IBUS 201, Section 101
INTRODUCTION TO INTERNATIONAL BUSINESS
Spring Semester 2014, MWFs 12:35pm – 1:25pm, CLC 302

Catalog Description
This course will introduce students to the theory and practice of international business with a focus on international environments and activities of multinational enterprises (MNEs). Topics to be included in the course are cultural, social, legal, trade, and financial characteristics in the world markets. The course will also discuss diverse functional areas of MNEs across national borders such as international production, logistics, finance, human resource management, and marketing.

Outcomes: Students develop theoretical and practical insights for understanding the real world of international business in terms of both external environmental forces and internal strategic management issues surrounding multinational enterprises (MNEs) in the world markets.

Course Overview
This is an introductory course in international business. The basic content of the course includes (1) an overview of the means of conducting international business, with an emphasis on what makes international different from domestic; (2) the effects of the social systems within countries on the conduct of international business; (3) the major theories explaining international business transactions and the institutions influencing those activities; (4) the financial exchange systems and institutions that measure and facilitate international transactions; (5) the dynamic interface between countries and companies attempting to conduct foreign business activities; (6) corporate strategy alternatives for global operations; and (7) international activities that fall largely within functional disciplines.
Course Objectives and Learning Outcomes

1. To develop students’ theoretical and practical insights for understanding the real world of international business in terms of both external environmental forces and internal strategic management issues surrounding multinational enterprises (MNEs) in the world markets.

2. To develop students’ critical thinking skills, especially important in an area that changes as fast and is as complex as the field of international business.

3. To develop the student’s ability to integrate knowledge from several functional areas, i.e., accounting, business law, economics, finance, information systems, operations, management, and marketing in order to properly understand and work in this area.

4. To develop students’ research, written, and oral communications skills by having students prepare for in-depth case presentations on successful multinational enterprises (MNEs) currently operating in the real business world.

5. To develop ethical perspectives with respect to the area of international business.

To achieve these goals, a number of teaching and learning techniques (e.g. lecture, case analysis and presentation, discussion, problem solving, video, etc.) will be used.

Required Materials

- Other class materials available on Sakai (handouts, PowerPoint slides, videos, etc.)

Course Requirements and Grading Criteria

<table>
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<tr>
<th>Requirement</th>
<th>Points</th>
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<tr>
<td>In-class Test (2):</td>
<td>200 pts.</td>
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<tr>
<td>Final Exam (1):</td>
<td>100 pts.</td>
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<td>Quiz (10):</td>
<td>100 pts.</td>
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<td>Group Case Presentation (3):</td>
<td>150 pts.</td>
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<td>Class Group Activity (10):</td>
<td>150 pts.</td>
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<td>Participation:</td>
<td>150 pts.</td>
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<td><strong>Total Points:</strong></td>
<td><strong>850 pts.</strong></td>
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**Test:** There will be three tests for this course this semester. These are all closed book and closed note tests. Although the final exam will not be comprehensive, the knowledge of the previous materials will be necessary. They will be comprised of multiple choice questions, short answer questions, and/or case-analysis questions.

**Quiz:** There will be ten quizzes for this course this semester. These are all closed book and closed note quizzes. They will be used to evaluate students’ understanding of key class topics covered every week. They will be comprised of true/false questions and multiple choice questions. **There will be no make-up opportunities for missed quizzes.**

**Group Presentation of Cases:** There will be three presentations of cases per each group throughout this semester. Each group will be comprised of two or three students on their own without any change of members during the semester. **It is mandatory for all of the group members to work on assigned cases together and to participate in the presentation of the cases in classes.** More details will be discussed in our classes.

**Group Activity in Class:** There will be ten group activities in class throughout this semester. These group activities will be comprised of discussing a case example from the textbook and answering several questions attached to the case in a group. Each group is required to submit a group activity sheet with written answers to the instructor before the end of class. **There will be no make-up opportunities for missed group activities.** Detailed information will be discussed in the classes.

**Participation:** All students are encouraged to attend classes and participate in the class discussion after each group’s presentation is made. In addition, each member of a group should submit three confidential peer evaluations (after the group presentations) to the instructor on the performance and contribution of his/her team members. **Peer evaluations will be used to assess each student’s participation in each group project.**

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**Course Grading Scale**

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<thead>
<tr>
<th>Grade</th>
<th>Percentage</th>
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<tr>
<td>A</td>
<td>100-93%</td>
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<tr>
<td>A-</td>
<td>92-90</td>
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<tr>
<td>B+</td>
<td>89-87</td>
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<tr>
<td>B</td>
<td>86-83</td>
</tr>
<tr>
<td>B-</td>
<td>82-80</td>
</tr>
<tr>
<td>C+</td>
<td>79-77</td>
</tr>
<tr>
<td>C</td>
<td>76-73</td>
</tr>
<tr>
<td>C-</td>
<td>72-70</td>
</tr>
<tr>
<td>D+</td>
<td>69-67</td>
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<tr>
<td>D</td>
<td>66-60</td>
</tr>
<tr>
<td>F</td>
<td>59 and below</td>
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Quinlan School of Business Policies:

**Attendance**

Class attendance and participation are fundamental components of learning, so punctual attendance at all classes, for the full class meeting period, is expected of Quinlan students. Faculty may set participation policies unique to their courses and use class participation as a component of the final grade. If you must miss a class or leave early, please notify me in advance. The student is responsible for any assignments or requirements missed during an absence.

**Make-Up Examinations**

Loyola University academic policy provides that tests or examinations may be given during the semester or summer sessions as often as deemed advisable by the instructor. Because Quinlan faculty believe examinations represent a critical component of student learning, required examinations should be taken during the regularly scheduled class period. **Make-up examinations are discouraged.** Exceptions may be granted only by the faculty member or department chair, and only for unavoidable circumstances (illness verified by a signed physician’s note, participation in intercollegiate athletic events, subpoenas, jury duty, military service, bereavement, or religious observance). A make-up final examination may be scheduled only with the permission of the appropriate Quinlan Assistant or Associate Dean.

If a make-up examination must be given, it is the responsibility of the faculty member to prepare, schedule, and proctor the exam. The only regular exception is for a student athlete, who may use the testing services of the Athletics Department to complete a make-up examination. For a student with a documented special testing need, please consult University policy concerning use of the testing center in Sullivan Center at Lake Shore Campus.

**Academic Integrity**

All members of the Quinlan School shall refrain from academic dishonesty and misconduct in all forms, including plagiarism, cheating, misrepresentation, fabrication, and falsehood…Plagiarism or cheating on the part of the student in individual or group academic work or in examination behavior will result minimally in the instructor assigning the grade of “F” for the assignment or examination. In addition, all instances of academic dishonesty must be reported to the chairperson of the department involved.

For further information about expectations for academic integrity and sanctions for violations, consult the complete Quinlan School of Business Honor Code and Statement of Academic Integrity on the Quinlan website:

IBUS 201 Weekly Course Outline

This course outline is subject to change by the instructor. It is likely that there are some subjects we will explore in more depth.

**Week 1**
Hill, Chapter 1 & Handouts
Jan. 13: Introduction
Jan. 15: Globalization & International Business
Jan. 17: Quiz 1 / Group Activity 1 (Case: The Globalization of Starbucks)

**Week 2**
Hill, Chapter 2
Jan. 20: Martin Luther King Jr. Day – No Class
Jan. 22: Political Economy & International Business
Jan. 24: Quiz 2 / Group Activity 2 (Case: Indonesia–Asia’s Stumbling Giant)

**Week 3**
Hill, Chapter 4 & 5
Jan. 27: Culture & International Business
Jan. 29: Ethics & International Business
Jan. 31: Quiz 3 / Group Activity 3 (Case: Matsushita and Japan’s Changing Culture)

**Week 4**
Hill, Chapter 6 & 7
Feb. 3: International Trade & International Business I
Feb. 5: International Trade & International Business II
Feb. 7: Quiz 4 / Group Activity 4 (Case: The Rise of Bangladesh’s Textile Trade)

**Week 5**
Feb. 10: Group Presentation I-1
Feb. 12: Group Presentation I-2
Feb. 14: Group Presentation I-3

**Week 6**
Hill, Chapter 8
Feb. 17: IN-CLASS TEST 1 (CHAPTER 1, 2, 4, 5, 6, 7, & Handouts)
Feb. 19: Foreign Direct Investment & International Business
Feb. 21: Quiz 5 / Group Activity 5 (Case: Spain’s Telefonica)

**Week 7**
Hill, Chapter 9 & 10
Feb. 24: Regional Economic Integration & International Business
Feb. 26: Foreign Exchange Market & International Business
Feb. 28: Quiz 6 / Group Activity 6 (Case: NAFTA and Mexican Trucking)

**Week 8**
Mar. 3: Spring Break - No Class
Mar. 5: Spring Break - No Class
Mar. 7: Spring Break - No Class
Week 9  Hill, Chapter 13 & 14
Mar. 10: Strategy & International Business
Mar. 12: Organization & International Business
Mar. 14: Quiz 7/Group Activity 7 (Case: A Decade of Organizational Change at Unilever)

Week 10
Mar. 17: Group Presentation II-1
Mar. 19: Group Presentation II-2
Mar. 21: Group Presentation II-3

Week 11  Hill, Chapter 15
Mar. 24: IN-CLASS TEST 2 (CHAPTER 8, 9, 10, 13, 14, & Handouts)
Mar. 26: Entry Mode & International Business
Mar. 28: Quiz 8/Group Activity 8 (Case: General Electric’s Joint Ventures)
* 7:30am-6:30pm on Saturday, March 29: IB Workshop on Silk Road

Week 12  Hill, Chapter 17 & 18
Mar. 31: Global Production, Outsourcing, and Logistics
Apr. 2: Global Marketing and R&D
Apr. 4: Quiz 9/Group Activity 9 (Case: The Rise of the Indian Automobile Industry)

Week 13  Hill, Chapter 19 & Handouts
Apr. 7: Global Human Resource Management
Apr. 9: Emerging Economies
Apr. 11: Quiz 10/Group Activity 10 (Case: AstraZeneca)

Week 14
Apr. 14: Group Presentation III-1
Apr. 16: Group Presentation III-2
Apr. 18: Easter Break - No Class

Week 15
Apr. 21: Easter Break - No Class
Apr. 23: Group Presentation III-3
Apr. 25: Review for Final Exam

FINAL (CHAPTER 15, 17, 18, 19, & Handouts)
⇒ 9:00am - 11:00am, Friday, May 2.

Please note: This class may occasionally deviate from the course outline above. The instructor reserves the right to make changes as needed to the course syllabus.