

LOYOLA UNIVERSITY
Rome Center
Quinlan School of Business

Introduction to International Business (IBUS 201) Spring 2017 Syllabus

I. GENERAL INFORMATION

Instructor: Marshall Langer

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Background: Wall Street; international corporate/financial management, strategic planning. Wharton MBA.

II. COURSE INFORMATION

1. Course Description. The course provides an introduction to international business. Topics include: 1) the effects on international business decisions of cultural, political, legal, and economic forces; 2) a presentation of international business basics such as trade, tariffs, exchange rate regimes, capital markets; 3) a study of the comparative theoretical frameworks for establishing international business enterprises, including trade and investment theory; 4) effects of government intervention and aid. The role of social and economic aid organizations such as the UN, EU, IMF and World Bank will also be discussed.

The course is divided into the following 3 parts:

1. Assessing the International Business Environment
2. International Strategy
3. Investment and Development

2. Learning Outcomes.

At the end of the course, students will be able to:

- A. Successfully assess and advise on business operations and relationships (with JV partners, government agencies) in complex international business environments.
- B. Successfully apply the principal theories of international trade and investment (exchange rate regimes, global stock and bond markets).
- C. Effectively 1) integrate in international business endeavors critical intracompany departments such as marketing, manufacturing, accounting, finance, and human resources; and 2) position supply, production, sales functions.
- D. Speak knowledgeably on the important role played by multinational economic and social aid organizations such as the UN, EU, IMF and World Bank in facilitating international trade and business.
- E. Act ethically, diplomatically, and with emotional sensitivity in international business environments.

III. LEARNING ACTIVITIES

- 1. Active student participation in seminar-style class lecture.** Classes are highly interactive. Instructor prompts students for response to questions posed and solicits his/her thoughts on issues discussed. Format is probing and direct. Additionally, instructor provides concrete, real-world examples to illustrate concepts. Lecture format reinforces by example appropriate methods for asking questions, gaining relevant insights, and making appropriate recommendation. (Contributes to LO A, B, C, D, E)
- 2. In class presentation and discussion of readings by professor and students.** Textbook and other assigned readings (assigned according to the schedule in section VII of this syllabus) present relevant topics, which are covered more depthfully in class lecture. In class discussion of readings, instructor highlights most relevant reading topics, showing by example how to present data in a stimulating way, consistent with achieving course objectives. (Contributes to LO A, B, C, D)
- 3. Case Study and/or Article Presentation.** Case studies and articles are used to further illustrate real-world examples of subject topics. For all assigned cases/articles, students should be prepared to answer questions about the case/article and be able to illustrate its subtler aspects. For select cases/articles students will be selected to make a presentation. In class discussion of case studies/articles serves to highlight analytical methods, indicating specifically, ways to discern the most relevant focal points. (Contributes to Learning Objectives A, B, C, D)
- 4. Business analysis paper.** Maximum 5 page analysis of a global market opportunity utilizing course concepts. More specific information provided during the semester.

IV. ASSESSMENT

35%	Midterm exam
35%	Final exam
5%	Case study and/or article assignment/presentation
10%	Business analysis paper
15%	Quizzes and class participation

- 1. Exams.** Exams will be composed of essay questions that test your ability to apply concepts discussed through the exam date. (Measures Learning Objectives A, B, C, D)
- 2. Case/Article Analyses and Presentation.** All cases/articles should be prepared for class. For select cases/articles, where indicated, an individual written submission is due and is assigned based on the schedule in section VII of this syllabus. Additionally, for select cases/articles students will be selected to make a presentation. Your grade for the presentation will reflect much new insight you teach the class (rather than repeat the facts). Use section VII of this syllabus as a further guide for all written submissions. (Measures Learning Objectives A, B, C, D)
- 3. Quizzes.** Short, in-class quizzes will test your comprehension of course materials to date. (Measures Learning Objectives A, B, C, D)
- 4. Class Participation.** You will be graded on the quality of, and demonstrated insight of, your in-class comments, including comments related to answers to assigned problems. (Measures Learning Objectives A, B, C, D, E)

Attendance Policy

In accordance with the JFRC mission to promote a higher level of academic rigor, all courses adhere to the following absence policy:

- For all classes meeting once a week, students cannot incur more than one unexcused absence.
- For all classes meeting twice a week, students cannot incur more than two unexcused absences.
- For all classes meeting three times a week, students cannot incur more than two unexcused absences.

This course meets two times a week, thus a total of 2 unexcused absence(s) will be permitted. Unexcused absences beyond these will result in a lowering of your final grade.

Grading

94-100: A
90-93: A-
87-89: B+
84-86: B
80-83: B-
77-79: C+
74-76: C
70-73: C-
67-69: D+
60-66: D
59 or lower: F

Academic Honesty

Plagiarism and other forms of academic dishonesty are unacceptable at the JFRC and will be dealt with in accordance with Loyola University Chicago's guidelines. Please familiarize yourself with Loyola's standards here:

http://www.luc.edu/academics/catalog/undergrad/reg_academicintegrity.shtml. You are responsible for understanding what constitutes plagiarism according to the LUC Student Handbook.

Disabilities

Students with documented disabilities who wish to discuss academic accommodations should contact me the first week of class, as well as the Senior Academic Services Advisor.

V. REQUIRED COURSE MATERIALS

1. Required reading:

Online coursepack of *required* readings consisting of excerpts from the following texts. Other select readings are also posted on the course website.

<u>Code</u>	<u>Title</u>
CA	Huijser, <u>Cultural Advantage, Succeeding with Global Teams</u> , International Press, 2006
CC	Greiner, Poulfelt, <u>The Contemporary Consultant</u> , Thomson, 2005
DRS	Daniels, Radebaugh, Sullivan, <u>International Business, 11th Edition</u> , Pearson Prentice Hall, 2007
EB	Maddux, Maddux, <u>Ethics in Business: Manage with Authority and Fairness</u> , Axzo, 2010
EM	Hooke, <u>Emerging Markets, A Practical Guide</u> , Wiley, 2001
EU	Bishop, <u>European Union Law for International Business</u> , Cambridge Press, 2009
GB	Hill, <u>Global Business Today, 6th Edition</u> , McGraw-Hill Companies, 2008
GM	Keegan, Green, <u>Global Marketing 5th Edition</u> , Prentice Hall, 2007
GP	Freud, <u>Group Psychology and the Analysis of the Ego</u> , Norton, 1974
GS	Inkpen, Ramaswamy, <u>Global Strategy: Creating and Sustaining Advantage</u> , Oxford U. Press, 2005
IA	Kohls, Knight, <u>Developing Intercultural Awareness, 2nd Edition</u> , Intercultural Press, 1994
IB	Woods, <u>International Business: An Introduction</u> , Palgrave Macmillan, 2002
IC	Jandt, <u>An Introduction to Intercultural Communication, 4th Edition</u> , Sage Publications, 2004
IF	Madura, <u>International Financial Management</u> , Thomson South-Western, 2003
IM	Rodrigues, <u>International Management, 3rd Edition</u> , Sage, 2009
IO	Adler, <u>International Dimensions of Organizational Behavior, 4th Edition</u> , Wadsworth, 1992
KR	Krugman, Obstfeld, <u>International Economics: Theory and Policy, Seventh Edition</u> , Pearson, 2006
MB	Bahrami, Leavitt, <u>Managerial Psychology: Managing Behavior in Organizations, 5th Ed.</u> , U. Chicago, 1988
MG	Hill, <u>International Business, Managing Globalization</u> , Sage, 2009
MP	Leavitt, Pondy, Boje, <u>Readings in Managerial Psychology, 4th edition</u> , University of Chicago, 1988
OB	Robbins, <u>Essentials of Organizational Behavior</u> , Prentice Hall, 2004
PL	Iodice, <u>Profiles in Leadership</u> , North American Business Press, 2013
SM	Lasserre, <u>Global Strategic Management</u> , Macmillan, 2002
WC	Lewis, <u>When Cultures Collide</u> , Brealey, 2006

VI. SUGGESTED OPTIONAL READINGS

1. Books.

George Stonehouse, David Campbell, Jim Hamill, Tony Purdie, *Global Transnational Business: Strategy and Management*, Wiley, 2004

Debraj Ray, *Development Economics*, Princeton University Press, 1998

Napoleon Hill, *Think and Grow Rich*, St. Martin's Press, 2001

Diamond, *Guns, Germs, and Steel: The Fates of Human Societies*, Norton, 2005

Luce, *In Spite of the Gods: The Strange Rise of Modern India*, Doubleday, 2007

Kynge, *China Shakes the World: A Titan's Rise and Troubled Future and the Challenge for America*, Mariner Books, 2007

Hill, *International Business, McGraw-Hill, 7th Edition*, 2008

Cavusgil, *International Business: The New Realities*, Pearson Prentice Hall, 2008

2. Internet Sites.

<http://www.csis.org/gsi> for globalization think tank

<http://www.earthinstitute.columbia.edu/crosscutting/climate.html> for the Earth Institute

http://www.transparency.org/policy_research/surveys_indices/cpi/2005 for data on corruption.

<http://www.weforum.org/en/initiatives/gcp/Global%20Competitiveness%20Report/index.htm> for global competitiveness report and business competitiveness report

<http://www.doingbusiness.org/> for Doing Business Survey which provides cost estimates

3. Periodicals. Business Week, Harvard Business Review, The Economist.

Week	Instruction / Activity	Topic	Reading Assignment (Read for class)
-Marketing-			
11	Lecture ----- Case Studies ----- Film	International marketing Branding ----- Advertising and marketing communications. ----- Manchester United LG ----- Inside Saatchi Marketing Communications	IB: C8 p183-186, p190-195 ----- GM: Advertising p445-447, p450-454 ----- p614-625 p4 (bottom)-p9 (top)
-INVESTMENT AND DEVELOPMENT-			
-International Finance- -Company Analysis & Valuation-			
12	Lecture	International finance International financial markets. Foreign exchange risk management. ----- Analysis and valuation Financial statement analysis. ----- Analyzing/valuing multinational companies. ----- Forecasting	IF: C3 p67-81 IF: C6 p172-174 ----- FA: Sections 3-6 Notes and excel file posted online ----- EM: C4 p59-67 ----- Excel files in class
-Emerging markets-			
13	Lecture ----- Case Studies ----- Films	Characteristics of emerging markets. Infrastructure issues: physical, institutional, financial, legal Property rights (including intellectual property) Capital markets Taxation and expropriation issues. Emerging market economics; and currency crisis. ----- Banco Solidario (microfinance) Weight Watchers in Mexico ----- Jeffrey Sachs in Bolivia: https://www.youtube.com/watch?v=ittBp7z-TbM Microcredit: https://www.youtube.com/watch?v=qRh6F-m0kmE	EM: p26-54 (skim) KR: C22 p616-618 ----- p6 (Strategy) -13, Exhibits 2, 3 p7-10+ Exhibit 1 & 7
-CAREER OPPORTUNITIES IN INTERNATIONAL BUSINESS- -EXAM-			
14	Activity ----- Exam	Career opportunities ----- Final exam	Interviewing, CV's