



Business

IBUS3001

INTRODUCTION TO INTERNATIONAL BUSINESS

Spring 2017

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CLASS MEETINGS: TU/TH 11:10-12:25

LOCATION: Fungler 209

Why should you care about this course?

China is on track to double its foreign direct investment in the United States in 2016 (compared to 2015). The world is changing fast and whether you plan to work in the United States or overseas, these changing dynamics in the international economy will have an effect on your life and work.

This course is designed to provide you with an introduction to the field of international business and will allow you to explore topics that relate to your personal situation as an aspiring business professional and prepare you to engage with concepts and topics that are critical to success in international business.

Successful formulation and implementation of firm strategy in today's global environment requires managers to have an understanding of the business environment, international competition, international political and economic institutions, and the unique challenges faced by the management of a multinational enterprise (MNE). This course seeks to provide you with a working knowledge of these issues and equip you with the theoretical and analytical tools needed to make sound business decisions in an international setting. Following an overview of the key issues in global business, the first part of the course will focus on the broader business environment, dealing with topics such as national differences in political economy and culture, and the global monetary system. The second part of the course will focus on firms' strategies and operations designed for the global environment.

What can you expect to learn in this course?

The activities and assignments in this course have been designed to enable you to:

- Identify, contrast, and debate the implications of globalization and international trade on different stakeholders, such as countries, firms, and citizens.
- Explain why firms respond in certain ways to governmental intervention, environmental changes, and other external factors.
- Describe how national culture affects firm strategy and performance and demonstrate sensitivity to cultural difference.
- Assess how exchange-rate volatility affects firms, and identify appropriate strategies that firms can use to respond to that volatility.
- Evaluate and design suitable strategies for entering into new markets.
- Connect and relate real world business news to theoretical concepts and frameworks covered in class through analytical writing and development of peer dialog in online fora.
- Synthesize and apply relevant international business theories and frameworks to an integrative, multi-stakeholder international trade negotiation simulation.
- Demonstrate discipline-appropriate skills related to team management and team-driven collaboratively problem-solving and inquiry.

How much time should you commit to this class?

Over 15 weeks, you will spend 2 ½ hours per week in the classroom (37.5 hours for the semester). You are also expected to devote around 5 hours per week outside of class to reading and completing assignments (75 hours for the semester). The course includes a 2-hour final exam for which approximately 10 hours of review is assumed.

Which materials will we use?

- **Custom eBook:** Further instructions are available in Blackboard. If you prefer you can instead purchase a hardcopy of the textbook by Charles Hill. (2015) ***International Business: Competing in the Global Marketplace.*** (10th edition) McGraw-Hill (The Custom eBook only contains select chapters of the textbook and is much cheaper than the hardcopy.)
- Cases and articles (available in Custom eBook)
- Negotiation Simulation (available in Blackboard)
- Supplemental readings (available in Blackboard)

What assignments will you complete?

Throughout the semester you will have a number of opportunities to demonstrate your learning to me. It is my hope and expectation that the completion of these assignments will help you develop a deep understanding of the meta environment of international business

so that you can critically and sensitively assess and develop corporate strategies for international market entry and expansion in your future professional career. Some of the assignments will also provide an opportunity for you to build strategies for how to work respectfully and dynamically with peers from other disciplines and cultures, one of the most important facets of today's business world.

QUIZZES & EXAMS (30%)

To ensure that you are building a strong foundation throughout the course, there will be ten low-stakes preparatory quizzes in this course (see Blackboard schedule for specific dates). You will take them on your own after having read the assignment of that day but prior to coming to class. The main purpose of these quizzes is to ensure that everyone comes prepared to engage in our class discussions. I typically don't rehash the textbook materials in class, but rather want to use that time to talk about examples and cases that illustrate the points made in the textbook. In other words, our class time will be spent mostly on practical applications of international business concepts and frameworks. All quizzes will be based on assigned readings from the textbook and articles, and are intended to gauge your basic understanding of these materials. The quizzes will consist of a mix of multiple-choice, true/false, and short-answer questions.

The final exam will have a wider coverage, so will also require that you study assigned videos, radio segments, and web-site visits; lecture material, and in-class exercises and handouts. In addition to the foundational international business knowledge tested in the quizzes, the final exam will provide multiple prompts (you choose the one that interests you the most) for an analytical essay in which you are expected to apply your theoretical knowledge and international business frameworks to an unfamiliar text in the discipline, such as an article or mini-case.

NEGOTIATION SIMULATION (GROUP ASSIGNMENT) (20%)

Our negotiation simulation is an in-class activity, in which teams of students will be assigned roles as either executives in a multinational enterprise, representatives of emerging market governments, or managers in midsized emerging market-based firms.

Your participation in this international trade negotiation simulation will allow you to synthesize the most critical content areas studied during the semester, such as regional economic integration, international trade theories, strategic trade policy, the global monetary system, the impact of business environments on strategic decisions made by firms and other stakeholders in international business. By applying the theoretical knowledge and analytical frameworks you have acquired in the course, you will gain a deeper understanding of how all of these complex aspects of international business interact with each other and build a toolkit that will assist you in your future career as an international manager. Working in teams, you will analyze the current state of the economy

and current opportunities in the market/s, then formulate a strategy that you will use in the actual negotiation simulation to reach goals that are substantiated by your theoretical knowledge of the topics outlined above.

In order to ensure that your learning from the negotiation simulation is optimized, we will devote four hours on a Saturday towards the end of the semester to fully immerse ourselves in the experience. Yes, I hear you! Four hours might sound like a long time, especially on a Saturday. Rest assured, you will get the equivalent time off during the semester, time that is optimally positioned so that you will have adequate opportunity to prepare your assignments for this class.

In order to be effective, the simulation will require active participation BY ALL TEAM MEMBERS and considerable preparation before the beginning of the simulation. Attendance on simulation days is mandatory and missed class will adversely impact your participation grade. A simulation packet containing instructions and details will be available in Blackboard.

The grade for the simulation will be based on two group papers: (1) a pre-simulation strategy paper and (2) a post-simulation debrief paper. Each team member will receive a single group grade for these deliverables. However, all students will be asked to complete a 360-degree evaluation of their team members' and their own contributions to the project. ***It is your job to ensure that your team members are pleased with your contribution to the group project.*** The professor reserves the right to adjust individuals' grades based on these evaluations. Your team papers should be written with the care and consideration of a professional paper. If you need assistance to enhance the professionalism of your writing, please utilize the services offered by the University Writing Center <http://www.gwu.edu/~gwriter>.

Papers should be posted to Blackboard "Assignments." Further details will be given about this assignment as the semester progresses.

CASE ASSIGNMENT (GROUP ASSIGNMENT) (20%)

Case Write-Ups (15%)

The goal of this exercise is to help you sharpen your ability to write concise and succinct analyses of complex problems. To this effect, you are expected to submit two written case analyses. The selection process will happen in class during the beginning of the semester. **Please note that you must attend class on the day we discuss your case!**

Your write-ups should be no more than 3 typed pages, double spaced, 12 point font and 1 inch margins. Please include your team number and individual names clearly on the top right of your assignment.

All case write-ups are due prior to class on the day of the respective case discussion.

Please do not discuss the assignments with your classmates, former or prospective students or anyone else. Your submission has to be entirely your own work. Do not refer to any materials other than the assigned case and readings to inform your analysis.

Your analyses should address ALL of the questions assigned for the specific case (see Blackboard for further detail). A good analysis will respond to the posted questions by synthesizing course material, applying course concepts, and providing evidence and support for your statements.

Case Questions (5%)

For the cases you are not writing up as a group, you will need to (individually) submit a paragraph answering a question about the case. This has to be submitted prior to the day on which the case in question is covered in class. You are expected to complete this brief narrative for five of the six remaining cases, i.e., NOT the ones you write up in your team. These brief analyses are intended to prepare you for the class discussion of each case.

IN-CLASS & ONLINE ENGAGEMENT (30%)

IB in the News Project (10%)

One of the main objectives of this course is to enhance your understanding of how current world events impact firms and how firms respond to these events. During the semester, it is expected that you will be tracking business news, applying the knowledge gleaned in the class. Key business news resources should include for example *BusinessWeek*, *Financial Times*, *Fortune*, the *Wall Street Journal*, etc. Twice during the semester you are asked to identify ONE news article that applies/relates to material discussed in our class (two articles total during the semester). Compose a 1-2 paragraph concise reflection for each article, explaining how the article applies/relates to material discussed in this class. I recommend no less than 300 words, but no more than 500. By substantively responding to your peers in the discussion board, you can collect extra participation points.

Class Participation (20%)

This is an active, discussion based class where your participation is critical for learning. Therefore, you are expected to be present and prepared for all sessions. It is difficult to get an A in this class without consistent and high quality class participation. You can obviously not contribute if you are not present in class. However, simply being present does not warrant full credit if you are not contributing to the discussion. You will receive no participation points if you are consistently absent from class. You have a multitude of different ways to gain participation points, for example by completing smaller tasks that relate to in-class activities, such as a picture bio sheet, peer engagement, negotiation reflection, discussion board posts, participation self-assessment, minute papers, etc.

In class, you should anticipate being called on at random, especially after in-class activities that have prepared you for a particular discussion topic. I will do this to encourage balanced involvement, ensure appropriate preparation, and raise the overall quality of class discussions. To help you prepare for class, I have provided some pointers and discussion questions for each class (see Blackboard under each Unit).

You are expected to read all the assigned materials, and be able to discuss the theory and/or principles of the material, the facts of the case and its implications for managers. In grading class participation, I will not just look at the quantity but also the quality of your class contributions. In assessing the quality of participation, I will consider the following aspects:

1. Is the comment relevant to the current discussion?
2. Does the comment contribute in an important way to what someone else has said?
3. Can the logic of the argument be traced?
4. Can you provide evidence to support the assertions that you make?
5. Does the comment further our understanding of the issue at hand?
6. Are comments made in a clear, professional and constructive manner?

Comments that are vague, unrelated or disrespectful of others will be evaluated negatively. But getting things wrong or asking basic questions of understanding is fine.

You are strongly encouraged to ATTEND ALL CLASSES. Up to two unexcused absences will be allowed. Exceeding two absences—even documented ones—will count against your participation grade.

What does the evaluation process look like?

For every assignment in this course, there is a rubric, which you should always study prior to submitting your work. It will guide your understanding of the requirements and will give you a sense of discipline-specific, appropriate ways to design and compose your different deliverables. To enhance your learning, at times you will also have the opportunity to assess your own work and that of your peers.

All of the information you need for this course is available in Blackboard, including materials, assignment guidelines and rubrics, and a gradebook that will be kept updated throughout the course so that you know where you stand at any given time.

Final course grades will fall into the following buckets:

Total Points	Grade
93-100	A
90-92.99	A-
87-89.99	B+
84-86.99	B
80-83.99	B-
77-79.99	C+
74-76.99	C
70-73.99	C-
60-69.99	D
0-59	F

At a glance, how are the course assignments weighted?

Total of 100%

QUIZZES & EXAMS - 30%

10 Quizzes (1% each – taken before each unit) **10%**

Cumulative Final Exam **20%**

NEGOTIATION SIMULATION - GROUP PROJECT - 20%

Negotiation Strategy Paper **12%**

Negotiation Debrief Paper **8%**

CASE ASSIGNMENTS - (MOSTLY) GROUP PROJECT - 20%

Case Write-Ups (7.5% each) **15%**

One-paragraph narrative for 5 of the remaining cases **5%**
(This part is done individually!)

IN-CLASS & ONLINE ENGAGEMENT - 30%

“International Business in the News” Project **10%**

Class Participation

20%

(including also picture bio sheet, peer engagement, negotiation reflection, etc.)

Some important course policies you might want to make note of...

Late Assignments: **NO LATE ASSIGNMENTS WILL BE ACCEPTED.** If you know you will be absent in class the day an assignment is due, you should plan on doing the work ahead of time and turning in the assignment early. Failure to turn in assignments before class will result in a zero for the assignment. This might sound strict, but really, your peers depend on you in team assignments and class discussions. We are responsible for learning together and this requires that everyone is well prepared and engaged!

Group Management: You are expected to participate diligently and professionally in your assigned team. If there are issues with group dynamics, please make sure you approach me about them before they get out of hand!

Final Grades: You will be able to track your grades in the Blackboard gradebook. Once I am done with all of the grading for the semester, I will make an announcement to the whole class and give you about 24 hours to review the final grades before I make the official submissions. To be clear, your grades are not up for negotiation, but we want to make sure we catch any recording mistakes. If, while during the semester, you have questions about particular grades, please contact me in writing within a week after I return your grade and feedback, detailing your concerns. Refer to the assignment rubric and point out specifically in what category (or categories) you think you should have received additional points and why. Only under such circumstances will a grade for an individual assignment be reconsidered.

Laptop/Cell Phones/Electronic Gadgets: I do not mind if you use your laptop to take notes or look up the Internet as it relates to in-class discussion. However, **I do mind** if you are surfing the web, checking email, sending text messages, or working on other class assignments. Please be respectful and use your laptops and other electronics judiciously. Please bear in mind that **cold-calling is fair game at any point during class**. If you are unable to respond, or provide a far less than satisfactory response, your participation grade will be seriously affected.

How can you succeed in this course?

- Do your best to attend all classes.
- Do all of the reading, including cases, articles, and chapter material **before** class.
- Take detailed book notes after you have read the chapter. Try to not procrastinate making book notes; reading material piles up quickly in this course and can get intimidating FAST!

- Do not rely on the PPT presentation as your only lecture note material! Fill in information conveyed in lecture not on the slides.
- Study book notes and lecture notes together, paying special attention to where they overlap and where they are different.
- Get started on the *Negotiation Simulation* EARLY and make sure you keep pace with your team's deadlines. Last minute composition will reveal itself in the final product and grade!
- Schedule regular meetings with your group; groups should set and accomplish specific goals each meeting. Also, set early deadlines for your group members.
- Prepare for the business case discussions carefully! Do not just read the text of the case. Make sure to carefully read and dissect the tables, figures, and other material in the appendices.
- Please take advantage of my office hours! I really enjoy meeting with students! You may also make appointments with me if you have a conflict during my regular office hours.

Some important university policies you might want to make note of...

Academic Integrity: The code of academic integrity applies to all courses in the George Washington School of Business. Please become familiar with the code. All students are expected to maintain the highest level of academic integrity throughout the course of the semester. Please note that acts of academic dishonesty during the course will be prosecuted and harsh penalties may be sought for such acts. Students are responsible for knowing what acts constitute academic dishonesty. The code may be found at: <https://studentconduct.gwu.edu>

Special Considerations: If a student has a special need, University policy states that the student must co-ordinate with the Office for Disability Services and present the course instructor with the appropriate documentation detailing the fair accommodations for the student. This policy is intended to ensure fairness for all students and privacy for the student with special needs. If you have a special need, please do not wait until after an exam or assignment to present the instructor with evidence of your need as consideration may not be given retroactively. The instructor ensures your privacy will be protected when accommodating special needs.

The University administration has accepted a resolution of the Faculty Senate regarding accommodations of religiously observant students and faculty. The requirements of this resolution state that students must notify faculty during the first week of the semester of their intention to be absent from class on their day(s) of religious observance. Faculty member will extend to these students the courtesy of absence without penalty on such occasions, including permission to make up examinations.

University Mental Health Services: The University Mental Health Services offers 24/7 assistance and referrals to address students' personal, social, career, and study skills issues. Services for students include:

- crisis and emergency mental health consultations

- confidential assessment, counseling services (individual and small group), and referrals: **Phone:** 202-994-5300; **E-mail:** counsel@gwu.edu