



International Business

COURSE INFORMATION

BUS/MGT | 300-level | 3 credits | 45 contact hours

Professor: Albert Schram, Ph.D. | **Email:** Provided onsite

Prerequisite: One semester of college-level business, or equivalent

REQUIRED TEXTBOOKS & COURSE MATERIALS

Collinson, Simon, Rajneesh Narula, and Alan Rugman. *International Business*, 8th ed. Pearson, 2020
Phatak, Arvind V, Dr. Rabi S Bhagat, and Roger Kashlak. *International Management: Managing in a Diverse and Dynamic Global Environment*, 2nd ed. Mac Graw Hill, 2008.

DESCRIPTION

This course will cover topics related to the challenges of competing in a global economy. Students will acquire knowledge in strategic management in a global competitive environment and develop the ability to effectively analyze how culture impacts motivation, leadership, communication, negotiation, decision-making, HRM practices, and the management of a multicultural workforce.

STUDENT LEARNING OUTCOMES

Upon successful completion of this course, students will be able to:

- Make use of different sources to identify information about the political, economic, social, technological, legal, and cultural contexts in specific countries, and will be able to analyze this information to determine how these countries may present attractive business opportunities for American companies.
- Make use of qualitative as well as quantitative factors to describe and compare cultures of different countries and apply this information to develop an understanding of the unique characteristics of different regions around the world.
- Demonstrate an acute awareness of current political, economic, and social events worldwide and will be able to explain how these events relate to business practices.

OUTLINE

Term-specific information provided onsite.

| Class | Topic/Subject | Assignment Due |
|-------|--|--|
| 1 | Introduction to Course and Syllabus | Collinson Ch. 1 |
| 2 | Introduction to International Business | Collinson Ch. 1 |
| 3 | General Frameworks in International business | Collinson Ch. 2 |
| 4 | Entry modes | Collinson Ch. 2 |
| 5 | Real cases: Ikea and Walmart | Collinson Ch. 1-2 |
| 6 | International Politics: The Political Environment and Political Risk | Collinson Ch. 4 + 14 |
| 7 | International Politics: Economic Integration | Collinson Ch. 4 Midterm Exam |
| 8 | The Cultural Environment | Collinson Ch. 5 |
| 9 | The Cultural Environment – Case Disneyland Hong Kong - Paris | Collinson Ch. 6 |
| 10 | International Trade | Collinson Ch. 8 |
| 11 | Strategies for International Competition – Strategic Orientations | Collinson Ch. 8 |
| 12 | Real Cases – 3M and Social Media: Serengetee | Collinson Ch. 9 |

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| 13 | Organizing And Controlling International Operations | Collinson Ch. 10 |
| 14 | Corporate Strategy (Real Cases: Nokia-Ericsson; Global Beer; IBM) | Collinson Ch. 19 |
| 15 | Emerging Economies: India | Collinson Ch. 20 |
| 16 | Key Regions: China | |
| 17 | Integrative Term Project Presentations | |
| 18 | Integrative Term Project Presentations | |
| 19 | Review | Final Exam |

GRADES

Course Requirements:

Class Participation

Students are required to attend every class and actively participate in all class activities.

Case Discussions

Students are required to participate in case discussions throughout the semester. Students must come to class prepared, having completed all homework, and assigned readings.

Integrative Term Project and Case Presentation

Students are required to work together in a team to complete the case presentation and the term project focusing on a US-based company entry or expansion into the Italian market. The term project will consist of a 22-24-page research paper, typed, double-spaced (5,000-6,000 words). The case presentation will be a group presentation on a case related to the term project. The case presentation will be a group presentation on a case related to the term project. Each group must prepare a 20-minute PowerPoint or Google Slides presentation with each student speaking at least 5 minutes.

Exams

There will be two exams during the semester. Each exam will cover lectures and readings from previous classes and will consist of several multiple-choice as well as essay questions.

Assessment:

| | |
|---------------------------------------|-----|
| Class Participation | 10% |
| Case Discussions | 10% |
| Term Integrative Project Presentation | 15% |
| Term Integrative Project Paper | 20% |
| Exams | 45% |

Grade Scale:

| | | | |
|----|--------|----|-------|
| A | 100-93 | C | 76-73 |
| A- | 92-90 | C- | 72-70 |
| B+ | 89-87 | D+ | 69-67 |
| B | 86-83 | D | 66-63 |
| B- | 82-80 | D- | 62-60 |
| C+ | 79-77 | F | 59-00 |

DISABILITY POLICY

Every effort will be made to accommodate students with disabilities or special learning needs. If you have a documented disability for which you have already requested accommodations through the USAC Central office, your instructor will have been notified so that arrangements can be made early in the term.

ACADEMIC HONESTY POLICY

Plagiarism, cheating, submitting work of another person or work previously used and other forms of academic dishonesty will lead to lowered course grades, failure of the course or more severe measures, depending on judgments of the gravity of the individual case.

Policy regarding use of A.I. tools:

While enrolled as a student on this USAC program, the use of A.I. tools such as ChatGPT is permitted to assist you in generating ideas, brainstorming, and enhancing the creative process, provided that the content is accurate, unbiased, and appropriate for the assignment. However, it is crucial to uphold the principles of academic integrity to maintain the authenticity and originality of your work.

Although you may use A.I. tools as a starting point for exploration and idea generation, your final work must reflect your own understanding, analysis, and creativity. Copying and pasting content word-for-word directly from A.I. tools into assignments, projects, or any form of assessment is strictly prohibited. Submitting work that is primarily or entirely composed by A.I. tools without significant original input from you is considered a form of academic dishonesty.

Further, you must 1) specify which A.I. tool you used, 2) use quotation marks to distinguish A.I.-generated content, and 3) include appropriate citations for the A.I. tools that you used. Failure to properly cite A.I.-generated content is a form of academic dishonesty. Violations of USAC's academic integrity policy may result in disciplinary actions, including grade penalties, academic warnings, or more severe consequences such as removal from the course and/or program.

STATEMENT ON AUDIO AND VIDEO RECORDING

Surreptitious or covert video-taping of class or unauthorized audio recording of class is prohibited by law and by USAC policy. This class may be videotaped, or audio recorded only with the written permission of the instructor. To accommodate students with disabilities, some students may have been given permission to record class lectures and discussions. Therefore, students should understand that their comments during class may be recorded.