



IBUS 201, Section 101 – INTRODUCTION TO INTERNATIONAL BUSINESS
SPRING SEMESTER 2018 – Monday, Wednesday, Friday – 12:35pm – 1:25pm
SCHREIBER ROOM 525

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Office Hours: Monday and Wednesday – 11:30-12:30pm Schreiber 705B and by appointment

Course 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:

Charles W. Hill, *International Business: Competing in the Global Marketplace*, 9th edition (2013), McGraw

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

Course Requirements and Grading Criteria:

TWO Tests:	200 pts.
Team Case Presentation (2):	100 pts.
Team Class Activity (10):	100 pts.
Participation,Peer Assessments,Attendance	100 pts.

Total Points:	500 pts.

Test: There will be TWO tests for this course this semester. These are all closed book and closed note tests. Although the second test will not be cumulative, the knowledge of the previous materials from the first exam will be necessary.

They will be comprised of multiple choice questions,true/false, short answer questions, and/or case-analysis questions. It is important to read the book in addition to studying the power point slides from the class.

Team Case Presentation: There will be two presentations of cases or more per each group throughout this semester. Each group will be comprised of five 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. Any Team missing required items,especially how they relate to the class- a minimum of 5 pts will be deducted from the grade.LOYOLA HAS A NO FREE RIDER POLICY AND THIS POLICY WILL BE STRICTLY ENFORCED.

Team Class Activity: There will be ten Team in class activities in class throughout this semester. These group activities will be comprised of discussing case examples from the textbook or current events International Business Articles and answering several questions attached to the case in a Team. Each Team is required to submit a group activity sheet with written answers to the instructor before the end of class.Late submissions will result in a 5 pt deduction from everyones grade on the team. There will be no make-up opportunities for missed Team activities. Detailed information will be discussed in the classes. Only 1 submission form per Team is required.We will do a 360 walk around and display – comment on all of the TEAMS Papers. If a Team is not present or does not display a paper everyone on the Team will lose 5pts off their grade.There will be NO EXCEPTIONS to this policy.LOYOLA HAS A NO FREE RIDER POLICY AND THIS POLICY WILL BE STRICTLY ENFORCED.

Participation: All students are encouraged to attend classes and participate in the class discussion after each Team's presentation is made. In addition, each member of a Team will submit two confidential peer evaluations during the Semester 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 Team project. Late Peer Assessments of more than 24 hours after the due date will have 5 pts deducted from the grade. If you do not turn in a Peer Assessment within 48 hours of the due date 5pts will be deducted from the grade. If you do not turn in a Peer Assessment within one week of the due date 10 pts will be deducted from your grade. LOYOLA HAS A NO FREE RIDER POLICY AND THIS POLICY WILL BE STRICTLY ENFORCED.

There are no extra credit opportunities planned at this time. If extra credit options become available, they will be announced in our classes. The grading scale is strictly enforced.

Course Grading Scale:

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

Attendance:

Class attendance is mandatory and essential to the value of the learning experience. Students are expected to attend all class sessions in order to pass the course. Missing more than 20% of scheduled classes severely jeopardizes the student's ability to pass the course. An absence must be excused by the Instructor. Unexcused absences of more than 2 will result in a 5pt deduction from the grade. More than 3 unexcused absences will result in a drop of one full grade.

In the event unavoidable emergencies or conflicts prevent you from attending class, you must notify the instructor and program director by e-mail prior to missing the class, and request options for covering missed material. Most of the subjects in a course are sequential. Therefore, it is important to understand the material covered in the missed class before the next class.

Make-Up Examinations/Assignments:

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. Limited assistance in proctoring make-up exams may be available through a designated Quinlan administrative assistant. 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:

<http://www.luc.edu/media/lucedu/quinlanschoolofbusiness/pdfs/Honor-Code-Quinlan-July2012.pdf>

Additional Attention:

To minimize distractions, laptops, tablets, smart phones must be closed during class except for in-class writing. In addition, all cell phones must be placed on vibrate during class. No texting during class.

Weekly Course Outline: The class is 3 days per week and only the first day and last day of the week are listed below because the class is less than 1 hour long and we will not always be able to complete our session goals. Based on that only the FIRST DAY and LAST DAY of each week is listed in the SYLLABUS. We have a full class and every team needs their opportunity and time. to present cases/articles.

Week 1

Hill, Chapter 1

JAN 17: Introduction and Teams form/SYLLABUS Discuss

JAN 19: Globalization & International Business / **GA 1 (Case: Globalization of Starbucks in class)**

Week 2

Hill, Chapter 2 & 4

JAN 22: Political Economy & IB

JAN 26: Culture & IB **GA 2 (Case: Indonesia–Asia’s Stumbling Giant in class)**

Week 3

Hill, Chapter 5 & 6

JAN 29 : Ethics & International Business

FEB 2: International Trade & IB

Week 4

Hill, Chapter 7

FEB 6: International Trade & International Business II

FEB 10: **GA 3 (Case: Matsushita and Japan’s Changing Culture in class)**

Week 5

FEB 12: **GA 4 (Case: Rise of Bangladesh’s Textile Trade in class)**

FEB 16: Review for IN-CLASS TEST 1 – Completion of Chapter slides if needed Ch1-7

Week 6

Hill, Chapter 8

FEB 19: **IN-CLASS TEST 1 (CHAPTER 1, 2, 4, 5, 6, 7**

FEB 23 Foreign Direct Investment & IB / **GA 5 (Case: Spain's Telefonica in class)**

Week 7

MARCH 5-9: **Mid-Semester Spring Break - No Class!**

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Week 8

Hill, Chapter 9, 10 & 13

MAR 12: Regional EI & International Business /Foreign Exchange Market & International Business

MAR 15 : Strategy & International Business **GA 6 (Case: NAFTA and Mexican Trucking in class AND NAFTA CURRENT EVENTS DISCUSSION)**

Week 9

Hill, Chapter 14

MAR 19: Organization & IB / **GA 7 BREXIT HANDOUT IN CLASS AND CURRENTS EVENTS BREXIT**

MAR 23: **Group Presentation II-1 – schedule will be posted on SAKAI**

Week 10

MAR 26: **Group Presentation II-1- schedule will be posted on SAKAI**

MAR 30: NO CLASS – GOOD FRIDAY

Week 11

Hill, Chapter 15

APR 2: **NO CLASS EASTER HOLIDAY**

APR 6: Entry Mode & IB / **GA 8 (Case: General Electric's Joint Ventures in class OR CURRENT EVENTS HANDOUT INSTEAD OF GE)**

Week 12

Hill, Chapter 17 & 18

APR 9: Global Production, Outsourcing, and Logistics / **GA 9 – CLASS AVTIVITY CURRENT EVENTS TBD**

APR 16: Global Marketing and R&D – **GROUP PRESENTATION II-2 IN CLASS**

Week 13

APR 16: GROUP PRESENTATION II-2 schedule will be posted on SAKAI

APR 20: Global Human Resource Management – **REVIEW FOR TEST 2**

Week 14

Hill, Chapter 19 & Handouts

APR 23: Emerging Economies or Current Events article – **TEST 2 IN-CLASS TEST 2 (CHAPTER 8, 9, 10, 13, 14,15 & Handouts)**

APR 27: CHINA 2025 GA Class Activity 10 in class- **GROUP PRESENTATION II-2 IN CLASS IF NEEDED**

Week 15

APR 30: **FINALS WEEK – WE WILL NOT HAVE A FINAL EXAM**

Please note: This class may deviate from the course outlined above. The instructor reserves the right to make changes as needed to the course syllabus. Several Current Events articles/cases may be substituted in the second half of the Semester. All Current Events articles/cases will be in class handouts.

FINAL (CHAPTER 15, 17, 18, 19, & Handouts) This is actually Team test #3 and may be completed BEFORE FINALS WEEK – I will discuss in class