COURSE DESCRIPTION

This undergraduate level course in International Business reviews the principles, tools, processes and practices used by managers to understand international markets, cultures, economies and political environments as well as to manage their organizations to achieve competitive advantage and superior performance in an international setting. Topics covered include: globalization, country differences (political, economic, legal, and cultural), global trade and investment, global monetary systems, strategy and structure of international businesses, and international business operations and practices.

COURSE MATERIALS

Publisher: McGraw-Hill
ISBN: 9780078029240 (Hard back)
ISBN: 9780077437602 (Loose leaf)

Blackboard: Blackboard is the primary course management tool for this course. It is your responsibility to make sure you have proper access to Blackboard and that your email address forwards any emails originated from Blackboard to you. This is the primary means for communicating to students for this class. Blackboard will contain course announcements, updated syllabi, course assignments, reading materials, information on grades, and other important information. Alternative email addresses will not be added so please make sure your university email address is correct and that your mailbox is not full.

LEARNING OBJECTIVES:

Students who successfully complete this course should have an understanding of core concepts of international business and the practical application of those concepts to strategic business situations.

COURSE FRAMEWORK

International Business requires the consideration and integration of multiple theories and practices from several scientific disciplines (e.g., economics, sociology, psychology) and several business fields (economics, marketing, finance, management, operations, technology, strategy, etc.). The course assumes
students have some familiarity with these underlying concepts. The framework of the course is to draw on these multiple perspectives in addressing the strategic, economic, political, financial and cultural challenges faced by managers working in international business environments.

METHODS OF INSTRUCTION

Several methods of instruction may be used including: lecture, videos, discussion of business related examples, case studies, and class discussion.

Students are responsible for reading assigned material prior to class and coming prepared to engage in a discussion on the assigned topics. Case assignments are posted in the syllabus for most class sessions. Quality class participation is a significant part of everyone’s learning process. Asking thoughtful questions, respecting the views of your fellow students and instructor, not interrupting others and sharing opportunities to participate with your colleagues will result in meaningful dialogue and learning.

PRE-REQUISITES

29:390:329, 29:620:300

EXPECTATIONS

Professional conduct is expected at all times:

- Treat all participants in the class with respect
- Arrive on time and avoid early departures
- Use laptops or other technology in the classroom only when appropriate for the activities for that session
- No cell phones, computers, or other electronic instruments or recording devices are to be out or on during class. This policy is strictly enforced.
- Do not distract others (this is particularly important due to the size and number of students in this classroom). Your cooperation is important for creating an effective learning environment. If you are unable to comply with this expectation you will be asked to leave the classroom.

Students are expected to:

- Spend 2 hours and 40 minutes in class, plus another 5-6 hours per week outside of class completing homework, projects, and studying
- Actively participate in class, which includes both listening and speaking up as appropriate.
- Complete all assignments – including the reading
- Earn their grades throughout the semester
ATTENDANCE POLICY

In accordance with Rutgers University regulations, attendance is expected at all regularly scheduled meetings of the course.

Students missing an occasional class for unverifiable illness or personal circumstances do not require written documentation or verification from the dean. In these circumstances, it is the responsibility of the student to contact their instructor directly. It is up to the instructor to determine if accommodations are warranted to allow students to make up work that counts toward their semester grade. Students should submit in writing an excuse for their absence from the class. The instructor will determine on a case by case basis if the accommodation is warranted. After the first absence it recommended that all future absences be verified by a note from the dean.

Students should obtain a note from their dean to authenticate an extended absence that is supported by appropriate documentation. If properly notified by the student with a note from the Dean of authenticated absences the instructor will make reasonable accommodations to allow students to make up work that counts toward their semester grade.

Each unexcused absence is a 1 point reduction of the student’s class participation grade.

Students who miss eight or more sessions for any combination of excused and unexcused absences will not earn credit in this course and will fail.

In addition, students are expected to arrive to class on time. Every three late arrivals will count for one unexcused absence. Please notify me in advance if you have any foreseeable absences, tardiness, or if you need to leave early.

Absences due to religious observance, participation in university-sponsored events or activities such as intercollegiate athletics, or documented chronic illness are treated as authenticated absences and do not result in a reduction in the class participation grade. Authenticated absences, however, do not waive the overall policy for attendance. Students who must, for any reason, miss more than an occasional class should consult with the instructor in advance to discuss the implications on their ability to achieve the learning objectives and to earn a high grade in the course.

It is the policy of the Rutgers University not to cancel classes on religious holidays. For information on the cancellation of classes due to inclement weather, see the campus operating status.

GRADING:

Grades for this class will be based on the following point system:

<table>
<thead>
<tr>
<th></th>
<th>Points</th>
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<tbody>
<tr>
<td>Class Participation</td>
<td>10 points</td>
</tr>
<tr>
<td>Homework Assignments</td>
<td>10 points</td>
</tr>
<tr>
<td>Mid-Term Exam</td>
<td>25 points</td>
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<tr>
<td>Team Case Analysis</td>
<td>20 points</td>
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<tr>
<td>Final Exam</td>
<td>35 points</td>
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<tr>
<td>Total</td>
<td>100 points</td>
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</table>
CLASS PARTICIPATION

Students are expected to come prepared to contribute to every class. Preparation includes reading the assigned chapters and preparing any assignments. Participation requires timely attendance for all classes and contributing to class discussion in a constructive/respectful manner. Students may be randomly called upon to discuss an assigned topic during class so be prepared.

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HOMEWORK ASSIGNMENTS

There will be weekly homework assignments that cover the readings. This multiple choice assignments will be available through blackboard. You are expect to complete these assignments on your own without assistance or in collaboration with other students.

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MID-TERM EXAM

The first exam will cover material covered in class and in the textbook prior to the exam.

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TEAM IN-CLASS CASE ANALYSIS

Students will need to form a team of 5 students (one/possibly two teams will be allowed to have more or less members based on total class enrollment). Teams will sit together and work in class on the chapter case assignments and need to be prepared to answer the case related questions. Each member of the team is expected to be able to respond to any question if called upon or to lead the discussion of the case for the class.

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TEAM CASE PRESENTATION

At the end of the term each team will make a 15 minute Power Point presentation in class on an international business related case topic. More specific information about this assignment will be provided during the term. A lottery system will be used to assign cases to teams.

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FINAL EXAM

The final exam will include primarily material covered since the mid-term exam however it may also include some key concepts covered from the beginning of the course.
GRADES

There is no grading curve in this class. There is no pre-determined grade distribution.

Grading will be as follows:
A    = 90 – 100 points
B+   = 87 – 89.99
B    = 80 – 86.99
C+   = 77 – 79.99
C    = 70 – 76.99
D    = 60 – 69.99
F    = < 60

ACADEMIC INTEGRITY

There is a University-wide policy on academic integrity, which will be followed and enforced in this course. Every student is expected to abide by the university’s honor pledge.

The honor pledge will be included on all examinations and assignments with a signature/date line:

“On my honor, I have neither received nor given any unauthorized assistance on this examination or assignment.”

Rutgers University policy on academic integrity and honesty applies to all work performed for this class. Tests and individual assignments are to be completed only by the individual student whose name is on the work. Tests will be closed book and notes. Use of websites or other sources that provide test banks or reviews of material in this course other than those authorized by the instructor is strictly prohibited. If there are any questions about conformity to the policy please check with me in advance and check the Rutgers website: http://academicintegrity.rutgers.edu/policy-on-academic-integrity.

Students will need to complete an Acknowledgement of Academic Integrity at Rutgers University. This will be provided through the Blackboard system. Each student will need to acknowledge the following statement:

“I have read the University-wide policy on academic integrity, understand its implications (and have sought clarification of those parts that were unclear to me), and will abide by it.”
## TENTATIVE COURSE SCHEDULE: *(Subject to change as necessary)*

BB – reading on Blackboard

<table>
<thead>
<tr>
<th>Date</th>
<th>Topic</th>
<th>Readings</th>
<th>Assignments</th>
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</thead>
<tbody>
<tr>
<td>Sep 5</td>
<td>Introductions/Syllabus Review</td>
<td>Chapter 1</td>
<td>Starbucks Case</td>
</tr>
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<td></td>
<td>Globalization</td>
<td></td>
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<tr>
<td>Sep 9</td>
<td>National Differences in Political Economy</td>
<td>Chapter 2</td>
<td>Indonesia-Asia’s Stumbling Giant</td>
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<tr>
<td>Sep 12</td>
<td>Political Economy and Economic Development</td>
<td>Chapter 3</td>
<td>Complete readings review homework on Blackboard</td>
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<td>Sep 16</td>
<td>Differences in Culture</td>
<td>Chapter 4</td>
<td>Matsushita (Panasonic)</td>
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<td>Sep 19</td>
<td>Ethics in International Business</td>
<td>Chapter 5</td>
<td>Knights Apparel</td>
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<tr>
<td>Sep 23</td>
<td>The Global Trade and Investment Environment</td>
<td>Chapter 6</td>
<td>Complete readings review homework on Blackboard</td>
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<td>Sep 26</td>
<td>The Political Economy of International Trade</td>
<td>Chapter 7</td>
<td>Global Financial Crisis &amp; Protectionism</td>
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<tr>
<td>Sep 30</td>
<td>Foreign Direct Investment</td>
<td>Chapter 8</td>
<td>Spain’s Telefonica</td>
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<tr>
<td>Oct 3</td>
<td>Regional Economic Integration</td>
<td>Chapter 9</td>
<td>Complete readings review homework on Blackboard</td>
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<td>Oct 7</td>
<td>The Foreign Exchange Market</td>
<td>Chapter 10</td>
<td>Caterpillar</td>
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<td>Oct 10</td>
<td>The International Monetary System</td>
<td>Chapter 11</td>
<td>Economic Turmoil in Latvia</td>
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<td>Oct 14</td>
<td>The Global Capital Market</td>
<td>Chapter 12</td>
<td>Complete readings review homework on Blackboard</td>
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<td>Oct 17</td>
<td>Mid-Term Exam Review</td>
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<td>Oct 21</td>
<td>Mid – Term</td>
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<td>Oct 24</td>
<td>Overview of the Case Assignment</td>
<td>Case Preparation</td>
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<td>Oct 28</td>
<td>The Strategy of International Business</td>
<td>Chapter 13</td>
<td>The Evolving Strategy at IBM</td>
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<td>Oct 31</td>
<td>The Organization of International Business</td>
<td>Chapter 14</td>
<td>Complete readings review homework on Blackboard</td>
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<td>Nov 4</td>
<td>Entry Strategy and Strategic Alliances</td>
<td>Chapter 15</td>
<td>General Electric’s Joint Ventures</td>
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<td>Nov 7</td>
<td>Exporting, Importing and Countertrade</td>
<td>Chapter 16</td>
<td>Complete readings review homework on Blackboard</td>
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<td>Nov 11</td>
<td>Global Production, Outsourcing and Logistics</td>
<td>Chapter 17</td>
<td>Rise of Indian Auto Industry</td>
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<td>Nov 14</td>
<td>Global Marketing and R&amp;D</td>
<td>Chapter 18</td>
<td>Complete readings review homework on Blackboard</td>
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<td>Nov 18</td>
<td>Global Human Resource Management</td>
<td>Chapter 19</td>
<td>AstraZeneca</td>
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<td>Nov 21</td>
<td>Accounting and Finance in International Business</td>
<td>Chapter 20</td>
<td>Complete readings review homework on Blackboard</td>
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<td>Nov 25</td>
<td>Team Case Presentations</td>
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<td>Nov 26</td>
<td>Team Case Presentations</td>
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<td>Dec 2</td>
<td>Team Case Presentations</td>
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<td>Dec 5</td>
<td>Global Value Chains</td>
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<tr>
<td>Dec 9</td>
<td>Review for Exam</td>
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STUDENT NEEDS


The Office of Disability Services: http://disabilityservices-uw.rutgers.edu/

Additional Support for your Learning

Additional support for the learning process is available from the following sources:

Rutgers Learning Center
http://www.ncas.rutgers.edu/rlc

The Rutgers Learning Center is open to all undergraduate students on the Rutgers Newark Campus. Here are some of the services offered by the RLC:

- Academic Tutoring
- Academic Coaching
- LD/ADD/ADHD SCREENINGS
- Workshops
- Supplemental Instruction

Psychological and Counseling Services
http://counseling.newark.rutgers.edu/workshops.php

The Rutgers-Newark Department of Psychological and Counseling Services (Psy A CS) values every student member of the Rutgers-Newark community and is here to help maximize their educational experience. Our belief is that in addition to classroom instruction, the educational process optimally involves the development of the student as a whole person. The goal of PsyACS is to enhance the student's overall educational experience by facilitating their personal, academic and professional growth.

Career Management Support

RBS Newark Undergraduate students have access to two comprehensive career offices, our onsite Office of Career Management (http://www.business.rutgers.edu/undergrad-newark/career-management) and the Rutgers Newark Career Development Center (http://www.ncas.rutgers.edu/cdc), to support student career objectives and successfully compete in today’s competitive marketplace. Both offices strategically collaborate to offer the best possible support to engage employers and prepare students.
AGREEMENT TO THE SYLLABUS

It is the responsibility of each student to read, review and ask questions concerning the syllabus. In the Blackboard system there is an Agreement to the Syllabus assignment that must be completed by each student.

The following statement is contained in the agreement.

_I have read this syllabus, understand its implications (and have sought clarification of those parts that were unclear to me), and will abide by it. I understand that the course professor has the right to make alterations to the class and exam schedule as needed._

Students must agree that they have read the syllabus before the drop date for the course. Failure to review the syllabus may lead to a half letter grade reduction for the student.