

INTERNATIONAL BUSINESS
(MSC 310: SECTION: 001, SPRING 2005)
Class Time: 12:40pm to 2:00pm
Days: Tuesdays & Thursdays
Room: N100

Instructor: Dr. David Griffith
Phone: 432-5535 ext 260
Email: griffith@bus.msu.edu
Office: N356
Office Hours: Tuesday and Thursday 2:00pm-3:00pm; and by appointment

Teaching Assistant: Tamara Noel
Phone: 353-6381 (departmental office)
Email: noeltama@msu.edu
Office: N4
Office Hours: Monday 4:00-5:00pm and Tuesday and Thursday 3:00pm-4:00pm;
and by appointment

Web Sites

Visit the Angel website (<https://angel.msu.edu>) to obtain the lecture slides and a copy of the syllabus. MSU-CIBER's globalEDGE™ web site should also prove to be useful in understanding international business concepts (<http://globaledge.msu.edu>).



Description

This course is designed to provide you with a framework within which a country's and a firm's international business operations can be analyzed, understood, and undertaken. The course focuses on the issues that are being faced in today's international marketplace. The class sessions will provide very different materials and experiences from the text through a variety of formats. However, the overall approach – via the text, class sessions, and exercises – is to treat the issue of country-level competitiveness in the first half of the semester, followed by firm-level competitiveness in the second half of the semester. The main learning experience in this course is placed on *international business decision-making*, with the goal of improving your (1) critical thinking ability and (2) analytical and creative thinking skills in international business operations.

Objectives

- To understand globalization
- To understand country factors
- To understand the global trade and investment environment
- To understand the global monetary system
- To understand the strategy and structure of international business
- To understand global business operations

Text

International Business, 2005 (5th Edition), by Charles W. L. Hill (ISBN #0-07-287395-7).

Note: Students are responsible for assigned chapters and class material. Class periods are designed to introduce new material and will make no attempt to substitute for an understanding of the text.

Evaluation

| <u>Percent</u> | <u>Points</u> | <u>Grade</u> |
|----------------------|----------------------|--------------|
| 90 percent and above | 360 points and above | 4.0 |
| 85.0 to 89.9 percent | 340 to 359 points | 3.5 |
| 80.0 to 84.9 percent | 320 to 339 points | 3.0 |
| 75.0 to 79.9 percent | 300 to 319 points | 2.5 |
| 70.0 to 74.9 percent | 280 to 299 points | 2.0 |
| 65.0 to 69.9 percent | 260 to 279 points | 1.5 |
| 60.0 to 64.9 percent | 240 to 259 points | 1.0 |

Exams

There will be five, 50 question multiple-choice exams in this class. Four of the exams will take place during the semester and one will take place during the final exam period. The final exam is comprehensive. Each exam, including the final exam, is worth 100 points. The highest 4 of the 5 exam scores will count towards the final grade in the class. Once the first exam has been handed in, no late arriving students will be allowed to take the exam. To take an exam, you are required to present photo identification (e.g., MSU photo ID) and bring a #2 pencil. Students who wish to review exam questions may do so in the TA's or the instructor's office up to the time that the next exam is administered. No make-up exams will be offered for any reason.

Bonus Points

A number of in-class bonus opportunities will be given during the semester. A student can earn up to 2.00% bonus for the semester on these exercises (e.g., pop quizzes, short-answer questions, etc.). In a typical semester of MSC 310, we will have bonus opportunities worth a maximum of 8 points. These 8 points make up the 2.00% bonus. No make-up bonus activities are given for any reason. No other type of extra credit work will be available in this course.

Accommodations

If for any reason you believe that something may prevent you from fully demonstrating your abilities, you should contact me personally, as soon as possible, so that we can discuss accommodations necessary to ensure full participation and facilitate your educational opportunity.

Tentative Schedule

| Schedule | Topic(s) | Text Chapters |
|---------------|---|---------------|
| Tuesday 1/11 | Introduction | |
| Thursday 1/13 | Globalization | 1 |
| Tuesday 1/18 | Political Economy | 2 |
| Thursday 1/20 | Culture | 3 |
| Tuesday 1/25 | International Trade Theory and Political Economy of Trade | 4, 5 |
| Thursday 1/27 | World Trade Organization (WTO) | |
| Tuesday 2/1 | Exam 1 | |
| Thursday 2/3 | Foreign Direct Investment | 6 |
| Tuesday 2/8 | Political Economy of Foreign Direct Investment | 7 |
| Thursday 2/10 | Theoretical Foundations of Economic Integration | 8 |
| Tuesday 2/15 | Regional Economic Integration Attempts | 8 |
| Thursday 2/17 | Foreign Exchange Market | 9 |
| Tuesday 2/22 | Foreign Exchange Market | |
| Thursday 2/24 | International Monetary System | 10 |
| Tuesday 3/1 | Global Capital Markets | 11 |
| Thursday 3/3 | Exam 2 | |
| Tuesday 3/8 | Spring Break | |
| Thursday 3/10 | Spring Break | |
| Tuesday 3/15 | Global Managers and Global Mindsets | |
| Thursday 3/17 | The Strategy of International Business | 12 |
| Tuesday 3/22 | Organizational Concepts | 13 |
| Thursday 3/24 | Entry Strategy and Strategic Alliances | 14 |
| Tuesday 3/29 | Entry Strategy and Strategic Alliances | |
| Thursday 3/31 | Exporting, Importing and Countertrade | 15 |
| Tuesday 4/5 | Exam 3 | |
| Thursday 4/7 | Financial Management | 20 |
| Tuesday 4/12 | Accounting | 19 |
| Thursday 4/14 | Marketing and R&D | 17 |
| Tuesday 4/19 | Manufacturing | 16 |
| Thursday 4/21 | Human Resources | 18 |
| Tuesday 4/26 | Strategic Implementation | |
| Thursday 4/28 | Exam 4 | |
| Monday 5/2 | Final Exam (12:45pm to 2:45pm – Room N100) | |

Note: The instructor reserves the right to alter the schedule as circumstances may dictate. Changes will be announced in class. Students not attending class are responsible for obtaining this material.