

<p>Course</p>	<p>INTB 5000 – International Business Fall 1, 2011</p>
<p>Instructor</p>	<p>Name: Louis Columbus Phone: Cell: 408.316.2063 Email: louiscolombus@yahoo.com lcolumbus@selectica.com Twitter: @LouisColumbus Blog: http://softwarestrategiesblog.com/</p>
<p>Catalog Description</p>	<p>The student is introduced to the language and terminology of international business, and major international political and economic policies that affect modern international businesses. The core aspects of the course will explore the interdependencies between operating divisions of companies, and the need for synchronizing strategies for maximum financial impact. There are processes international businesses rely on to manage products, customers, channels, suppliers and geopolitical risk. The course will detail best practices in each of these areas to give students concepts, tools, frameworks and references to delivering performance in companies with international businesses.</p>
<p>Prerequisites</p>	<p>The ability of the student to undertake and complete graduate work. Also very helpful, but not required, would be an understanding of U.S. and overseas business practices or BUSN 5000 or MGMT 5000.</p>
<p>Learning Outcomes</p>	<p>Course Outcome Competencies: At the completion of this course, the student will be able to:</p> <ul style="list-style-type: none"> • Define best practices strategy at a corporate level for any internationally operating corporation. • Develop benchmarks of performance by process area of a global corporation. • Discuss the complexities and processes involved in the global business environment. • Examine the dynamics of conducting business in a global context. • Demonstrate knowledge of the current U.S. position in international trade and the challenges and choices involved in increasing our competitiveness in the future. • Evaluate international governmental decisions between entertaining foreign investment and imports versus protecting it’s own people and industries. • Analyze cultural dynamics, managing diversity and business practices, both here and overseas. • Assess the various methods of market entry strategy and marketing mix. Analyze the complexities of global distribution, logistics, and paperwork and payment methods. • Examine the nuances of managing the overseas operation and maintenance of the “global image”.

<p>Materials</p>	<p>Required Text: International Business: Competing in the Global Marketplace (8th ed) Author: Charles W.L.Hill Publisher: Mc-Graw Hill ISBN-13 9780078137198</p> <p>Supplemental Readings:</p> <p>Text: Crossing the Chasm Author: Geoffrey Moore Publisher: Collins ISBN: 978-0-06051712-0 Amazon.com: http://www.amazon.com/exec/obidos/tg/detail/-/0060517123/qid=1124157389/sr=8-1/ref=pd_bbs_1/102-0570191-0496149?v=glance&s=books&n=507846</p> <p>Text: Good to Great: Why Some Companies Make The Leap and other Don't Author: Jim Collins Publisher: Collins ISBN: 0066620996 Amazon.com: http://www.amazon.com/exec/obidos/tg/detail/-/0066620996/qid=1124157598/sr=8-1/ref=pd_bbs_1/102-0570191-0496149?v=glance&s=books&n=507846</p> <p>Text: The World Is Flat: A Brief History of the Twenty-first Century Author: Thomas L. Freidman Publisher: Farrar, Straus and Giroux. ISBN: 0374292884 Amazon.com: http://www.amazon.com/exec/obidos/ASIN/0374292884/qid=1124157787/sr=2-1/ref=pd_bbs_b_2_1/102-0570191-0496149</p>								
<p>Grading</p>	<p>COURSE EVALUATIONS:</p> <table border="0"> <tr> <td>Mid-term Exam</td> <td>20%</td> </tr> <tr> <td>Final Exam</td> <td>30%</td> </tr> <tr> <td>Team Term Project</td> <td>30%</td> </tr> <tr> <td>Discussion Topics & Research Paper</td> <td>20%</td> </tr> </table> <hr/> <p>Grading Scale: A = 93-100, A- = 92-90, B+ = 87-89, B = 84-86, B- = 80-83, C = 70-79, F = 69 and below</p>	Mid-term Exam	20%	Final Exam	30%	Team Term Project	30%	Discussion Topics & Research Paper	20%
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<p>Activities</p>	<p>WEEK 1 Introduction to the course materials and procedures; Review of the syllabus and course expectations; Introduction to case study</p>								

	<p>analysis; Review of potential paper topics; Chapters 1, 2 and 3 of the text with in-class exercises. Case study for the course: <i>Siemens AG: Global Development Strategy</i>. The case study will be distributed in class.</p>
WEEK 2	<p>Chapters 4, 5 and 6 of the text; initiating cover of International Trade Theory and Foreign Direct Investment. Article: <i>The End of Corporate Imperialism</i>.</p>
WEEK 3	<p>Chapters 7 and 8 of the text; additional discussion of Foreign Direct Investment, regional economic integration will also be covered. Case: <i>Silvio Napoli at Schindler India</i>. Discussion of <i>Dixon Ticonderoga case</i>.</p>
WEEK 4	<p>Chapters 9, 10 and 11 of the text: Foreign Exchange Market discussion; coverage of the International Monetary System and the global capital exchange market. Case study distributed for discussion: <i>European Monetary Union</i>.</p>
WEEK 5	<p>Submission and discussion of case study; Midterm exam: the midterm will cover chapters 1-11 of the text, lectures, handouts, case discussions;</p>
WEEK 6	<p>Chapters 12, 13 of the text; the strategy and organization of International Business. Focus on setting the foundation for creating strategic alliances globally.</p>
WEEK 7	<p>Chapters 14; entry strategy and strategic alliances. Article: <i>Distance Still Matters; The Hard Reality of Global Expansion</i>.</p>
WEEK 8	<p>Chapters 15, 16, 17 and 18. Review of key strategic components of global business operations including Marketing, Operations, and Sourcing, Manufacturing and Materials Management. Review for final exam. Presentation of term papers and final projects.</p>
WEEK 9	<p>term papers and projects submitted; final exam.</p>

	<p style="text-align: center;"><u>DISCUSSION TOPICS</u></p> <p>Global economic growth strategies Frameworks for Global Competitive Analysis Fundamentals of Direct Foreign Investment Role of Ethnocentrism and Foreign Subsidiaries: Time To Visit The Essentials Of Defining a Global Product Strategy Fundamentals of Global Branding Developing and Maintaining Services Fundamentals of Global Pricing</p> <ul style="list-style-type: none"> • Price Execution • Price Enforcement • Price Optimization
<p>Policy Statements: University Policies</p>	<p>University policies are provided in the current course catalog and course schedules. They are also available on the university website. This class is governed by the university’s published policies. The following policies are of particular interest:</p> <p>Academic Honesty The university is committed to high standards of academic honesty. Students will be held responsible for violations of these standards. Please refer to the university’s academic honesty policies for a definition of academic dishonesty and potential disciplinary actions associated with it.</p> <p><u>Attendance Policy:</u> The University reserves the right to drop students who do not attend class the first week of the term/semester. Students are expected to attend all class sessions of every course. In the case of unavoidable absence, the student must contact the instructor directly. The instructor may give ample warning to the student and then recommend that the student withdraw from the course. The student is subject to appropriate academic penalty for incomplete or unacceptable makeup work, or for excessive or unexcused absences. Generally, a student who misses more than one four-hour course period (per course) without a documented military or medical excuse and advanced permission from the instructor should withdraw from the class.</p> <p>Drops and Withdrawals Please be aware that, should you choose to drop or withdraw from this course, the date on which you notify the university of your decision will determine the amount of tuition refund you receive. Please refer to the university policies on drops and withdrawals (published elsewhere) to find out what the deadlines are for dropping a course with a full refund and for withdrawing from a course with a partial refund.</p>

	<p>Special Services If you need accommodations for a disability, please let the instructor know at the beginning of the course so that they can be provided.</p> <p>Disturbances Since every student is entitled to full participation in class without interruption, disruption of class by inconsiderate behavior is not acceptable. Students are expected to treat the instructor and other students with dignity and respect, especially in cases where a diversity of opinion arises. Students who engage in disruptive behavior are subject to disciplinary action, including removal from the course.</p>
<p>Course Policies</p>	<p>ATTENDANCE POLICY Because of the extent of material to be covered in this nine-week class, it is important that you come well prepared. Students are responsible for all information given during the class instruction. <u>Absences will adversely affect your grade. Students absent for two or more classes will not receive a passing grade nor receive credit for the course.</u></p>
<p>Team Term Project</p>	<p>The intent of the team term project is to promote shared analytical insights, leaderships, and team work necessary for undertaking significant strategies in a global business environment.</p> <p>Students are free to select their team-mates, with four being the maximum number of participants per team.</p> <p>The teams will choose a global strategy that includes creating and sustaining a subsidiary for an actual corporation headquartered in the United States, choosing a nation to expand in that is either highly westernized (UK., Australia, Europe) or one that is more challenging with an entirely different culture (India, China, Eurasian nations). Implications regarding the marketing, production, supply chain, and revenue potentials need to be completed in the team project, with each team member taking a leadership area in their chosen field of interest. In this respect the team project replicates the experiences of senior management teams creating strategies for launching and sustaining an international subsidiary. At the end of the course the students will present their strategies for growth to the class.</p>
<p>Term Research Paper</p>	<p>Topics: Select one of the following</p> <p>Note: The written assignment should be in APA style, include references (a minimum 5 non-internet references (e.g. academic journals, book, professional publications) in addition to any internet resources they may use), and a bibliography. The assignment should show that you clearly have the ability to conduct research, cite sources to support arguments and write in a coherent, organized fashion expected at the graduate level. Student may submit their term paper to the On-Line Writing Center in St. Louis</p>

by email and have a coach make suggestions/corrections. It is up to the student to allow sufficient time (generally 7-10 days) for this process to be utilized and still turn in the term paper on the assigned date.

Each student must submit their term paper electronically to the Turn-It-In process, which requires a class ID, password and course description). This program is a learning tool for the student and will protect YOUR original work. The term paper will be checked for originality against 1.5 billion Internet pages in addition to a database of previously submitted student work. It is up to the student to allow sufficient time for this process to be utilized, making revisions if necessary/repeat submission and still turn in the term paper on the assigned date. Paper submissions are generally returned within 24 hours.

Your turn-it-in account is: Class ID #:

Password is:

URL is: www.turnitin.com Go to: "Create a User Profile" To register

The instructor without the notification or consent of the students may revise this syllabus.