

## SEMESTER AT SEA COURSE SYLLABUS

**Discipline: Business/Commerce**

**Fall 2008**

**COMM 384Z: Foundations of International Business**

**Upper Division**

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### **COURSE DESCRIPTION**

This introductory course is intended to give the student a general overview of international business. The purpose of the course is to introduce students to the challenges and opportunities of the global marketplace. The course will also provide a critical assessment of the objectives, strategies, and tactics of international business. Emphasis is placed on the cultural challenges of international business as well as on maintaining a global perspective in approaching business topics. Students should be able to integrate this course with their related international program of study. There are no prerequisites for Foundations of International Business; this course is designed for entry level business, and non-business majors.

### **LEARNING OBJECTIVES**

- To better understand the political, social, economic, and cultural forces which shape the dynamic structure of international business;
- To become familiar with current issues facing the global environment;
- To gain an appreciation for the challenges of international business, especially cultural factors;
- To increase awareness of the importance of international business activities in today's world;
- To develop a global "mindset," and to communicate effectively about international business issues.

### **LEARNING METHODS**

1. Class discussions – current events: "what's happening in the world"
2. Lecture – based on, and/or augments the assigned reading
3. Videos – supplement lecture topic
4. Site visits to foreign firms
5. Writing Assignments – comment on selected articles and cases

## CLASS DESCRIPTION

1. Time permitting; the first period of time of each class will include a seminar-like discussion titled “What’s Happening in the World” – an open dialogue of current national and international events and topics. Students are strongly encouraged to familiarize themselves with current events. In particular, discussions will cover current business, economic, and political topics found in the media. During the class immediately succeeding a port visit we will discuss our impressions of that country’s culture with emphasis on how that culture’s uniqueness affects their business environment. *On a daily bases students should be prepared, and will be selected, to discuss these topics!*
2. A lecture based on the reading assignment from the textbook. Please be advised that the material covered in the lecture is designed to *augment* the readings, and that students are responsible for both the lecture and textbook concepts. The lectures are presented on PowerPoint slides and we be available on the ship’s intranet. Students are *strongly encouraged* to read the textbook chapter(s) before the class. We have a fairly ambitious schedule; please stay current on the readings.
3. Several videos and articles that relate to the lectures will also be utilized.

## CLASS PARTICIPATION

For many students this course is their first exposure to international business, and that can understandably be daunting. *Please feel free to contribute to the class discussions and to ask questions and/or make comments.* If you have a question about terms, concepts, or textbook topics, please speak up...it’s likely others have the same question!

## WRITING ASSIGNMENTS

All writing assignments are to be in 12 point Times New Roman font, double spaced, please do your best to use correct spelling and proper grammar. Except for the Challenges of Doing International Business paper, no research beyond the provided textbook and articles is needed, however, if students opt to include other sources proper citation is required. PLAGIARISM (presenting another’s work as your own), IS NOT TOLERATED and will result in a failing grade. All written assignments must be done individually and turned in, by the writer, in class on the due date.

Writing assignments:

1. Comment on the *Why Switzerland Makes Watches* article (to be handed out): What is ‘competitive advantage’? Why should countries/regions specialize in certain products and/or services? Are there challenges/costs/disadvantages to globalization? What does your home country, state, or region specialize in? Why? Any other products/services you feel might be an opportunity for your home area?

2. Challenges of Doing International Business paper. Choose a country on our itinerary. What are the unique challenges affecting its international business environment? What is the historic/background of the challenges? What are the legal, political, economic, societal, issues that affect its international business climate? What do you think will happen in the future? Students should plan on attending SAS sponsored field trip(s) as well as doing independent research in the selected country.

Cases:

Two classes will be dedicated to case reviews. Kindly choose only ONE (1) of the assigned cases. The two page written case study should include: 1) a brief synopsis of the salient (key) facts of the case, and 2) answers to the questions found at the end of the case. Please note that several of the cases are not found in the textbook and will be in a separate packet given out the first week of class. Cases may be written individually or in groups up to three persons, however be advised that all group members share the same grade. Students MUST be present during both case study classes. Students should be prepared to present in class their analysis of the case study questions.

Date	Case (do only one for each class)	Pg./Handout
Session 6	Water From Iceland	On reserve
	McDonald's & the Hindu Culture	Textbook
	IKEA in the U.S.	On reserve
	Trade in Textiles	Textbook
Session 15	Proctor & Gamble in Japan	Textbook
	Nova Scotia (tourism)	On reserve
	Parker Pen Company	On reserve
	Wal-Mart's Global Expansion	Textbook

Mid-Tem and Final Exam:

Exams are a multiple-choice format. Generally there are four possibilities (A, B, C, D,) and only one correct or best answer. The Mid-term exam covers chapters 1-8; the Final exam is comprised of the remaining chapters that we cover in class. Material covered in class discussions, videos, case studies, etc. are also on the exams. The exams are not timed.

## FIELD COMPONENT

The course's term paper '*Challenges of Doing International Business*' will regard a country on our itinerary. Accordingly, research for the paper must include at least two in-country practica, including one FDP led by the instructor and the other an independent practica (the instructor will closely advise students about independent practica if a FDP is not offered in the country of choice). The third FDP should be one that is led by the instructor in another country. For all independent practica, students should meet briefly with the instructor prior to arriving in the port-of-call to discuss the student's approach and objectives.

Requirements for this course include active participation in at least three business (or related) practica.

### SUGGESTED PRACTICA:

SOUTH AFRICA: Wine Production and Marketing (FDP)  
INDIA: Pebble Creek Mining: A Case History on Doing Business in India (FDP)  
MALAYSIA: Indigenous Industries Near Penang: Rubber, Palm Oil and Rice (FDP)  
VIET NAM: Nike Plant Visit (FDP), Ben Thanh Market (FDP)  
CHINA: Shanghai Auto Industry (FDP)

## METHODS OF EVALUATION

The grade values:

<u>Assignment</u>	<u>% Grade</u>
Paper #1 (Why Switz....)	5%
Paper #2 (Challenges...)	20%
Mid-Term Exam	20%
Case #1	10%
Case #2	10%
Final Exam	25%
Class Participation	10%

CLASS SESSION*	SUBJECT	ASSIGNMENTS
1	Introduction; Review Syllabus	
2	Ch. 1 Globalization	
3	Ch. 2 Political Economy	<b>Paper: Why Switzerland....</b>
4	Ch. 3 Culture	
5	Ch. 4 Ethics	
6		<b>Cases #1</b>
7	Ch. 5 International Trade Theory	
8	Ch. 6 Political Eco. of International Trade	
9	Ch. 7 Foreign Direct Investment	
10	Ch. 8 Regional Economic Integration	
11		<b>MID-TERM EXAM</b>
12	Ch. 9 Foreign Exchange Mkts.	
13	Ch. 10 Int'l Monetary System	
14	Ch. 11 Strategy of Int'l Business	
15		<b>Cases #2</b>
16	Ch. 12 Entering Foreign Markets	
17	Ch. 13. Exporting, Importing, Countertrade	
18	Ch. 14 Global Production and Logistics	
19	Ch. 15 Global Marketing	<b>'Challenges' Paper Due</b>
20	Ch. 15 (con't) Global R&D	
21	Ch. 16 Human Resource Mgm't	
22	TBD	
23		<b>FINAL EXAM</b>

\*Subject to change

#### General Comments:

- Students are encouraged but not required to attend one or more of the faculty directed field program.
- Assigned work and exams will be presented and/or taken on the day scheduled. Assignments are due at the beginning of class; late assignments are marked down three points for each late day.
- Required reading should be completed before the corresponding lecture so that class discussion may flow easily.
- If you have any special needs because of learning disabilities or other kinds of disabilities, please inform the professor.
- Most of all, I hope you find Introduction to Global Business a fun and interesting experience!

## **REQUIRED TEXTBOOK**

Global Business Today 5e, Charles W. L. Hill, 5th Edition (2008), (McGraw-Hill Irwin), ISBN 0-07-321054-4 / 9780073210544. Some articles and cases to be provided.

## **RESERVE LIBRARY LIST**

1. Managing Cultural Differences 7<sup>th</sup> ed. Moran, Robert T., 2007 Elsevier Inc., ISBN 13:978-0-7506-8247-3
2. Put Your Best Foot Forward Asia: A Fearless Guide to International Communication and Behavior (Put Your Best Foot Forward) (Paperback) by [Mary Murray Bosrock](#)
3. Put Your Best Foot Forward-South America. by Mary Murray Bosrock
4. Kiss, Bow, or Shake Hands: How to Do Business in Sixty Countries by [Terri Morrison](#)
5. [Kiss, Bow, or Shakes Hands Asia: How to Do...](#) by Terri Morrison
6. [Kiss, Bow, or Shakes Hands, Latin America:...](#) by Terri Morrison
7. [Do's and Taboos Around the World for Women...](#) by Roger E. Axtell
8. Let's Go Southeast Asia 9th Edition (Let's Go Southeast Asia) by Inc. Let's Go
9. Lonely Planet Southeast Asia on a Shoestring (Lonely Planet Shoestring Guides) by China Williams
10. Let's Go South Africa (Let's Go) by Let's Go Inc
11. Lets Go : Central America by St Martins Press Inc
12. Lonely Planet South America on a Shoestring by Danny Palmerlee and Thomas Kohnstamm