

**Texas Wesleyan University
School of Business Administration**

**IBA 3345-40
Introduction to International Business
Global Enterprise**

Semester: Spring 2007

Wednesdays 7 pm to 9:30pm

Room# BA213

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Course Goals and Objectives

The globalization of US business is accelerating at an ever increasing rate. There are few businesses in the US that are not touched by either the globalization of products or markets. US business and business interest is entwined in the world economy. Competition often includes global markets and the business activities of marketing, sales, production, distribution; financing and development are also conducted in a global theater. We have seen some industries thrive in this environment and others shrink or die. We have seen shifts in labor sourcing and technology transfer on a global scale. We have witnessed the political turbulence and regulatory policies that have been identified as both the cause and the promise of globalization. The world we work in today is vastly different than it was just 5 years ago. You must be prepared to understand the globalization of business, its causes and effects on business and the world economy and your future in the business world.

The goal of this course is to enable you to gain an understanding of the critical issues that businesses must deal with in today's global marketplace and what is required to effectively do business across borders and oceans. We will discuss and examine the institutions that governments have established to regulate and promote international business, trade and financing. We will gain an understanding of how currency exchange rates effect business decisions and how language and culture play a vital role in international business strategy. During your career and work life you will be affected by globalization. It is important that you understand the dynamic nature of globalization so that you will be prepared to help yourself and your company prepare for the challenges that a global economy brings to your doorstep.

Course Materials

1. Textbook: Charles W. L. Hill, Global Business Today 4th Edition
2. “The Wall Street Journal” and selected publications that will be identified and introduced during the course of the semester.
3. “Fort Worth Star Telegram” business section.
4. “Dilbert” daily comic strip

Course Format

Lecture and Discussions

I will spend some time each class discussing some of the critical issues, terms and current theories regarding international business that are covered in the text material. I expect to you to thoroughly read each of the assigned chapters or other assigned research material or articles prior to class. You can expect me to call on you to participate in class discussions of what’s in the assigned material for that week. It is your responsibility to be prepared to discuss the business concepts and information presented in the assigned text and be able to apply it to current business problems reported in national or local media.

We will use the Wall Street Journal and the Fort Worth Star Telegram business section as our primary source for class discussion each week. I expect you to come to class having read through the Monday, Tuesday and Wednesday’s WSJ and FWST, concentrating on international business issues. You need to come with thoughtful questions from current events that relate to the current material we are covering in the class for that week.

Case Studies

We will have periodic case studies assigned from the text as well as outside material such as the Harvard Business Review. Some of these will require written reports and other class presentations by assigned teams of students. Cases from the text will include:

- The Changing Political Economy of India pp 88-89
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- Etch-A-Sketch Ethics pp 159-160
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- Hedging the Euro at Axis pp 337-338
-
- Global Strategy at MTV Networks pp 413-414
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- Merrill Lynch in Japan pp 443-444

Class Participation

Your participation during class discussions will have a significant affect on your final grade. Your preparation prior to class is critical. Read all the text material assigned. Understand and do some critical thinking about the closing cases, the country focus, management focus, sustainability in practice and the research task at the end of each chapter. You should know each of the key terms and how they are applied in a real life business situation. I will keep a score card on your participation. **Remember it is not how much you say but the quality of your participation.** This means that you should be able to lead to a productive start of a discussion on a topic, be able to explain the concepts and theories, consider the implications using data and facts and challenge others with constructive sound reasoning.

Investment Climate Report and Presentations.

We will have a final term group project that requires the preparation of an Investment Climate Report and Recommendation. Teams will be given a specific product and asked to prepare and make a formal written report and power point presentation to the class that considers all the various issues surrounding a foreign investment decision by a company. This will include the cultural, regulatory, political, economic, and strategic aspects of the business decision making process. This project will require careful research and preparation and will represent approximately one fourth of your total grade.

Pop Quiz

We will have 5 to 8 Pop Quiz's during the semester. Five will count toward your total grade for the semester. Three will not be counted. You will be told the day of the test whether that test will count or not. There will be no make up for a missed Pop Quiz. The quiz will have 5 to 10 True or False or multiple choice questions

Evaluation and Grading

Your overall performance will be based on a number of outcomes during the semester including a midterm test, the final exam and term project, case studies and class participation and pop quiz. . My assessment of these outcomes is designed to help you achieve the following learning objectives.

- Knowledge of the basic institutions of international trade, investment and finance.
- The ability to analyze data on international trade, investment, and government policies in order to make assessments of the implication of these item on international business strategy at the company or industry level
- Be able to integrate all of the knowledge covered in the text and discussion into a comprehensive assessment of global business situation and apply critical thinking to make reasoned and informed recommendations on international business opportunities.

Specific Test and Evaluation Scoring

<u>Test</u>	<u>Date</u>	<u>Points</u>
Mid Term	February 28th.	225
Final Exam	May 2 nd	225
Class Participation	Semester	125
Case Studies	Semester	125
Pop Quiz	Semester	100
Term Project	April25th	<u>200</u>
Total		1000

Points and Grading

<u>Total Points</u>	<u>Grade</u>
970-1000	A+
930-969	A
900-929	A-
870-899	B+
830-869	B
800-829	B-
770-799	C+
730-769	C
700-729	C-
650-699	D
Below 650	F

Class Schedule

January 10 th	Introduction and Orientation
January 17 th	Chapter 1 and research on Ireland
January 24 th	Chapters 2 and 3 and Case Study
January 31 st	Chapter 4 and Case Study
February 7 th	Chapter 5
February 14 th	Chapter 6 and 7
February 21 st	Chapter 8
February 28 th	Mid-Term Exam
March 7 th	Chapter 9 and 10 and Case Study
March 14 th	Spring Break
March 21 st	Chapter 11 and 12
March 28 th	Chapter 13
April 4 th	Chapter 14
April 11 th	Chapter 15
April 18 th	Chapter 16
April 25 th	Class Presentations
May 2 nd	Final Exams

Absence Policy

It is important that you be in class to full understand the material and participate in the discussions. You must adhere to the TWU policy referenced in the Catalog. Make up test will not be given.

TWU Policies

TWU has a number of policies regarding behavior, academic integrity and what is expected of students while enrolled at the university. There are also specific policies related to ADA . You should be familiar with each of these policies and adhere to their word and sprit.

Changes to this Syllabus

This course is designed to provide you with a solid basic framework on the concepts and theories of global business. By its very nature, global business is a fast changing system of regulations, developments and political shifts. I may make changes to the course structure and content on a week to week basis to make sure we are covering the latest international business developments and issues.