



**JOHN FELICE
ROME CENTER**

IBUS 201 – Introduction to International Business

John Felice Rome Center

Prof. Lindo

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Office Hours: After class or via Zoom by appointment, Friday 10am-1pm.

Course Description

This course will expose you to international business theory and practice, focusing on international contexts and multinational business (MNEs) activities. We will cover cultural, social, legal, commerce, and financial elements of global markets throughout the course. The course will also cover several cross-national functional areas of MNEs, such as international production, logistics, finance, human resource management, and marketing.

Course Overview

This course is an introduction to international business. The course's primary content includes:

1. An overview of the methods for conducting international business, emphasizing what distinguishes international business from domestic business.
2. The effects of social systems within countries on the conduct of international business
3. The significant theories explain international business transactions and the institutions influencing those activities.
4. The currency exchange systems facilitate international business.
5. The dynamic interface between countries and companies attempting to conduct foreign business.
6. Corporate strategy alternatives for global operations.

Learning Outcomes

On completion of the course students should be able to:

- Develop theoretical and practical insights into the real world of international business regarding both external environmental pressures and internal strategic management concerns affecting multinational enterprises in global markets.
- Expand critical thinking skills, which are especially crucial in a rapidly changing field and so complex as international commerce.
- Cultivate the capacity to combine knowledge from various international areas, such as accounting, business law, economics, finance, information systems, operations, human resources, management, and marketing, to comprehend the nature and demands of an international company.
- Stimulate ethical and cultural perspectives with respect to international business.

Required Text / Materials

Hill, Charles W. (2023) *International Business: Competing in the Global Marketplace* (14th edition) ISBN10: 1260387542 | ISBN13: 9781260387544 (Publisher- McGraw Hill)

This book is available in the [Loyola Bookstore](#)

It can also be found on Amazon in various formats [\(Click Here\)](#)

Course materials will be supplemented with videos of specific global topics that will support your learning and be used in our discussion. These materials are available electronically, with links provided within this syllabus.

Attendance Policy

In accordance with the Rome Center mission to promote a higher level of academic rigor, and in compliance with full-time student visa status, all courses adhere to the following attendance policy.

Prompt attendance, preparation and active participation in course discussions are expected from every student and synonymous with academic success. Attendance is mandatory at every class meeting for each course. Lateness or leaving class early will impact the course grade at the professor's discretion. All absences, including medical absences, will be treated the same, unless they are documented long-term conditions or emergencies. Such situations will be evaluated case-by-case by the Academic Affairs office.

Twice-a-week classes:

- After 2 absences, a 2% final grade reduction will be applied for each missed class.
- Missing 6 classes or more will result in an automatic failure (F).

Course Requirements and Grading Criteria

Course extra credit options are not available.

- I may accept late work for full credit in the case of extenuating circumstances (such as hospitalization, childbirth, major accident or injury, and bereavement). You should notify me immediately of any extenuating circumstances that prevent you from submitting your work on time.
- Please note that each assignment will have specific writing and content expectations guidelines. Please see SAKAI for detailed instructions and rubrics.
- ALL WORK MUST BE SUBMITTED. The assignments are not optional. No work will be accepted beyond the last day of the term.
- Failure to submit all required assignments may result in a lowering of the final grade by one letter grade.
- You cannot simply 'catch up' with all and/or part of the assignments at the end of the course. There is a grace period of 1 (one) day from submission to let me know about your unique circumstance(s). I have already built into the Sakai assignments a 24-hour grace period for all assignments.
- If you've missed an assignment for a verified reason (please see below under Student Resources), the deadline to contact me for a make-up assignment is within one week.

Please don't wait for the last week of the course to contact me. You are responsible for ensuring you have complete grades for all work you submit.

- Please make sure you subscribe to the **Announcement** items on the course homepage. I will post course information, success tips, and/or other pertinent items.

Assessment Components

● Active Participation	15%
● Essay (500 words)	10%
● Final Exam	20%
● Article Presentations	15%
● Case Study Project:	
○ Presentation Part 1	10%
○ Final Presentation	15%
○ Final Write-up	15%
TOTAL:	100%

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 Integrity

Plagiarism and other forms of academic misconduct are unacceptable at the the Rome Center and will be dealt with in accordance with Loyola University Chicago's guidelines. Please familiarize yourself with Loyola's standards here: <https://catalog.luc.edu/academic-standards-regulations/undergraduate/>. You are responsible to comply with the LUC University Catalog.

Description of Assignments

Article Presentations: News Article and the Impact on International Business

- Each student will present one relevant and topic-related article. Presenters will engage in reputable media research (outlets such as the *WSJ*, *Fast Company*, *Forbes*, *Inc.*, etc. If you are unsure, don't hesitate to get in touch with me), choose an article (you may want to have a few options), email me your choice(s) for approval, and present the topic and its implications to international business. The complete guidelines and rubric can be found on SAKAI.

Final Project: Company Expansion and FDI

In your teams, you will work on a staged project where you will choose a company and a country, and based on the course information, you will build a global expansion plan. This entire project requires creative and integrative thinking. This process begins with each team submitting a company description and a target country for approval. You will find specific assignment details, guidelines, and rubrics on SAKAI.

- **Final Project Presentation Part I (MIDTERM – Week 8).** This will cover the company information, country information, a PESTEL, and cultural analyses (Hofstede's six dimensions).
Students will present in front of the classroom and be available to answer questions and comments from other classmates. You will share your work in a PowerPoint format, not more than 10 minutes for each team (will be enforced strictly). These comments should be integrated into your work submitted to me and graded.
- **Final Project Presentation (Week 15).** This entire project requires creative and integrative thinking. The final presentation will entail expansion as the whole plan, including the competitive landscape, market potential, expansion mode, and recommendations. All team members must participate in the presentation. You will share your work in a PowerPoint (or Canvas, etc.) format, up to 15 minutes for each team (will be enforced strictly). The detailed guidelines and rubric are on SAKAI.
- **Final Project Write-up Submission.** Please gather feedback and comments from the class and my feedback (from the Week 7 presentation) and integrate them into the final business plan report. The final report is a detailed write-up of the presentation components, tools, and references.

Late or Missed Assignments & Exam Policy

Late or missed assignments will not be accepted for grading without the authorization of the instructor. ***As per the John Felice Rome Center's academic policies, students who miss any scheduled exam or quiz, including a final exam at the assigned hours will not be permitted to sit for a make-up examination without approval of the Associate Dean of Academic Affairs. Permission is given rarely and only for grave reason; travel is not considered a grave reason. Make-up exams will only be given for documented absences.***

Class Expectations

Preparation: Because most of our class's learning will take place in the classroom, you must prepare for class to maximize your time. Outside of class, your obligations include in-depth study of the cases, completing case assignments, and carrying out individual tasks related to your in-class group sessions. If you have not prepared, you may struggle to participate effectively in case discussions and contribute to your group project.

Technology Policy: Your attention is critical during class, especially considering the importance of active involvement. Though I do not prohibit using computers and tablets during case discussions, you may receive a lower participation rating if your use distracts you from more active involvement. On the other hand, there will be occasions when you and your group members will be encouraged to use technology, mainly when working on aspects of your project in class. Cell phones should not be used during class unless there is an emergency (e.g.,

receiving an important phone call or message). Abuse of this policy will negatively impact your participation grade.

Generative AI: Using AI tools like ChatGPT, Perplexity.ai or others for preliminary research might be advantageous. However, the nature of the projects for this course will frequently require you to think beyond what AI tools can now provide. AI tools still have significant limitations; any research should be double-checked with reliable sources.

Make-Up Examinations/Assignments: see the Late or Missed Assignments & Exam Policy above.

Additional Information

- Please resist the temptation - no texting during class.
- **The class may deviate from the outline below to match the needs and interests of the class. The instructor reserves the right to change the course syllabus as needed.**

Accessibility Accommodations

Students registered with the Student Accessibility Center (SAC) requiring academic accommodations should contact the Academic Affairs office at the John Felice Rome Center during the first week of classes.

Statement on Title IX

The Rome Center follows Loyola's Comprehensive Policy and Procedures for Addressing Discrimination, Sexual Misconduct, Retaliation and will comply with those as indicated and instructed.

Course Schedule

*Course schedule may be subject to change based on needs and interests of the class.

WEEK	DATE	TOPICS	BEFORE CLASS
1		<u>Introduction</u> - Class introductions & Expectations - Review class syllabus, course objectives and requirements, content and syllabus arc, discuss papers and projects, groups, & review the grading rubric	
		<u>Chapter 1- Globalization</u> - Define the term globalization - Define the main drivers of globalization - Identify significant positive and negative aspects of globalization - Identify ways that globalization impacts management	Read: Chapter 1 Video: How TikTok could become a US company
2		<u>Chapters 2 & 3- National Differences in Political, Legal, and Economic Systems</u> - Ramifications for management practices - Identify ways in which political & legal systems impact nations' economies. - Identify ways in which legal systems impact how business is conducted.	Read Chapters 2 & 3 Video: Brexit two years later, Why the UK is struggling
		<u>Chapters 2 & 3- National Differences in Political, Legal, and Economic Systems</u> - Determine the elements that influence a country's economic progress. - Determine how macropolitical and macroeconomic developments affect business around the world. - Determine the elements that influence management practice in different political economies.	"Imagine Yourself" Assignment Due- post to Sakai in Assignments by the start of class on Wed.
3		<u>Chapter 4: Differences in Culture</u> - Define what culture means for a society. - Name factors that lead to differences in culture between societies. - Describe the business and economic impacts of differences in cultures.	Read Chapters 4 & 5
		<u>Chapter 5: Ethics, Corporate Social Responsibility, and Sustainability</u> Identify different philosophical approaches to business ethics at play in the world.	Video: Beer destroyed in customs

		- Identify issues with corporate social responsibility and sustainability. - Discuss how cultural differences influence business and economic outcomes	Article presentation- 1
	Fri Sep 18	<u>Chapter 5: Ethics, Corporate Social Responsibility, and Sustainability</u> CSR/ESG Case Studies	
4		<u>Chapter 6: International Trade Theory</u> - Understand why states trade with one another. Identify different theories of international commerce. - Understand why some economists believe unlimited international commerce benefits all countries that participate. - Recognize that governments should play a role in fostering national competitive advantage in specific industries.	Read Chapters 6 & 7
		<u>Chapter 7: Government Policy and International Trade</u> - Recognize the policy instruments that nations utilize to influence international trade flows. - Learn why governments occasionally intervene in international trade. - Explain and summarize the reasons against strategic trade policy. - Describe the evolution of the global trading system and the current trade issue. - Explain the significance of advances in the global trade system for managers.	Video: Leaders of Brazil & China Meet to strength trade Article presentation- 2
5		<u>Chapter 8- Foreign Direct Investment</u> - Explain the many concepts of Foreign Direct Investment (FDI). - Demonstrate how a country's political philosophy influences its stance toward FDI. - Describe the benefits and drawbacks of FDI for host and home countries.	Read Chapters 8, 9, & 10 this week Video: How Amazon Strategically Exploited Loopholes in FDI Rules
		<u>Chapter 9- Regional Economic Integration</u> - Determine the various levels of regional economic integration. - Determine the political and economic justifications for economic integration.	Article presentations- 3

		Determine the political and economic arguments for and against economic integration.	
6		<u>Chapter 10: Foreign Exchange Market</u> - Define the term "foreign exchange market." - Identify the difference between a spot exchange rate and a foreign exchange rate. Identify different theories of how governments determine currency exchange rates	
		<u>Week 7 Mid-terms</u> Business Plan Presentations- DRAFT	Turn in the business plan presentation DRAFTS by the start of class on Wed.
7	Oct 9-18	FALL BREAK – NO CLASSES	
8		<u>Chapter 11: International Monetary System</u> - How the World Bank and IMF work together with the international monetary system - Differences in fixed and floating exchange rates How the IMF manages financial crises	Read Chapters 11 & 12 Article presentation-4
		<u>Chapter 12: Global Capital Market</u> - Benefits of the global capital market - The rise of global capital markets - Risks of global capital markets How foreign exchange risks impact the cost of capital	Video: How an Investing Strategy in Japan Spurred a Global Market Rout
9		<u>Chapter 13: The Strategy of International Business</u> - Describe the concept of global strategy. - Recognize how firms might profit from worldwide expansion. - Understand how cost-cutting demands and local responsiveness influence strategic decision-making.	Read Chapter 13 Video: Tesla's International Competition Article presentation-5
		<u>Chapter 13: The Strategy of International Business</u> - Determine and select the many worldwide strategies for competing in the global economy. <u>Chapter 14: The Organization of International Business</u> - Define the various methods for enterprises to enter foreign markets.	Read Chapter 14 Article presentation-6

10		<u>Chapter 14: The Organization of International Business</u> ● Explain how firms decide which foreign markets to enter, when to enter these markets, and how large a presence the firms will have in these markets. ● Mergers & Acquisitions, Joint Ventures, and Partnerships	Article presentation - 7
		<u>Chapter 15: Entering Developed and Emerging Markets- ASYNCHRONOUS</u> ● Define the various methods enterprises use to reach foreign markets.	Read Chapter 15 Video: Starbucks entering the Italian Coffee Market
11		<u>Chapter 15: Entering Developed and Emerging Markets</u> ● Determine the factors that determine how a company enters a foreign market. <u>Chapter 16: Exporting, Importing, and Countertrade</u> ● Explain the benefits and drawbacks of exporting. ● Determine the actions that managers can take to improve their company's export performance. ● Determine the information sources and government programs available to assist exporters. Explain how countertrade can be utilized to help exports.	Read Chapters 15 & 16
		<u>Chapter 17: Global Production and Supply Chain Management- ASYNCHRONOUS</u> ● Define "global production" and "supply chain management." ● Determine factors influencing a company's decision to obtain goods from within or outside overseas vendors. ● Explain how production technologies and circumstances determine where a company's production is located.	Read Chapters 17 Video: How companies are overhauling global supply chains Article presentation - 8
12		<u>Chapter 18: Global Marketing and Business Analytics</u> ● Recognize the significance of business analytics and worldwide market research. ● Explain why it might make sense to vary a product's qualities from country to country.	Read Chapter 18
		<u>Chapter 18: Global Marketing and Business Analytics</u> ● Recognize the significance of business analytics and worldwide market research. ● Explain why it might make sense to vary a product's qualities from country to country.	Video: The Secret Behind Coca-Cola's Marketing Strategy

		● Learn how to configure the marketing mix on a worldwide scale. ● Explain how globalization affects product development.	Article presentation-9
13		<u>Chapter 19: Global Human Resource Management</u> ● Summarize human resource management's strategic position in international business. ● Determine the advantages and disadvantages of various approaches to international corporate staffing policies. ● Explain why managers may need help to succeed in foreign assignments. ● Recognize how management development and training programs can boost the value of human capital in a multinational corporation	Read Chapter 19
		<u>Chapter 19: Global Human Resource Management</u> ● Understand how and why compensation systems differ between countries. ● Understand how organized labor can impact strategic decisions in multinational corporations.	Article presentation 10
14		Draft Dialogue Journal Case Study Presentation Group Breakouts	Dialogue Journal #3 draft due in class
15		Final Business Plan presentations, Final Write-up Submissions & Peer Evaluations ● Each group will present for no more than 15 minutes	Resubmission- Dialogue Journal 3 Turn in copies of business plan presentations & Write-ups by start of class.

Quinlan School of Business Policies

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 examination behavior will result minimally in the instructor assigning a grade of "F" for the assignment or examination. In addition, all instances of academic dishonesty must be reported to the department chairperson 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>

https://www.luc.edu/academics/catalog/undergrad/reg_academicintegrity.shtml

Privacy Statement

Assuring privacy among faculty and students engaged in online and face-to-face instructional activities helps promote open and robust conversations. It mitigates concerns that comments made within the class context will be shared beyond the classroom. As such, recordings of instructional activities occurring online or in face-to-face classes may be used solely for internal class purposes by the faculty member and students registered for the course and only during the period in which the course is offered. Subsequent recordings that include student activity will only be used with informed written consent of the students involved or if all student activity is removed from the recording.

Intellectual Property

All lectures, notes, PowerPoints, and other instructional materials in this course are the intellectual property of the professor. As a result, they may not be distributed or shared in any manner, either on paper or virtually, without my written permission. Lectures may not be recorded without my written consent; when consent is given, those recordings may be used for review only and may not be distributed.

Recognizing that your work, too, is your intellectual property, I will not share or distribute your work in any form without your written permission.

Statement of Intent

By remaining in this course, students agree to accept this syllabus as a contract and abide by the guidelines outlined in the document. Students will be consulted should there be a necessary change to the syllabus.

Student Accommodations

If you require any special accommodations related to your participation in this course, including identified visual impairment, hearing impairment, physical impairment, communication disorder, and/or specific learning disability that may influence your performance in this course, you should meet with me to arrange for reasonable provisions to ensure an equitable opportunity to meet all the requirements of this course. For additional information on university policies regarding student accommodations, please visit the Student Accessibility Center site.

Student Resources:

Links to Resources

- ITS HelpDesk
 - Email:
 - Phone:

- Library
- Writing Center
- Ethics Hotline
- [Loyola Bookstore](#)
- Financial Aid