester.

Augsburg Honesty Policy

You are expected to follow the Augsburg Honesty Policy which is printed in the program manual. We assume that you have read the honesty policy, understand it, and are following it. Except when the assignment expressly encourages group work, it is assumed that all course work will be your own. You may not copy other students' work. The first occurrence of plagiarism will result in the failure of the assignment. A student who commits plagiarism a second time will fail the course.

Students' Rights and Responsibilities

Students with formally diagnosed learning or physical differences have legal rights to course modifications. Those who qualify should identify themselves to the instructor as soon as possible in order to obtain extra assistance.