



## MGT 3910: International Business

2021 Winter Session	
<b>Total Class Sessions: 25</b> <b>Class Sessions Per Week: 6</b> <b>Total Weeks: 4</b> <b>Class Session Length (Minutes): 145</b> <b>Credit Hours: 4</b>	<b>Instructor: Staff</b> <b>Classroom: TBA</b> <b>Office Hours: TBA</b> <b>Language: English</b>

### **Course Description:**

International business studies business in a global context. It explores the unique competitive, political and social environments in which international business takes place. This course aims to equip students with the knowledge and skills needed for successful business operation in an international environment. Topics covered include: Background for international business; Trade and investment; International institutions; the world financial environment; Dynamics of international business-government relationships; Corporate policy and strategy; Legal issues and ethics; Functional management, operations and concerns.

Prerequisite: MKT 2110 and MGT 2110 or equivalent marketing and management courses

### **Course Materials:**

#### ***Global Business Today***

by Charles W. L. Hill, G. Tomas M. Hult, 10th Edition

### **Course Format and Requirements:**

Format of this course is mainly lectures, together with in-class discussions, quizzes, case study, essay and presentations. Lectures will also often include material beyond what is included in the text. The student is expected to prepare reading before each class. Regular attendance is essential. In order to get the full value of any course taken, students must attend no less than eighty percent (80%) of the classes scheduled for the course. More than 20% unexcused absences will result in a lower final grade.

### **Course Assignments:**

#### **Quizzes:**

There will be 6 quizzes administered through the whole semester and the lowest one will be dropped. Quizzes will always be completed in the first ten minutes of class. Quizzes will be a combination of objective and short answer/ essay type questions. There will be no make-up quizzes.

#### **Case Studies:**

Main purpose of the case study is for student to maintain the concepts, fundamentals and



sensitivity required as managers facing real-world international business problems. Each student will work individually on a case and submit the report at the end of the semester. An overview of case studies writing techniques will be discussed later in the semester.

The following questions help construct the case analysis:

1. What are the main issues faced by the organization?
2. What are possible causes of these issues?
3. What are possible solutions to these issues?
4. What are the advantages and disadvantages of these solutions?
5. What is your final selected solution and why? Explain specifically how this solution would improve the current situation faced by the organization.
6. What concepts of international business does the case illustrate?
7. What are the lessons learned from the case?

Noticing that, an effective case write-up begins with an introduction which states the issues of the case and the points to be discussed. The body of the analysis develops the ideas discussing the pros and cons of solutions and offering a recommendation. The conclusion summarizes the essential elements of the analysis, highlighting the concepts of international business and lessons learned.

**Exams:**

Exams will consist of multiple choice, short answer questions and medium-length short essay questions. Questions on the exams will test knowledge and application of the student’s knowledge

There will be two midterm exams in this course. Each exam will be closed book. The two midterms are not cumulative and will be taken in class. The final exam will be cumulative, closed-book, and closed-note. The exact date and place for final examination will be announced later in the semester.

**TERM PAPER AND ORAL PRESENTATION:**

Each student is required to finish an individual essay assignment on topic selected from the list of all topics proved by the instructor. During the process of writing this term paper, students are expected to gain a deeper understanding of topics covered by this course and apply the knowledge they learned here to analyze the real business world. Critical thinking and professional writing skills are also practiced. Professionalism of the paper means that documents are formatted, grammar is correct, and no spelling errors.

Each student will give a presentation on the term paper. Everyone will have about 15 to 20 minutes and you are expected to show the use of technology in presentations, organization of materials, effective communication, and professional look. Presentations will be made during the final week of classes.

**Course Assessment:**

Quizzes	5%
Case Study	20%
Term Paper	15%



Oral Presentation	5%
Midterm Exams 1	15%
Midterm Exams 2	15%
Final Exam	25%
Total	100%

**Grading Scale (percentage):**

A+	A	A-	B+	B	B-	C+	C	C-	D+	D	D-	F
98-	93-	90-	88-	83-	80-	78-	73-	70-	68-	63-	60-	<60
100	97	92	89	87	82	79	77	72	69	67	62	

**Academic Integrity:**

Students are encouraged to study together, and to discuss lecture topics with one another, but all other work should be completed independently.

Students are expected to adhere to the standards of academic honesty and integrity that are described in the Chengdu University of Technology's *Academic Conduct Code*. Any work suspected of violating the standards of the *Academic Conduct Code* will be reported to the Dean's Office. Penalties for violating the *Academic Conduct Code* may include dismissal from the program. All students have an individual responsibility to know and understand the provisions of the *Academic Conduct Code*.

**Special Needs or Assistance:**

Please contact the Administrative Office immediately if you have a learning disability, a medical issue, or any other type of problem that prevents professors from seeing you have learned the course material. Our goal is to help you learn, not to penalize you for issues which mask your learning.

**Course Schedule:**

Class 1:

Introductions and initial discussion on Globalization;  
Globalization & Business Today

Term Paper Introduction; List of topics discussion

Class 2:

Motives for engaging in international business;  
What is international Business?

Define international business, discuss the elements of international business and describe how it differs from domestic business

Class 3:



National Differences in Political Economy;  
Political and legal environments facing international businesses;

Case Study Introduction

Class 4:

Quiz 1

Different economic systems and key economic issues that influence international business  
National Differences in Culture;

Class 5:

Cultural environments facing international businesses  
Cross-Cultural Business;

Class 6:

The cultural environment of international business;  
Political and Legal systems in national environments

Term Paper Outline Due

Class 7:

Quiz 2

Government intervention in international business;  
Business-Government Trade Regulations;

Case Study Topic Choice Due

Class 8:

Effect of governmental policies on trade  
Ethics in International Business

Class 9:

Globalization of Markets and the internationalization of the firm  
Review for Midterm 1

Meet with Instructor to Finalize Case Study Topic

Class 10:

Midterm 1

Class 11:

Organizational Participants that make international business happen;  
International Trade Theory;  
Theories and the underlying assumptions



Term Paper Draft 1; Appointment for feedbacks

Class 12:

International Trade Theory (Cont.);

Theories and the underlying assumptions (Cont.);

Understanding emerging markets;

Entering Foreign Markets;

Discuss the process and criteria that companies use to evaluate and select a country for international expansion;

Class 13:

Quiz 3

Analyzing International Opportunities

Foreign Direct Investment:

Strategy of foreign direct investment;

International Financial Markets

Class 14:

Foreign Direct Investment:

International Monetary System;

Foreign exchange;

How the foreign exchange market works for immediate and long term transactions?

How it is used in commercial and financial transactions

Class 15:

International Monetary System (Cont.);

The role of the International Monetary Fund;

Determination of exchange rates

Class 16:

Quiz 4

How exchange rate movements influence business decisions

Regional Economic Integration;

Define and compare the different forms of economic cooperation and integration;

Class 17:

Understanding major trading blocks

Discuss the Multinational Enterprise: objectives, problems, economic impacts, criticisms, political controversies

Term Paper Draft 2; Appointment for feedbacks;

Class 18:

Midterm 2



Class 19:

Discuss the Multinational Enterprise: objectives, problems, economic impacts, criticisms, political controversies (Cont.);

The Strategy of International Business: the relationship of international business negotiations and diplomacy.

Case Study Draft; View Feedback and Comments from Instructor to improve the work.

Class 20:

The Strategy of International Business: Analyze the various collaborative strategies that companies may use to engage in international business.

Class 21:

Quiz 5

Describe the alternative organizational structures for international operations and discuss the challenges of controlling these operations.

Discuss the implications of accounting methods and taxation in foreign operations.

Class 22:

Describe the multinational finance function:

External and internal sourcing of funds;

Financial risks;

Investment considerations;

The implications of international marketing

Presentation Electronic Version Due

Class 23:

Quiz 6

Understand Business in Emerging Markets;

Exporting, Importing, & Countertrade;

Compare the elements and issues of import and export strategies

Class 24:

Global Production, Outsourcing, & Logistics;

Global Marketing and R & D;

Hiring & Managing Employees: human resource issues related to international business

Presentation Day

Class 25:

Wrap-up

Review for final exam

Presentation Day



Case Study Report Due  
Term Paper Final Draft Due

Final Exam (Cumulative): TBA