



THE OHIO STATE UNIVERSITY

FISHER COLLEGE OF BUSINESS

BUSMHR 2000
Spring Session II
2017

Introduction to International Business

Instructor:

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Hours: Tues/ Thurs 10:30AM—12:30PM (*and by appointment*)
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Class Detail:

Section 4369
220 Sullivant Hall
Tues/ Thurs 8:00AM—9:20AM

Required Course Text:

International Business: The New Realities
Fourth Edition eText with MyManagementLab Access
by Cavusgil, Knight, & Riesenberger © 2017 Pearson
ISBN 9780134390178
(available at OSU Bookstores)

Course Prerequisites:

Econ 2002.01 (201), and Econ 2001.01 (200) or AEDEcon 2001 (200). Not open to students with credit for BusAdm 555. Not open to students enrolled in UUSS, UExp or PreBSBA-PR.

Course Description:

International Business offers a basic coverage of world trade and investment, and introduction to multinational corporation strategies and the various types of environments in which they do business.

Why Study International Business?

International Business (IB) is the study of business transactions that cross national boundaries. It includes the study of international trade in tangible and intangible goods and commodities; the study of banking, insurance, marketing and other international service transactions; and the analysis of direct and portfolio investments made outside the domestic market.

Transactions of both private and public entities are studied with a special focus on the operations of multinational corporations. IB studies are interdisciplinary in nature and are frequently combined with functional business studies. International business involves all functional business areas and explores how these functions are impacted by expanding beyond the national area. Particular emphasis is placed on the challenges presented by different socio-cultural, political and economic environments. IB specialists are increasingly attractive to many firms and most entry-level positions are in the functional business areas.

International business specialists have traditionally been employed by larger, international firms, but there are growing opportunities in smaller firms moving into international markets, in banks and financial institutions, and in companies providing assistance to importers and exporters. International business specialists are also employed by the Department of Commerce; the U.S. Import Export Bank; and other federal, state, local and international agencies specializing in the areas of trade and economic development. Positions frequently include the opportunity to work on assignment overseas. Many students graduating from international business programs also continue their training in graduate programs.

About Your Professor:

Bruce W. Bellner BBA, MBA, DBA is a Senior Lecturer with the Department of Management and Human Resources, Fisher College of Business. Current courses include online and hybrid versions of BUSMHR 2000-International Business (Spring 2017) and BUSMHR 4490-Strategic Management Summer and Autumn 2017).

Dr. Bellner previously taught and served as an Undergraduate Advisor for the Department of Economics, College of Arts and Sciences. His teaching has been featured in the *Lantern* and *onCampus* news. He was recognized by the Mortar Board Senior Honor Society, and has twice been nominated for a Distinguished Teaching Award.

As an invited visiting professor to Qingdao University, he taught courses in international business and economics. He has also taught classes at Minzu University in Beijing, chaired the Teaching Quality Committee while there, and worked as a consultant on developing cross-cultural educational platforms.

Prior to teaching, Dr. Bellner enjoyed a career in financial services and commercial banking. During that time, he served as a Director for a not-for-profit organization and as a Trustee for the local chamber of commerce, gaining invaluable experience that informs his teaching.

Dr. Bellner earned a Bachelor of Business Administration (Corporate Finance) from the University of Toledo; a Master of Business Administration (Business Management) from Ashland University; and a Master of Science (Strategic Planning) and Doctor of Business Administration (Strategy) from Edinburgh Business School, Heriot-Watt University.

Current research and teaching interests are using resource-based theory in practice (with a recent article appearing in *Strategic Management Quarterly* on dynamic managerial capabilities); developing online and hybrid versions of courses in strategy and international business; and serving on the Core Faculty Committee to develop best practices in teaching and learning.

Course Overview:

International business refers to firms' performance of trade and investment activities across national borders. Because it emphasizes crossing national boundaries, we also refer to international business as *cross-border* business. Firms organize, source, manufacture, market, and conduct other value-adding activities on an international scale. They seek foreign customers and engage in collaborative relationships with foreign business partners.

Course Topics:

International business is characterized by six major dimensions. Students taking this class will master the learning outcomes inherent in these dimensions. After taking this class, you will be able to understand and demonstrate your understanding of the learning objectives inherent in the following dimensions:

1. The ongoing economic integration and the growing interdependency of *countries* worldwide that is the *globalization of markets*.
2. *International trade* as the exchange of markets, which refers to the tendency of *companies* to deepen their international business activities systematically.
3. *International investment*, which is the transfer of assets to another country or the acquisition of assets in that country.
4. Risks in international business including *cross-cultural risk*, *country risk*, *currency (financial) risk*, and *commercial risk*.
5. The four major categories of participants in international business including the *focal firm*, a *distribution channel intermediary*, a *facilitator*, and *governments*.
6. *Foreign market entry strategies* including importing or global sourcing, exporting, countertrade, and contractual relationships.

Learning Outcomes:

Learning outcomes describe significant and essential learning that you have achieved and can demonstrate reliably at the end of the course.

1. Recognize the importance of the globalization of markets and interdependency of countries.
2. Examine career opportunities in IB.
3. Identify major perspectives and theories in IB.
4. Explain the six major dimensions of IB.
5. Classify the various participants and actors in IB.
6. Analyze risk, strategy, and cultural factors in IB.

Course Workload:

The university and college expectation is that students spend two hours outside of class for every hour spent in class. You should expect to spend approximately six hours per week outside of class on course-related work for the average course.

Attendance and Participation Policy:

Attendance and participation are very important in creating a class environment that is both interesting and meaningful to the student. You should attend class regularly and be on time. Be prepared to ask and answer questions. Fisher College of Business strongly enforces University attendance policies. As per University rule 3335-8-33, any student who fails to attend (or activate online) without giving prior notification to the instructor will be dis-enrolled after the third instructional day of the term, the first Friday of the term, or the second scheduled class meeting of the course, whichever occurs first.

Course Calendar in Brief:

The following is a weekly guide for the course. Each chapter focuses on one or more learning objectives. You will be assessed on those objectives commensurate with the learning outcome goals. The work breakdown structure is as follows: 1) Read the chapter prior to class. 2) Attend class/ watch lecture videos for online classes. 3) Complete the MyManagementLab assignments (please see Carmen modules and assignments pages for details, the MyLab assignments pages including the technology needed, and also the detailed course calendar appended to this syllabus).

Chapter	Topic	Week	Date
Part I	Foundations of IB, Globalization, Ethics, Trade Theories, Emerging Markets		
CH 1:	Introduction: What Is International Business?	Week 1	Mar 2
CH 2:	Globalization of Markets and Internationalization	Week 2	Mar 7
CH 3:	The Cultural Environment of International Business		Mar 9
	<i>Spring Break! (Mar 13 – 17)</i>	Week 3	
CH 4:	Ethics, Corporate Social Responsibility, Sustainability	Week 4	Mar 21
CH 5:	Theories of International Trade and Investment		Mar 23
CH 8:	Understanding Emerging Markets	Week 5	Mar 28
	Exam I		Mar 30
PART II	Environment of IB, Strategy and Working in IB – Theory in Practice		
CH 9:	The International Monetary and Financial Environment	Week 6	Apr 4
CH 10:	Financial Management and Accounting in the Global Firm		Apr 6
CH 11:	Strategy and Organization in the International Firm	Week 7	Apr 11
CH 12:	Global Market Opportunity Assessment		Apr 13
CH 13:	Exporting and Global Sourcing	Week 8	Apr 18
CH 16:	Marketing in the Global Firm		Apr 20
	Exam II	Finals Week	Apr 26

Each of the chapters will have a series of things you need to complete each week. You will read the chapters and then attend class (either in-person or virtually for the online classes). Then, each chapter will have a series of exercises in MyManagementLab (e.g., warm-up questions, watch-it chapter videos, try-it real world sims, and chapter quizzes) that are designed to help you achieve academic success in learning IB. You will find them listed on the assignments page in Carmen and linked with your modules there too. These assignments are to be completed each Thursday by 11:59PM for the chapters we cover that week. There are no exceptions or extensions to these assignments, and so your ongoing attention to your course activity is appreciated and expected. Thank you!

Course Grading:

Your course grading is based on a percentage system. The percentages are based on MyManagementLab assignments, exams, and other assessment. You will earn points for each of the online assignments you complete in MyLab. The warm-up quizzes are worth 10%, as are watch-it and try-it simulations—for a total of 30%. The chapter quizzes are worth 20%. Your exams are worth 40%. The other category includes attendance and participation (or the check-ins on Carmen for the online classes) which is 10% of your grade.

Percentage Summary:	MyManagementLab	=	50%
	Exams	=	40%
	Other	=	10%
	Total	=	100%

The midterm and final exam consist of multiple choice questions. The midterm covers the material from the first week up to the midterm exam. The final exam is cumulative in the sense that the material builds on itself, but focuses on the material covered after the first midterm. For attendance and participation (non-online classes only) you need a TopHat account (available free from Ohio State to students). For the online class, you need to participate in five weekly check-ins (discussion boards on Carmen).

OSU Standard Grading Scale:

A	=	93 – 100%	C	=	73 – 76.9%
A-	=	90 – 92.9%	C-	=	70 – 72.9%
B+	=	87 – 89.9%	D+	=	67 – 69.9%
B	=	83 – 86.9%	D	=	63 – 66.9%
B-	=	80 – 82.9%	D-	=	60 – 62.9%
C+	=	77 – 79.9%	E	=	below 60%

Grading is based on the OSU standard scheme above. For example, an 86% is a letter grade of B for the course. Please note I do not award points for any non-stipulated non-class assignments. There is no curve or bumping up grades whatsoever. The percentage you earn above equals your final letter grade you receive for the class.

Fairness in Grading:

We will do everything we can to grade fairly according to the quality of work produced in student assignments. If you carefully review your assignment and become convinced that a particular grade should be reviewed, you may submit a written justification for the reevaluation of the assignment with two copies of all supporting materials. Your appeal will not be successful unless you provide an extensive and well-crafted argument detailing the request. No re-grading will occur before the end of the semester (with the exception of obvious administrative errors).

Examination Policy:

Missed exams can only be made-up in extreme cases and with proper documentation (usually within 48 hours of a given exam date). Valid excuses (e.g., serious illness of the student or close family member; death or significant event in the student's family; emergency such as fire, burglary, auto accident); or representing FCOB at an authorized event such as a case competition or national career event; a second-round interview with a prospective employer; or inclement weather. Each decision of allowing a make-up is made by the instructor on a case-by-case basis. Additionally, you must contact the instructor as soon as you know of a potential problem or conflict with an exam date, prior to the exam, with a verifiable excuse. If you are experiencing an extreme situation or emergency, please attempt to notify the instructor as soon as possible. Final exam dates are set in advance and final exams must be taken at the date and time given.

Course Access to MyManagementLab:

To get started with Pearson's required MyLab & Mastering and Carmen enter your course.

1. Sign in to Carmen and enter your course.
2. Do one of the following:
 - Select MyLab & Mastering in Course Navigation, and then select any course link on the Pearson page.
 - Select any Pearson link from any module.
 - Go to *Get Access to Your Pearson Course Content*.

Get access to your Pearson course content.

1. Accept the End-User License Agreement and Privacy Policy.
2. If you previously linked your Carmen and Pearson accounts, you go directly to the Pearson payment page. Skip to step 3.
3. To link your Carmen and Pearson accounts, do one of the following:
 - If you already have a Pearson account, enter your username and password.
Tip: To look up your Pearson account, select "Forgot your username or password?"
 - If you do not have a Pearson account, select Create and follow the prompts to create a new account.

To get access to your Pearson course, do one of the following:

1. Select Access Code, enter your access code, and select Finish.
2. Under Use a Credit Card or PayPal, select the button with the applicable price and enter your payment information.
3. Get temporary access without payment for 14 days. (You can [pay for full access](#) when temporary access expires or when you're ready).
4. When the registration is complete, the "You're Done" page appears and you get a confirmation email. You can close the page and return to your Carmen course. From now on, when you select any of the MyLab & Mastering links in your Carmen course, your MyLab & Mastering course immediately opens in a new tab.
5. After registering for MyLab you need to go to Carmen first, log into Carmen, then link to MyLab to do your course assignments, this is important.

Need Help?

See [Help](#) for MyLab & Mastering with Carmen.

Go to our [YouTube channel](#) where students and instructors can find getting started videos.

Contact Pearson [24/7 Technical Support](#). To provide them with your details in an export file, enter your Canvas course and go to MyLab & Mastering>Diagnostics.

Additional Course Text Info:

The required course text is available through OSU Bookstores. Use **ISBN 9780134390178**, which is for the standalone access to MyManagementLab with eText. In addition to this, there are some direct to student purchase options which automatically appear as part of the student registration process. You can see what this process looks like for a Carmen-linked MyLab [here](#). These options are as below:

- a) \$99.95 MyLab Access with eText
- b) \$50.00 MyLab access without eText
- c) \$49.95 eText Upgrade Option
- d) \$52.50 Print Text Upgrade Option

Explanation of Course Assessment Criteria:

It is critical that you get MyLab set up in Carmen right away! Because this is a seven-week course, you need to get started the first week. You will need to read the first chapter and complete the assignments listed on Carmen and this syllabus each week. Note since classes start on Thursday, week one and week two assignments are both due the second week of classes (see detailed calendar below and your Carmen dashboard for due dates). The assignments for the first week include a couple different items (a MyLab and also a syllabus content quiz):

- Register for MyManagementLab through Canvas following the instructions in this syllabus and on your Carmen website for the course.
- Complete the getting started with MyManagementLab quiz (the link is on the Carmen modules page) and your syllabus quiz.
- Completion of these are not part of your grade, but is required for you to do before you can progress to the chapter material.

Weekly assessment assignments are designed to assess your mastery of the material covered. There is pre-lecture and post-lecture assessment for you to complete (through attending the live lectures or watching them online if you are in an online section of the class) which will also give you a chance to apply what you have learned. For each of the chapters we have covered in class in a given week, you therefore will do assessment assignments on MyManagementLab, and some in Carmen not as part of MyLab.

1. **Warm-up exercises (10%)**—These are preparation quick quizzes you take after carefully reading the chapter material and reviewing it. You get multiple chances to get each question right. After you select your answer, click “select answer” at the bottom. If you’re correct, you can move on to the next question. If you’re wrong, you’ll get two more chances to get it right before your score is recorded as “incorrect.”
2. **Watch-it exercises (10%)**—You will watch a short video about a real world situation and its relevance to the IB learning objectives, then answer questions about the video content. You can only complete these questions once, and your score will be recorded as is.
3. **Simulations (10%)**—You will participate in a simulation of a real IB problem and will choose the actions you would take in these scenarios, which are designed to simulate real-time decision making. You can retake each simulation up to three times if you are unhappy with your score. MyLab will retain your highest score.
4. **Quizzes (20%)**—You will answer multiple-choice questions designed to assess your mastery of the text content. You can only complete these questions once, and your score will be recorded as is. Your lowest quiz score for the semester will be automatically dropped.
5. **Attendance/ Participation (10%)**—For the in-class participation we will be using TopHat and you will check in each class. It’s a free app available to all OSU students. We will do different assessment activities using it and take attendance with it. This is not for the online class—see the following regarding check-in exercises for the online class.

6. **Check-ins (10%)**—The weekly check-ins are on online discussion in Carmen for the online class only and take the place of the attendance/ participation above. The weekly check-ins consist of a prompt question you will write a response for and post it online and see what others post as well (and you can make comments too) regarding the topics we are covering. Complete five of these for the semester.
7. **Midterm exam (20%)**—The midterm will consist of multiple-choice questions. It will cover CH 1—4, 5, and 8 as per the syllabus above. You will take it during the regular class day and time as per the syllabus (online classes differ). It will cover text material, in-class learning, and lecture slides.
8. **Final exam (20%)**—The final consists of multiple-choice questions and will cover CH 9—12, 13, and 16. You will take it during the class day and time as per the syllabus (online classes differ).

Note each exam is comprised of text and lecture material and uses questions of varying difficulty according to Blooms taxonomy using AACSB acknowledged test material. Expect to be challenged in terms of concepts learned, and application of those concepts. You will not be allowed to refer to any material during the exams.

Pay close attention to the assessment due dates to ensure success. Your overall score will be recorded as a percentage on Carmen (this is your actual grade) and also as points on MyLab which you see immediately after you complete an exercise. Carmen will then be synced with MyLab (after 11:59PM on Thursdays during the regular semester). The attendance/ participation grade will be added to your Carmen page at the end of the semester (although you can see your percentages earned in TopHat as soon as you participate in a class).

Also, keep in mind you must complete some of the first weekly assignments to move on (although they are not graded), and also complete all the other assessments prior to the date and time deadlines in order to receive credit. There are no extensions on the assignments above if you do not complete them—although you are able to complete them as early as you wish!

Please note that if you have a technical issue with MyLab that prevents you from completing an assignment online, you must have an incident number from the MyLab support team in order to receive any credit for the assignment if it is not completed by the due date. An incident number is generated any time you contact them for assistance.

Tips for the Class:

The material in introductory courses like this often seems very familiar. Unfortunately, this familiarity can give students a false sense of security in a feeling that they have mastered the material with relatively little effort. Expect quiz or test questions to probe for more depth and detail than you can easily provide with a light skimming of the text and passive listening to lectures.

Please don't wait until the last minute to do your MyLab assignments. If you do this, and your internet goes out or your computer breaks down, this is not a valid excuse. The online assignments are meant to make you think and therefore you will not be able to complete them in only a few minutes. Please give yourself enough time!

Classroom Protocol:

This course should be exciting, challenging, and fun for everyone. In order to encourage this process, there are certain rules about your conduct in the classroom:

- When you come to class, be prepared to actively participate and be engaged!
- Turn your cell phones off when you enter the classroom.
- Come to class on time.
- Be respectful when your classmates are speaking.

Exam Protocol:

Given the size of this class, it is necessary to establish a set of routine behaviors for the day of the exam - your cooperation here is necessary and appreciated.

1. Please arrive on time for exams. It is better to arrive about 10 minutes early.
2. You must use a #2 (soft-lead) pencil. Ensure your name is on your answer sheet (surname, space, first name) as recorded on OSU records.
3. No substantive questions about the exam will be answered during the test taking. If an exam question is unclear in some way, answer it as best you can. If there is a procedural complication (missing questions, typographical errors, etc.), you can raise your hand or come quietly to the instructor or TAs for help.
4. You must return the exam with your name on it at the same time you turn in your Scantron form. Failure to return your exam with your name on it may result in a penalty.
5. If a student behaves suspiciously during an exam, he or she will receive one warning; if this behavior is repeated, the student's exam will be confiscated and the student will be referred to the OSU Committee on Academic Misconduct. If you see suspicious behavior during an exam, please inform the instructor or a test monitor.
6. Be sure to bring your Buck ID to the exams because you may be asked to show it, and will also need to leave your ID with a proctor if you need to leave the exam room during the exam.
7. You must take the exam in the section for which you are actually registered and you may not take it at a different time.
8. The exam is closed book and notes. You can use a calculator during the exam.

Fisher Honor Statement:

Fisher students are expected to be familiar with and abide by the principles and standards set forth in The Ohio State University's [code of student conduct](#) and [code of academic conduct](#). It is also expected that each student will behave in a manner that is consistent with the Fisher Honor Statement, which reads as follows:

"As a member of the Fisher College of Business community, I am personally committed to the highest standards of ethical behavior. Honesty and integrity are the foundation from which I will measure my actions. I will hold myself, and my peers accountable to adhere to these standards. As a leader in the classroom, community and business environment, I will pledge to live by these principles and celebrate those who share these ideals."

- Honor Statement of the Fisher College of Business

Academic Integrity:

Academic integrity is essential to maintaining an environment that fosters excellence in teaching, research, and other educational and scholarly activities. Thus, The Ohio State University and the Committee on Academic Misconduct (COAM) expect that all students have read and understand the University's *Code of Student Conduct*, and that all students will complete all academic and scholarly assignments with fairness and honesty. Students must recognize that failure to follow the rules and guidelines established in the University's *Code of Student Conduct* and this syllabus may constitute "Academic Misconduct."

The Ohio State University's *Code of Student Conduct* (Section 3335-23-04) defines academic misconduct as: "Any activity that tends to compromise the academic integrity of the University, or subvert the educational process." Examples of academic misconduct include (but are not limited to) plagiarism, collusion (unauthorized collaboration), copying the work of another student, and possession of unauthorized materials during an examination. Ignorance of the University's *Code of Student Conduct* is never considered an "excuse" for academic misconduct. I recommend that you review the *Code of Student Conduct* and, specifically, the sections dealing with academic misconduct.

If I suspect that a student has committed academic misconduct in this course, I am obligated by University Rules to report my suspicions to the Committee on Academic Misconduct.

If COAM determines that you have violated the University's *Code of Student Conduct* (i.e., committed academic misconduct), the sanctions for the misconduct could include a failing grade in this course and suspension or dismissal from the University.

If you have any questions about the above policy or what constitutes academic misconduct in this course, please contact me.

Other sources of information on academic misconduct (integrity) to which you can refer include:

- The Committee on Academic Misconduct web pages ([COAM Home](#))
- *Ten Suggestions for Preserving Academic Integrity* ([Ten Suggestions](#))
- *Eight Cardinal Rules of Academic Integrity* (www.northwestern.edu/uacc/8cards.htm)

Disability Policy:

The University strives to make all learning experiences as accessible as possible. If you anticipate or experience academic barriers based on your disability (including mental health, chronic or temporary medical conditions), please let me know immediately so that we can privately discuss options. You are also welcome to register with Student Life Disability Services to establish reasonable accommodations. After registration, make arrangements with me as soon as possible to discuss your accommodations so that they may be implemented in a timely fashion. **SLDS contact information:** slds@osu.edu; 614-292-3307; slds.osu.edu; 098 Baker Hall, 113 W. 12th Avenue.

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Course Calendar in Detail: *Note that all MyLab and Carmen assignments are due 11:59PM on the Thursday of class time during the regular semester (except the first week).*

First Week

Part I Foundations of IB, Globalization, Ethics, Trade Theories, Emerging Markets

Chapter 1: **Introduction: What Is International Business?** Thursday March 2, 2017

Learning objectives—after studying this chapter you should be able to:

- 1.1 Describe the key concepts in international business.
- 1.2 Understand how international business differs from domestic business.
- 1.3 Identify major participants in international business.
- 1.4 Describe why firms internationalize.
- 1.5 Appreciate why you should study international business.

Assignments (due the following Thursday, but get started early):
Getting Started with MyLab: Syllabus Quiz: Warm-Up Exercise: Watch-It: Globalization and Chapter Quiz

Second Week

Chapter 2: **Globalization of Markets and Internationalization** Tuesday March 7, 2017

Learning objectives—after studying this chapter you should be able to:

- 2.1 Understand market globalization as an organizing framework.
- 2.2 Know the drivers of globalization.
- 2.3 Understand technological advances and globalization.
- 2.4 Comprehend the dimensions of globalization.
- 2.5 Appreciate firm-level consequences of market globalization.
- 2.6 Understand the societal consequences of globalization.

Assignments:
Warm-Up Exercise: Watch-It: Save the Children: Social Networking
Try-It: Globalization and Chapter Quiz

Chapter 3: **The Cultural Environment of IB** Thursday March 9, 2017

Learning objectives—after studying this chapter you should be able to:

- 3.1 Understand culture and cross-cultural risk.
- 3.2 Learn the dimensions of culture.
- 3.3 Appreciate the role of language and religion in culture.
- 3.4 Appreciate culture's effect in international business.
- 3.5 Learn models and explanations of culture.
- 3.6 Understand managerial implications of culture.

Assignments:
Warm-Up Exercise: Watch-It: Impact of Culture on Business
Try-It: Managing in a Global Environment and Chapter Quiz and weekly Check-In (Online Class)

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Fourth Week

Chapter 4: **Ethics, Corporate Responsibility, Sustainability** Tuesday March 21, 2017

Learning objectives—after studying this chapter you should be able to:

- 4.1 Appreciate ethical behavior and its importance in international business.
- 4.2 Recognize ethical challenges in international business.
- 4.3 Understand corporate social responsibility.
- 4.4 Understand sustainability.
- 4.5 Know the role of corporate governance.
- 4.6 Learn about a framework for making ethical decisions.

Assignments:

Warm-Up Exercise: Watch-It: Global Ethics
Try It: International Ethics and Chapter Quiz

Chapter 5: **Theories of International Trade and Investment** Thursday March 23, 2017

Learning objectives—after studying this chapter you should be able to:

- 5.1 Appreciate why nations trade.
- 5.2 Learn about how nations can enhance their competitive advantage.
- 5.3 Understand why and how firms internationalize.
- 5.4 Explain the strategies internationalizing firms use to gain and sustain competitive advantage.

Assignments:

Warm-Up Exercise: Watch-It: Comparative and Competitive Advantages
and Chapter Quiz and weekly Check-In (Online Class)

Fifth Week

Chapter 8: **Understanding Emerging Markets** Tuesday March 28, 2017

Learning objectives—after studying this chapter you should be able to:

- 8.1 Understand advanced economies, developing economies, and emerging markets.
- 8.2 Know what makes emerging markets attractive for international business.
- 8.3 Learn how to assess the true potential of emerging markets.
- 8.4 Evaluate the risks and challenges of emerging markets.
- 8.5 Learn the success strategies for emerging markets.
- 8.6 Understand corporate social responsibility, sustainability, and the crisis of global poverty.

Assignments:

Warm-Up Exercise: Watch-It: The New Global Challengers
and Chapter Quiz and weekly Check-In (Online Class)

EXAM I (*regular class day and time*) Thursday March 30, 2017

The first exam covers material from chapters 1 through 4, 5 and 8. Please see announcements on Carmen for any further detail including study tips.

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Sixth Week

PART II Environment of IB, Strategy and Working in IB – Theory in Practice

Chapter 9: **The Monetary and Financial Environment** Tuesday April 4, 2017

Learning objectives—after studying this chapter you should be able to:

- 9.1 Learn about exchange rates and currencies in international business.
- 9.2 Explain how exchange rates are determined.
- 9.3 Understand the emergence of the modern exchange rate system.
- 9.4 Describe the monetary and financial systems.
- 9.5 Identify the key players in the monetary and financial systems.
- 9.6 Understand the global debt crisis.

Assignments:

Warm-Up Exercise: Watch-It: The G20 and Global Financial System and Chapter Quiz

Chapter 10: **Financial Management and Accounting in the MNE** Thursday April 6, 2017

Learning objectives—after studying this chapter you should be able to:

- 10.1 Understand how to choose a capital structure.
- 10.2 Understand how to raise funds for the firm.
- 10.3 Explain how to manage working capital and cash flow.
- 10.4 Describe how to perform capital budgeting.
- 10.5 Explain how to manage currency risk.
- 10.6 Understand how to manage the diversity of international accounting and tax practices.

Assignments:

Warm-Up Exercise: Watch-It: Yongshua and Chapter Quiz and weekly Check-In (Online Class)

Seventh Week

CH 11: **Strategy and Organization in the International Firm** Tuesday April 11, 2017

Learning objectives—after studying this chapter you should be able to:

- 11.1 Describe strategy in international business.
- 11.2 Understand building the global firm.
- 11.3 Describe the integration-responsiveness framework.
- 11.4 Learn to identify strategies based on the integration-responsiveness framework.
- 11.5 Understand organizational structure in international business.
- 11.6 Understand foreign market entry strategies.

Assignments:

Warm-Up Exercise: Watch-It: Acer vs. HP and Chapter Quiz

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Chapter 12: **Global Market Opportunity Assessment** Thursday April 13, 2017

Learning objectives—after studying this chapter you should be able to:

- 12.1 Understand analyzing organizational readiness to internationalize.
- 12.2 Determine the suitability of products and services for foreign markets.
- 12.3 Describe screening countries to identify target markets.
- 12.4 Understand assessing industry market potential.
- 12.5 Explain about choosing foreign business partners.
- 12.6 Know about estimating company sales potential.

Assignments:

Warm-Up Exercise: Watch-It: Emerging Markets: Spotlight on India and Mexico and Chapter Quiz and weekly Check-In (Online Class)

Eighth Week

Chapter 13: **Exporting and Global Sourcing** Tuesday April 18, 2017

Learning objectives—after studying this chapter you should be able to:

- 13.1 Understand exporting as a foreign market entry strategy.
- 13.2 Describe how to manage export-import transactions.
- 13.3 Explain identifying and working with foreign intermediaries.
- 13.4 Understand outsourcing, global sourcing, and offshoring.
- 13.5 Describe the benefits and risks of global sourcing.
- 13.6 Understand global sourcing strategies and supply-chain management.

Assignments:

Warm-Up Exercise: Watch-It: Toyota: Outsourcing and Logistics
Try-It: Offshoring and Chapter Quiz

Chapter 16: **Marketing in the Global Firm** Thursday April 20, 2017

Learning objectives—after studying this chapter you should be able to:

- 16.1 Explain global market segmentation.
- 16.2 Understand standardization and adaptation of international marketing.
- 16.3 Describe global branding and product development.
- 16.4 Explain international pricing.
- 16.5 Understand international marketing communications.
- 16.6 Describe international distribution.

Assignments:

Warm-Up Exercise: Watch-It: International Marketing and Unilever
Try-It: Global Marketing and Chapter Quiz and weekly Check-In (Online Class)

Finals Week

EXAM II (different class day and time) Wednesday April 26, 2017

The second exam covers material from chapters 9 through 12, 13 and 16. Please see announcements on Carmen for any further detail including study tips.