Course Description:

This course will provide the student with an understanding of the interdisciplinary nature of international business and will explore the development of international business and the effects of globalization on the world’s economies, political structures and cultures. Specific topics include theories and methods of international trade; financing mechanisms, export finance and documentation; international ethical issues; the effects of the economic, political and cultural environment on international business and trade; entry strategies; plus the geographic, legal, marketing and human resources aspects of international business. **Prerequisite:** BUS-110 or permission of Department Chair.

Course Objectives:

By successfully completing this course, students will be able to:

1. Explain globalization & the role of international businesses in globalization.
2. Analyze the impact of international business on careers and doing business at the local, state, national, and international levels.
3. Apply communication strategies necessary and appropriate for effective and profitable business relations.
4. Describe the social, cultural, political, legal, and economic factors that shape and impact the international business environment.
5. Describe the environmental factors that define what is considered ethical business behavior.
6. Explain the role, importance, and concepts of international finance and risk management.
7. Address special challenges in operations and management of human resources in international business.
8. Apply marketing concepts to international business.
9. Relate balance of trade concepts to the import/export process.
10. Identify forms of business ownership, entrepreneurial opportunities, and strategies used in international business.
11. Use library facilities to research at least one topic related to international business.
Course Methodology:
Through class discussions, lectures, experiential exercises, guest speakers if available, and required reading and assignments, we will investigate the foundations of international business, the environment in which international managers act, and several strategic concerns of today’s global economy. We will learn that today’s managers work within a dynamic and globally interdependent system constantly being affected by social, political, legal, economic, competitive, and technological factors on their organizations.

We will discover that the elements of cost, quality, speed, and innovation we studied in previous courses are still key to building a global corporation’s competitive advantage. We will develop critical thinking skills by analyzing case study situations and preparing a business plan, making decisions using the concepts and techniques we study.

Required Materials:


Computer: One that will play the CD that accompanies the text & has Internet access.

Diskettes, CD's or Flash Drives: Save your written work before it is printed and submitted. I have had many students in the past say they had computer problems and weren’t able to access their written files to submit - not an excuse.

Class Requirements:

Written Cases – You will prepare two case studies from cases in the text. They must be typed, double spaced, in complete sentence and paragraph structure, and be approximately 2 pages in length. They will require using analytical and decision making skills and applying the concepts from the textbook and learned in class. They will either be a problem to be solved or they will have questions to answer. If background materials are used in your case study, a bibliography is required at the end.

Tests & Final Exam – There will be three tests during the semester. Each test will have a combination of short answer, essay, and case analysis questions. Sometimes there may be a few multiple choice or matching questions thrown in. The final exam will have the same format and will cover the last two or three chapters and a couple of previously assigned chapters.

There is no makeup time for the tests or final exam. You may not use any notes, textbooks or outside sources for the tests and final – just your brain!

Project – Your project is an international business plan broken up into four tasks. Choose something that personally interests you for a future business opportunity, or is related to your present company or industry, or is about a Maine industry. This will make this assignment more relevant, meaningful and useful to you. Each task will have a different due date and a separate grade. But the four tasks should be related and build up to the final one – task 4. The first three tasks are short papers, the fourth is a presentation.

Homework and Participation – These also count towards your final grade. You will be assigned cases or articles to read and questions to answer as homework, or in discussion groups, or be assigned group exercises to do in class.
Grades:
Your final grade will be calculated based on the following percentages:
Written Cases & 2 Tasks 25%
Article Summary (Task 1) 10%
3 Tests & Final Test 50%
Final Presentation 10%
Homework & Participation 5%
Total 100%

Late work will have 5 points taken off for each day it is late. (which is about half a grade: A to A-, or B to B-) Even if you have a computer problem – you should be able to e-mail me your files from the YCCC or public library or a work computer, etc. That’s why saving your work on disk, CD or flash drive is so important. (If you email a late paper, also print it out just in case the email doesn’t work. That’s also the best way to proof your work.)

Attendance Policy:
Our learning experience is enhanced by the discussion generated by all class members, and your participation in class is necessary. Please call my home phone, or e-mail me if you will need to be absent. You have one excused absence allowed which will not affect your grade. After each one, your grade will be affected, first through the participation points, and then as total grade deductions. Five (5) absences results in automatic failure. Frequent tardiness will also affect your grade. Two tardies of a half hour each equals an absence.

If you are “absent”, you are still responsible for any information from that week and getting any assignments to me on time. Use the YCCC e-mail.

Special Needs:
YCCC will make reasonable accommodations for students with disabilities. You will need to provide documentation of your disability to the Student Services Office before class accommodations can be granted.

Academic Honesty:
Plagiarism and cheating are not tolerated. YCCC requires all students to adhere to the highest standards of integrity in their academic work.

a. Any ideas from other sources, paraphrasing of written work or ideas, or direct quotations must be cited within your reports, test answers, and discussions. A bibliography (Works Consulted) is always required on my Report assignments.

b. Do not cut and paste information from web sites and articles and submit it as a report; it is not your own work. Your reports must be of your own ideas, in your own words, and have the sources for any others’ ideas noted (cited). Through discussion and reading tests, I can tell a person’s writing style and be able to tell when a passage is not their own. It’s called the Writer’s Voice which comes through for every individual. (I also teach English Composition)

c. Working together on a test or paper, unless specifically directed to do so, is also considered cheating. Assistance from the librarian to find research sources and help from the writing tutors are not.
d. Do not use the textbook, or any notes, or any other outside materials to take any test unless specifically told to do so.

e. So.... if you are found plagiarizing or cheating, you will fail the assignment. You may fail the class depending on the severity of the infraction. In certain circumstances, such as multiple offenses, you may be dismissed from the College.

**Technical Support:**
If you are experiencing any technical problems with our YCCC e-mail, e-mail [tss@ycce.edu](mailto:tss@ycce.edu) from your personal e-mail address. If you can get to websites other than YCCC’s but can’t get to the college’s site or to the YCCC e-mail, then the problem is at the college.

**Policies & General Information:**

1. **Library** – You may receive library assistance from the YCCC library through the library link on the YCCC home page, or by visiting the library personally. From the librarians, you can:
   a. Get research assistance. (YES – Use them!) If you have trouble, just e-mail Amber Tatnall, our library director, or Annette Tanguay, the librarian, with a question, and they’ll help you “find your way”. They’ll also help you choose a topic by browsing international businesses and issues and find specific research sources you need! Our librarians are very helpful.
   b. Order a book from the library (and other college or town libraries in our state Minerva network!) to use for research,
   c. Find on-line articles from magazines and trade & professional journals through our Web Based catalog & browser. Practice using the YCCC on-line library as a resource because it can greatly streamline your research efforts for all your papers.
   d. You may also go to your local library, or any other Maine college library (with your YCCC student ID card) for hard copy articles and to take out books. You can also access the MARVEL info database directly online using your town’s zipcode.

2. **You can e-mail me** with individual questions, comments, and concerns at any time to any of my e-mail addresses. I will use the YCCC e-mail the most.

3. **Learning Center staff** – They are available for your college success! Tutoring, writing lab, math lab, study groups, PowerPoint and presentation assistance and practice, etc.

4. **Check your writing!** This is very important for all written communication – e-mail, tests, and papers. We get so used to dashing off e-mails that we forget to proof our work. You’re being graded on the communication of information in your papers, so be sure that I can understand you! Don’t assume that I do; check for clarity as well as grammar and spelling.

5. **Attendance and Assignment policies:** are discussed in their individual sections.

6. **Life Happens:** If you have any extenuating circumstances through employment, medical, or family situations or crises which will affect your course work, please let me know. We can usually work something out.

7. **If you have any problems with the course:** Please let me know before it becomes a big problem for you; we’ll try to work something out, such as referring you to a tutor, if possible.

8. **I have set up a BUS 205 companion site on WEB CT.** You may access copies of the syllabus, final project requirements, PowerPoints, notes, and other resources there.
**CLASS SCHEDULE:**

The schedule is subject to change at the discretion of the instructor.

<table>
<thead>
<tr>
<th>Week</th>
<th>Dates</th>
<th>Chapters To Read &amp; Topics</th>
<th>Assignments Due This Week</th>
</tr>
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<tbody>
<tr>
<td>1</td>
<td>Sept. 3</td>
<td>Introductions &amp; Chapter 1 Globalization</td>
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<tr>
<td>2</td>
<td>Sept 8 &amp; 10</td>
<td>Chapters 2 &amp; 3 – National Differences in Political Economy &amp; Differences in Culture</td>
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<tr>
<td>3</td>
<td>Sept 15 &amp; 17</td>
<td>Chapters 4 &amp; 5 – Ethics &amp; International Trade Theory</td>
<td>Wed. – Task 1 – Article Summary</td>
</tr>
<tr>
<td>4</td>
<td>Sept 22 &amp; 24</td>
<td>Finish Ch 5, Review &amp; Test</td>
<td>Wed. – TEST 1 ch 1-5</td>
</tr>
<tr>
<td>5</td>
<td>9/29 &amp; 10/1</td>
<td>Chapters 6 &amp; 7 Political Economy &amp; Foreign Direct Investment</td>
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<tr>
<td>6</td>
<td>Oct 6 &amp; 8</td>
<td>Chapter 8 Regional Economic Integration</td>
<td>Case 1 due Wed. Logitech, pgs 188-189</td>
</tr>
<tr>
<td>7</td>
<td>Oct 15</td>
<td>Chapter 9 – Foreign Exchange Market</td>
<td></td>
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<tr>
<td>8</td>
<td>Oct 20 &amp; 22</td>
<td>Test 2 Mon. &amp; Weds. Chapter 10 - International Monetary System (selected pages only) Start Ch 11</td>
<td>Mon. TEST 2 – chs 6 – 9</td>
</tr>
<tr>
<td>10</td>
<td>Nov 3 &amp; 5</td>
<td>Chapter 12 – Entering Foreign Markets</td>
<td>Wed. Task 2 - Paper Due</td>
</tr>
<tr>
<td>11</td>
<td>Nov 10 &amp; 12</td>
<td>Chapter 13 – Exporting, Importing, &amp; Countertrade</td>
<td>Wed. Task 3 – Paper Due</td>
</tr>
<tr>
<td>12</td>
<td>Nov 17 &amp; 19</td>
<td>TEST Monday; Start ch. 14 on Weds.</td>
<td>Mon. TEST 3 – Chs. 10-13</td>
</tr>
<tr>
<td>13</td>
<td>Nov 24 &amp; 26</td>
<td>Mon. Chapter 14 – Global Production, Outsourcing &amp; Logistics Weds. Chapter 15 – Marketing &amp; R&amp;D</td>
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<tr>
<td>14</td>
<td>Dec 1 &amp; 3</td>
<td>Chapter 16 Human Resources Presentations Weds.</td>
<td>TASK 4: Presentations Wed.</td>
</tr>
<tr>
<td>15</td>
<td>Dec 8 &amp; 10</td>
<td>Presentations – Mon. Final Test - Wednesday</td>
<td>Presentations Mon. Final TEST Wed. Chapters 14 – 16 &amp; a few selected cumulative questions</td>
</tr>
</tbody>
</table>

*Best wishes for a successful semester – I look forward to working with all of you.*
BUS 205 International Business Plan Project

Your project will be broken up into four tasks. Choose something that personally interests you such as a future business opportunity, or a situation, product or business related to your present company or industry, or a Maine industry. This will make this assignment more relevant, meaningful and useful to you. Each task will have a different due date and a separate grade. But the four tasks should be related and build up to the final one – task 4. The first three tasks are short papers; the fourth is a short presentation.

Task 1 – Article Summary: Find an article relating to globalization or some specific aspect of international business related to one of the above instances. Use one of the following sources – a trade journal from the industry where you work; a local newspaper such as the Portsmouth Herald, Portland Press Herald, Maine Sunday Telegram, Boston Globe, New York Times; or a business or regional publication such as the Wall Street Journal, USA Today, or Business Week, Forbes, Fortune, Entrepreneur, Fast Company, Inc., Money Magazine; or a chapter from a book such as The World is Flat, by Thomas Friedman. Summarize the article, and discuss its relevance to you as an individual, to our local area, or to the state of Maine’s economy. From this article, choose an industry or product, and one country which will be the basis for the rest of your tasks.

Your paper should be about three pages long, typed in Times New Roman 12 pt. or similar font, double spaced, with one inch margins all around. The article should be correctly referenced in MLA format throughout, and as a very short bibliography at the end. A copy of it, if it’s three pages or less, or a copy of the first couple of pages if it’s longer, should be attached. See syllabus schedule for due date.

Task 2 – Ethics & Culture:
Pick a country, or one of the countries discussed in the article (other than ours), and research its culture, predominant religions and ethical basis. Discuss those in a three page paper and discuss how they would relate to your chosen industry or product and our country as an export/import trade partner, joint venture, subsidiary or strategic alliance partner. Use the above listed sources plus any encyclopedias, books, MITC, USA government or country websites for your research of cultural, religious, and business ethics issues. You should also consult GlobalEdge from our text, and EbscoHost or CQ Researcher from our library links on the YCCC website for this information. Our librarians will be able to assist you in your research. This paper should be about three pages long.

Task 3 – Politics & Economy:
Now discuss this country’s political, legal and economic system, demographics, economic alliances or treaties it may have with our country, and any international trade associations to which it may belong. This should include their currency and finance system. Again, relate it to the industry and/or product you’ve targeted. This paper should also be about three pages long. Same types of sources.

Task 4 – Entry Strategy Presentation:
Combine all your knowledge about this country and your chosen product/industry and determine the best entry strategy to sell products in this country, work on projects as partners, start a production facility, or start a new business in that country. You need to research their
international trade associations and legal aspects of business and foreign trade with that country to complete this part. Prepare a short Power Point presentation and discuss your country, industry/product or service, and chosen entry strategy. Your talk should be NO MORE THAN 8 minutes long, so make your information concise, and practice your presentation! You will be cut off and marked down if it’s longer. On the date of your presentation, submit either an outline or a handout copy of your Power Point slides to me. Attach a bibliography.

Research & Format

- Bibliography – in MLA (Works Consulted) format. Use several varied sources. Include resources like a book source, or magazine articles or websites. One source must be from a US government small business, international trade, or export site. Make sure two sources are articles from one of the following established business publications such as the New York Times, Boston Globe, Wall Street Journal, Business Week, Inc., Forbes, Fortune Magazine, Entrepreneur, FastCompany, Harvard Business Review or U.S. News and World Report, or a particular industry trade journal.) One also can be a global company or trade consulting organization website (separate pages of the site don’t count as separate sources). (Be sure to verify accuracy, recency, credibility, and objectivity of Internet sources.) This bibliography should also include the sources used in your other papers to show progression and synthesis of your research. Highlight the new sources in some way.
- Format for all Papers – Typed in Times New Roman or a similar font, 12 point size, double spaced, with one inch margins.
- Due Dates – See the syllabus schedule for due dates.
<table>
<thead>
<tr>
<th>INFORMATION</th>
<th>POSSIBLE POINTS</th>
<th>EARNED POINTS</th>
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<tbody>
<tr>
<td>Shows depth and breadth of research</td>
<td>10</td>
<td></td>
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<tr>
<td>Uses course concepts</td>
<td>10</td>
<td></td>
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<tr>
<td>Summarizes task information learned</td>
<td>10</td>
<td></td>
</tr>
<tr>
<td>Shows political, economic, cultural, competitive, legal, demographics &amp; logistics considerations</td>
<td>10</td>
<td></td>
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<tr>
<td>Organized Clearly</td>
<td>10</td>
<td></td>
</tr>
<tr>
<td>TOTAL INFORMATION POINTS</td>
<td>TOTAL POINTS</td>
<td>=40</td>
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<tr>
<td>STRATEGY</td>
<td></td>
<td></td>
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<tr>
<td>Chose appropriate product for country based on research</td>
<td>9</td>
<td></td>
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<tr>
<td>Chose appropriate entry strategy</td>
<td>9</td>
<td></td>
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<tr>
<td>Thorough strategy considerations</td>
<td>9</td>
<td></td>
</tr>
<tr>
<td>Synthesized the research into a workable strategy</td>
<td>8</td>
<td></td>
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<tr>
<td>TOTAL STRATEGY POINTS</td>
<td>TOTAL POINTS</td>
<td>=35</td>
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<tr>
<td>PRESENTATION</td>
<td></td>
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<tr>
<td>Clearly demonstrated thorough pursuit of information &amp; strategy</td>
<td>5</td>
<td></td>
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<tr>
<td>Demonstrated understanding of material</td>
<td>5</td>
<td></td>
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<tr>
<td>Demonstrated enthusiasm for topic</td>
<td>5</td>
<td></td>
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<tr>
<td>TOTAL PRESENTATION POINTS</td>
<td>TOTAL POINTS</td>
<td>=15</td>
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<tr>
<td>AUDIO-VISUAL</td>
<td></td>
<td></td>
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<tr>
<td>Shows care in creation of AV materials</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>Shows professionalism in AV materials</td>
<td>5</td>
<td></td>
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<tr>
<td>PowerPoint or Handouts: content, style, graphics, information, tone</td>
<td>5</td>
<td></td>
</tr>
<tr>
<td>TOTAL AV MATERIAL POINTS</td>
<td>TOTAL POINTS</td>
<td>=10</td>
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</table>

TOTAL TASK 4 POINTS

Comments:
STRATEGY TEAM ROLE PLAY – PRODUCT CHALLENGE

You are a team representing one company in one country. For the purposes of this exercise, you may have to make decisions on behalf of both your company and country. You must play your role as if you are from that country, using what we have studied and what you may already know about the country, or make assumptions based on what we know about the region.

As a team, you need to decide how to proceed and work together. Decisions can be made by discussion, compromise, consensus, or majority rule voting. But they must be made quickly! Don’t over analyze or discuss!

Your goal is to make a product, in multiple copies, to sell to the other teams. You can pick from several product choices:
- Cardboard/foamcore house with a roof. (4” x 4” model size)
- A small vehicle (depending on materials allocated)
- A hat that may be part of a traditional costume of that country, or that represents that country.
- Cardboard fighter plane toys (unique design – not the typical paper airplane style)
- Snack food – such as Trail Mix – for all the teams

You will be allocated natural resources and money. You will need to negotiate, trade or barter for resources or to obtain more capital. You may develop strategic alliances, import and export, or use a global, multinational, multi-domestic, or transnational strategy of foreign direct investment. Only one representative at a time from your team can negotiate purchases or sales with another country.

GETTING STARTED:

Choose your country: ____________________________
Identify your standard currency: _______________ and exchange rate to $ ____________
(These don’t have to be actual; we’ll use dollars in the simple transactions)
Decide if you want to impose trade barriers or not: (What kind & how much?) __________

PRODUCTION, MARKETING & SALES:
Choose a product:

Create a design:

Trade or purchase resources:

Produce your product: (Individual units, assembly line, strategic alliances, foreign direct investment)

Price & sell your product:
DEBRIEFING:

Did your country set up any tariffs or other trade barriers?

How did that help or hinder your strategy?

Did your company have enough initial resources?

How did you handle resource procurement?

How did you handle production of your product?

   Single units at a time

   Assembly line

   Subsidiary or joint venture partner does partial manufacturing

Would you consider your “company” to be global, multinational, multi-domestic or transnational?

How did you structure your strategic alliances if you had any?

How did you finance your operations?

What aspects of being international made this project more difficult for you individually and as a team, than if you were just a domestic firm?