



Fall 2010 (Course #1985)

Busad-170: Introduction to International Business

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Busad-170 is a 3-units introductory course in international business that seeks to

- unlock for the students the processes and players that drive international business, together with their impacts on societies and their physical environments;
- guide the student through the strategy formulation and decision-making processes that take place in the international area in a wide variety of international business contexts; and
- enable the student develop a critical and analytical approach to examine and evaluate the issues and events that arise in business contexts across the globe.

Textbook: Janet Morrison: International Business Challenges in a Changing World (Palgrave Macmillan, 2009: ISBN 13:978-1-4039-4563-1)

Instructional Methods:	Lectures, discussions and video-presentations
Evaluation Methods:	Class tests (best 3 of 4) = 60%; Case Study = 20%, Presence and Participation (including the Pop-Quizzes) = 20%

Schedule for Lectures, Tests and Final Examination (6⁵⁵ – 10⁰⁵ PM, CR-137)

	<i>Preview of the course</i>	<i>Chapters here refer to those in the Janet Morrison Textbook</i>
Aug 30, Sept 1, 8, and 13	1. The business enterprise in the international environment 2. Perspectives on globalization 3. The economic environment 4. The cultural environment	Sept 15 (7 ³⁰ -8 ³⁰ pm) Class-Test 1
Sept 15 (8 ⁴⁵ -10 ⁰⁵ PM), 20, 22 and 27	5. The political and legal environment 6. International trade and regional integration 7. Strategy and organizations 8. Marketing	Sept 29 (7 ³⁰ -8 ³⁰ pm) Class-Test 2
Sept 29 (8 ⁴⁵ -10 ⁰⁵ PM), Oct 4, 6 and 11	9. Human resource management 10. Supply chains 11. Finance and accounting 12. Innovation and strategy	Oct 13 (7 ³⁰ -8 ³⁰ pm) Class-Test 3
Oct 13 (8 ⁴⁵ -10 ⁰⁵ PM) and 18	13. Ecological challenges for business and society 14. Corporate social responsibility 15. Global governance	Oct 20 (7 ³⁰ -8 ³⁰ pm) Class-Test 4
Case-Study	Report and Presentation:	Written report (due with the presentation) is a detailed analysis of the case using principles discussed in the book and the class. Presentations will be on Sept 20, 22, 27, Oct 4, 6 and 11

The Class and Grading Policies:

- DEADLINES: Sept 4 for ADD/DROP "WITHOUT W", Oct 9 to DROP with "AUTOMATIC W" (dropping after this means an automatic 'F') (DROPPING OUT OF THE COURSE, WITH OR WITHOUT A "W", IS THE STUDENT'S RESPONSIBILITY).
- This is a COLLEGE TRANSFER COURSE. Therefore, the class will rely heavily on discussions and analyses of the current issues, events and/or topics of interest to international business. YOUR SUCCESS WILL DEPEND ON THE NOTES YOU TAKE IN THE CLASS, YOUR READINGS BEFORE AND AFTER THE CLASS, AND ON YOUR PARTICIPATION IN DISCUSSIONS.
- Note that (a) there will be no homework or assignments, (b) an attendance below 70% will invite an F, and (c) any suspicion of "cheating" and/or any other kind of disruptive and/or anti-social behavior will invite negative points and/or the letter grade F for the entire course.
- For final grading (A ≥ 90% > B ≥ 80% > C ≥ 70% > F), best 3 of the 4 Class-Tests will account for 60% of the overall grade, the "Case Study" for 20%, and presence and participation (including any pop-quizzes) in the class for the remaining 20%. Everyone seeks an 'A', of course, and I encourage that. But, to secure it, you need to also have 90% in 3 of the 4 Class-Tests.
- The Class-Tests will be based on multiple-choice, short notes and essay-type questions.
- Any "Extra Credit" work — an ORIGINAL essay or term paper or research paper, project or report — will be graded on a -5 to +5 scale. Such a grading will be done only in marginal cases and therefore at the time of the Final grading.

Course Description

Adapted from www.mcombs.utexas.edu/.../fall09/.../IB_320F_Foundations_of_International_Business_Danon-Leva.doc

This course is designed for non-business majors as well as majors. Business is global. Therefore, an understanding of the global economy has become a foundation for nearly all business activity.

The course is structured to provide a basic, integrated understanding of the complexity of the international business environment and the challenges it poses for businesses which are engaged in cross-border activities. The course introduces concepts and processes of global trade and foreign direct investment, the international monetary system, regional economic integration and foreign exchange markets.

In a global economy it is especially important to study differences between countries and understand how these differences are linked to the various strategic choices businesses adopt in order to compete internationally. Therefore, this course puts a special emphasis on national differences. By the end of the course, students will enhance their ability to understand and explain international business practices.

Course Objectives

In today's global economy, business people must understand the relationships, institutions, and environment that underlie international commerce. The primary objective of IB 320F is to provide an introduction to the global economy that will help you be effective in business – whether you actually work in a global corporation or not. I hope it will also help you to be an educated citizen, understanding the major issues impacting government policy and globalization. The topics in the class have been selected to address both theoretical and practical dimensions of the global economy. The following are the specific objectives, therefore.

1. The students will recall and be able to define the basic tools to understand the global economy and the business environments. These tools include:
 - theories related to international trade and investment
 - major indicators of global business activity
 - knowledge of the major organizations which influence international trade
 - differing legal systems, economic systems, political systems and economic philosophies
 - cultural forces including what the theory has to say, language, and communications
2. The students will recognize and be able to define basic international business concepts.
3. The students will be able describe and explain current global business environment. This knowledge base includes:
 - global and regional impacts of the current economic melt-down
 - continuing globalization and its impact on the economy, both positive and negative
 - European expansion and general economic integration,
 - world trading blocs (EU, NAFTA, CAFTA, MERCOSUR)
 - the expansion of emerging markets – particularly in China and India, and the growing importance of developing countries in the global economy
4. The students will be able to explain and distinguish among the different organizations and institutions This includes: IMF, UN, WTO and GATT, OECD, NATO, OPEC
5. The students will be able to develop an understanding of the evolution of the global monetary system and the resulting mechanisms and factors that influence currency exchange rates.
6. The students will be able to explain the understanding that global interdependence as a compelling factor in the global business environment, which is creating demands on international managers to take a positive stance on issues of social responsibility, economic development, and ethical behavior.
7. The students will develop an understanding that much of today's trade takes place in a global environment The majority of trade is within three regional free-trade blocs (Western Europe, Asia, and North America), called the TRIAD market, and grouped around the three dominant currencies (the euro, the yen, and the dollar).
8. The student will develop the knowledge and understanding of the unique aspects and problems involved in international business. This is will only help to serve in honing in particular skills.
9. The students will develop an understanding of the theory, and read the real life application of this concept.
10. The students will develop throughout the course, the ability to analyze and do critical thinking using IB terminology through class discussions and questions. This will lead to the development a strong knowledge base which you will use to keep abreast of the many changes that will occur in global business during your life and professional career.

This is basically a “macro” course. The course looks primarily at international business from the perspective of aggregate impact, general forces, and overriding theories... with less emphasis is on individual management decisions. That is not to say that the topics covered aren't relevant to business management – they most certainly are. Rather, the concepts themselves generally are not focused on individual businesses but we do use real business as examples. Naturally, I will attempt to demonstrate ways that these external forces impact business decisions as much as possible.