



STONEHILL COLLEGE

Department of Business Administration –fall Semester, 2017 BUS336 – INTERNATIONAL BUSINESS

Faculty Information:

Course Instructor: **Professor H. Michael Boyd, Ph.D.**
Office: 210 Stanger Hall
Telephone: Office: 508-565-1463
Office Hours: By Appointment
Email: Stonehill@Boyd-Home.com

Course Meeting Times: Thursdays; 2:30 PM – 5:00 PM
Course Meeting Place: Duffy 205

Business Administration Department Mission Statement:

The Stonehill College Department of Business Administration offers a high quality undergraduate business education that prepares students to make ethical, thoughtful, and significant contributions to their organizations and communities as professionals. In the tradition of the Congregation of the Holy Cross, with a foundation in the liberal arts, and using a high degree of faculty-student interaction, we provide an integrated curriculum delivered with an emphasis on the student. We value the enrichment of the learning environment through intellectual contributions of faculty in the areas of teaching and learning, discipline based research, as well as contributions to practice.

The delivery of our business education program is guided by the following learning goals:

- lg1 Business Literacy*
- lg2 Ethical Perspective*
- lg3 Effective Oral Communication*
- lg4 Global Awareness*

Course Description:

This course introduces the students to the economic, political, and cultural environments affecting international business. In addition, the influence of government on trade, foreign direct investment, foreign exchange, export and import strategies, and the impact of multinational enterprises will be discussed. Students will also be exposed to the comprehensive set of dynamics that comprise international business decision environments and will learn to evaluate alternative courses of action in a global setting. Particular emphasis will be placed on areas of current importance.

Course Objectives:

Knowledge: Each student will:

- develop an understanding of primary international business and international trade terms and concepts (ref: **lo1 & lo4**)
- monitor contemporary issues in international business that illustrate the unique challenges faced by managers in the global business environment (ref: **lo1 & lo4**)

Skills: Each student will be able to:

- identify and comprehend the complex set of environments affecting firms engaged in international business, including the economic, political, legal, and cultural environments (ref: **lo4**)
- research, analyze, and apply management principles and practices to current organizations (ref: **lo4**)
- identify and appreciate the complexities and business impact of managing in today's global business environment (ref: **lo4**)
- complete a team research project in international business and present their findings to the class (ref: **lo3 & lo4**)

Attitudes: Students will:

- gain a broader perspective on how organizations operate as social institutions in a global business context (ref: **lo4**)

Prerequisites: none

Required Texts and Resources:

Text book required:

International Business: Competing in the Global Marketplace (11th Edition), Charles W.L. Hill; Boston, MA: McGraw-Hill Irwin, 2017 (ISBN #1259578119)

Course Structure:

This class is conducted as a networked learning organization. This means that the classes are very interactive, encouraging a spirit of inquiry and team learning. Individual papers and a research paper will require mastery of the course topics; and a group project will allow students to apply the course learning. **CLASS PARTICIPATION IS CRITICAL.** Class time is allocated among lectures, exercises, discussions, presentations, and group collaborations.

Course Assignments:

PAPERS: (10 pt type, 1" margins maximum, Times New Roman font; all single-spaced; minimum number of pages is full / complete pages (to the bottom). Papers not meeting the minimum requirements will lose points)

READ the Paper Requirements in your COURSE STUDENT PACKET Carefully.

Paper #1: 1 full page (minimum); What would you like to learn in this course, and what would you expect to be able to do with that learning? Briefly describe one place (work, business, church, school, sports team, etc.) where you have seen some aspect of international business and how it worked.

Paper #2: (minimum) – 2 full pages; Write a paper covering the topic “ETHICS” in international business covered in class and your text.** **Attach a copy of the article, brochure, web page, etc..** **You must follow the paper format in your handout package: “PAPER #2 (Article Review) OUTLINE”**

Paper #3: (minimum) - 2 full pages; Write a paper the same as paper #2 except covering a different area of international business. ** **Attach a copy of the article, brochure, web page, etc..** **You must follow the paper format in your handout package: “PAPER #3 (Article Review) OUTLINE”**

Individual Course Research Paper: 4 (minimum) full pages of text (graphics, charts, etc. are additional). The course **research paper** will be about an international business topic as covered in the course / text. **You must follow the paper format in your handout package: “INDIVIDUAL RESEARCH PAPER OUTLINE”**

Class Contribution and Attendance: No Excused absences. see Grade determination

Group Project:

International Business Plan and Presentation Each group will create and present an international business plan for a company. They will create a 15 minute small group presentation and discussion. It is required that each member participates and everyone will be graded for individual as well as group contribution. Peer Evaluations will determine a percentage of the group grade that an individual receives.

See “Group Project: International Business Plan” and “Group Presentation Outline and Instructions:” in your handout package.

Examinations: (None – see Grade determination)

Grade Determination:

<i>Category</i>	<i>weight</i>
Contribution/Attendance (no excused absences)	25%
Group Project / Written Plan and Presentation	25%
Written Assignments (Topic Papers)	25%
Written Assignments (Research paper)	25%
Total:	100%

Credit will be determined by assigning a numerical value to each category, corresponding to 100%. Final grades will be calculated by multiplying the relative weights by the achievement earned for each category. A letter grade will be assigned, using the following table:

Achievement	Letter Grade	Definition	Quality Points
95-100	A	Excellent	4.00
90-94	A-		3.70
87-89	B+	Good	3.30
83-86	B		3.00
80-82	B-		2.70
77-79	C+	Satisfactory	2.30
73-76	C		2.00
70-72	C-		1.70
65-69	D+		Passing
60-64	D	1.00	
<60	F	Failure	0.00

Academic Integrity:

The expectation at Stonehill College is that students will conduct themselves in a manner consistent with the standards of academic honesty. Students are expected to follow Stonehill’s Honor Code which can be found in the Hill book.

Accommodations:

If you are seeking reasonable classroom accommodations under the Americans with Disabilities Act, and/or Section 504 of the Rehabilitation Act of 1973, you are required to register with the Center for Academic Achievement. The Center is located in MacPhaidin 315 (3rd floor of library) and can be reached at 508-565-1208. To receive academic accommodations for this class, please obtain the proper letters from the Center for Academic Achievement and meet with me at the beginning of the semester.

The Business Department’s standard policy on makeup work.

Permission to miss an exam should be requested **in advance**. If you are unable to contact me directly, please leave a voice mail or email message as to where you can be contacted. Compelling reasons, such as illness or a death in the immediate family, are generally acceptable, while, for example, outside activities or more than one exam in a day, are not.

Course Schedule: BUS336 Topics - Course Outline, Requirements, and Assignments

Class	Date	Topic(s) for review and discussion	Assignment for class (Chapters are from course text)	Project milestone completed	Lecture Slide #s
1	8/31	Introduction to course, requirements. Video: global_business_trends Global trends and directions; - Globalization Video: Conversation: World Without Borders	Review text content Read Chapter 1		Intro & 1
2	9/7	National Differences in Political Economy Political Economy / Economic development Differences in Culture	Chapter 2, 3 & 4 Paper #1 due		2 3 4
3	9/14	Ethics in International Business Video: Starbucks.. Social Responsibility International Trade Theory	Chapter 5 & 6	1	5 6
4	9/21	The Political Economy of International Trade Foreign Direct Investment FDI (LG Electronics) group exercise	Chapter 7 & 8 Paper #2 due	2	7 8
5	9/28	Stonehill Library research review Class		3	
6	10/5	Regional Economic Integration The Foreign Exchange Market The International Monetary System	Chapters 9,10 & 11	4	9 10 11
7	10/12	The Global Capital Market The Strategy of International Business	Chapter 12 & 13	5	12 13
8	10/19	The Organization of International Business	Chapter 14 Paper #3 due	6	14
9	10/26	Entry Strategy and Strategic Alliances Exporting, Importing, and Countertrade Export Strategy -- Group Exercise	Chapter 15 & 16	7	15 16
10	11/2	Global Production, Outsourcing, and Logistics Video: Starbucks. Building Relationships with Coffee Growers Global Marketing and R & D	Chapter 17 & 18	8	17 18
11	11/9	Global Human Resource Management	Chapter 19	9	19
12	11/16	Accounting and Financial Management in International Business	Chapter 20 Course Research Paper due		20
	11/23	THANKSGIVING			
13	11/30	Group Presentations	Group Business Plan due	Plan Submitted at your presentation	
14	12/7	Group Presentations	Group presentations		
15	12/14	Final Exam period			

Course site link: <http://www.boyd-home.com/boydassociate1/Stonehill/bus336/bus336.html>