

Walsh University
Fall 2007 - Medina Campus
BUS 640N International Business
Course Website: <http://walshmktjng.livinghomepage.com>

I. Instructor Information

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II. Required Materials

A. Primary Text

Wild, John, et al. (2008). International Business: The Challenges of Globalization, 4/E. Prentice Hall

B. Supplementary Text

Rarick, Charles A. (2006). International Business: Cases & Exercises, Bloomington: Author House.

III. Course Description and Overview

This course is designed to explore current business issues in global environment. Through case studies and examining the critical factors in establishing international business, students will recognize the opportunities and challenges in today's international business arena. The focus of this course is on the unique challenges of conducting business in a global society. Diverse cultures, laws, languages, political ideologies, and economical factors influence and drive globalization. This course will explore the various aspects of international business. Specifically, students will receive an overview of global business concepts, theories, principles and issues that affect global business on a daily basis. The primary vehicle for accomplishing this will be class discussions, as well as case analyses and exercises dealing with a wide array of issues, countries and industries.

IV. Course Outcomes

The primary objective of this course is to introduce students to the global business concepts, theories, principles, and issues that affect everyday business decisions. The course will provide an opportunity for students to participate in the learning process through discussion, case analysis, and classroom interaction. Students will be expected to offer and accept feedback regarding the topics and course content discussed. At the conclusion of the course students will be able to:

- Describe the process of *globalization* and how it affects markets and production
- Identify the *components of culture*, and describe their impact on business activities around the world
- Describe the major *legal and ethical issues* facing international companies
- Describe the *political, economic, and cultural motives* behind governmental intervention in trade

- Describe worldwide patterns of *foreign direct investment (FDI)* and reasons for these patterns
- Discuss the important *strategic factors* in selecting an entry mode
- Discuss the factors that influence international *promotional strategies*

V. Course Content and Organization

The course is designed around the analysis of companies that have a desire to compete in the global marketplace. Students will develop the ability to recognize and analyze issues surrounding various aspects of international business and recommend a course of action for the particular international venture. Assigned text chapters and cases should be read prior to class. There will be two quizzes during the term covering text readings as well as issues from the cases and class discussions.

VI. Cases

The International Business cases ask students to solve a problem related to various aspects of international business. The questions following each case provide a guide to this analysis. We will be using a Dialectical Case Study Method. We will discuss 2 cases during each session (the cases are brief – usually 2-4 pages). The class will be divided into teams, and two teams will be selected to argue opposing views of a case during the class session. One team will be given a point of view to defend (e.g., company “A” should enter this foreign market), the other team will be given the opposing view (company “A” should not enter this foreign market). The teams will be given time to discuss the case among themselves and organize their arguments. Both teams will select a member to present their views to the class. Class members can comment or ask questions or clarification during the discussion, and they will also vote on which team presented the most valid or persuasive argument

VII. Company Project

The company project is an individual, written term paper to provide application of the concepts covered during this course. Each student will examine the international operations of their chosen firm by selecting a country to enter (in which the company is not yet competing). The student will research the country and provide recommendations for entrance and the steps necessary for the firm to be successful in the country selected. Your paper should be analytical, insightful, and thought-provoking.

The following is a recommended outline for this project:

- A. Vision/Objective
- B. Statement of Opportunity
- C. Basis for Interest
- D. Country Overview
- E. Category Review
- F. Competitive Assessment
- G. Opportunity Assessment
- H. Issues
- I. Conclusions & Recommendations
- J. Appendix

VIII. Grading and Course Requirements

Students will be evaluated by Case Analyses, Homework Exercises, Company Project, Quizzes and Class Participation. Each area will be graded according to the following scale:

Grade	Minimum	Component	Weight
A	93%	Cases	30%
A-	90%	Project	30%
B+	87%	Exercises	15%
B	83%	Quizzes	15%
B-	80%	Participation	10%
C+	77%		100%
C	73%		
C-	70%		
F			

IX. Attendance/Participation Policy

A. Attendance

Attendance at all classes is mandatory. Full attendance is essential to achieving the goals of the course for you and other students. During each class there will be discussions, exercises, etc. that require the attendance of all students. Any absence will cause significant inconvenience and loss of opportunity to the instructor and other students. Students who must be absent from class due to personal/business reasons must notify the instructor prior to the absence.

B. Participation

Every class will include discussion and case analysis. As such, student participation is extremely important to provide feedback, aid in learning, and provide meaningful contributions. Students are expected to attend all classes fully prepared to analyze cases and discuss assigned course content.

X. Class Assignments/Course Schedule

Class	Date	Topic	Preparation
1	8/30	GLOBALIZATION CROSS-CULTURAL BUSINESS Cases: #2 McDonald's Sells Hamburgers In India #3 A Canadian Mystery	Chapter 1 Chapter 2
2	9/6	POLITICS, LAW, AND BUSINESS ETHICS ECONOMIC SYSTEMS AND DEVELOPMENT Cases: #47 Stew's Nigerian Business Troubles #49 Gethal Amazonas: Saving the Rain Forest Exercises: #15 The Child Labor Question	Chapter 3 Chapter 4

3	9/13	INTERNATIONAL TRADE BUSINESS-GOVERNMENT TRADE RELATIONS Cases: #9 Sunshine Farms: Withering Since NAFTA #11 India: The Employment Black Hole? Exercises: #2 NAFTA #4 WTO	Chapter 5 Chapter 6
4	9/20	FOREIGN DIRECT INVESTMENT REGIONAL ECONOMIC INTEGRATION Cases: #12 Levi Straus & Company #22 The Toledo Bicycle Company Exercises: #9 OPIC 1 st Quiz	Chapter 7 Chapter 8
5	9/22 Sat	Main Campus Workshop Meeting (8AM-12 Noon)	
6	9/27	INTERNATIONAL FINANCIAL MARKETS INTERNATIONAL MONETARY SYSTEM Cases: #15 Trading Pesos for Greenbacks #16 Global Trade Blues Exercises: #6 The IMF #7 The World Bank	Chapter 9 Chapter 10
7	10/4	INTERNATIONAL STRATEGY AND ORGANIZATION ANALYZING INTERNATIONAL OPPORTUNITIES Cases: #20 The International Diamond Industry #21 Grupo Gigante Exercises: #14 OECD	Chapter 11 Chapter 12
8	10/11	SELECTING AND MANAGING ENTRY MODES DEVELOPING AND MARKETING PRODUCTS Cases: #24 Nestles Makes The Very Best #25 Frito-Lay Adapts To The Chinese Market Exercises: #10 Marketing To The Mexicans #12 Hofstede's Cultural Classification Model	Chapter 13 Chapter 14
9	10/18	MANAGING INTERNATIONAL OPERATIONS HIRING AND MANAGING EMPLOYEES Cases: #36 Trying to Do Business in Mexico #41 Au Revoir, Mrs. Williamson Exercises: #12 Hofstede's Cultural Classification Model	Chapter 15 Chapter 16
10	10/20 Sat	Review Company Projects (Medina Campus, 1-5 pm) 2 nd Quiz	

Company Project

Vision/Objective

Briefly indicate what you want to achieve internationally, what the company hopes to accomplish over the next 1-5 years

Statement of Opportunity

Briefly provide data points indicating why the market in the country of interest is considered an opportunity

Basis for Interest

Provide a chart comparing your country of interest with USA, Canada, and Japan with respect to

	Country	Japan	Canada	USA	World
Population (millions)					
% of World population					
# of Cities with >1 million inhabitants					
% of Population <14 years					
% of population between 15-64 years					
# of internet users (millions)					
# of cell phone users (millions)					
Approximate # of Shopping Malls					

Also, discuss size of middle class, amount of total market, etc.

Country Overview

Basic facts including official name, area, language(s), ethnic groups, religion(s), literacy, geography (terrain, climate), population, age, growth, gender, life expectancy, labor force by occupation, largest cities, Government, economy, GDP compared to other countries, currency

Category Review

Review of market for your product/service including size of market, demand, credit card use, consumer purchases by purchase category, nature of local sellers of your product, growth of market, existence and nature of local stock market

Competitive Assessment

Describe major competitors, both foreign and domestic, location in country, websites of competitors, etc.

Opportunity Assessment

List any assessments of market opportunity compiled by other sources (indexes, etc.), describe how your country compares to others in terms of potential for growth vs. risk, expected profit margin, ease/difficulty of doing business in the country, etc., conditions that are positive (growth of middle class, malls, etc.) and those that you consider obstacles (terrorist activity, infrastructure). Indicate market entry strategies, and major foreign firms in your industry that have already entered the market

Issues

Discuss political risks, commercial risks, risk of foreign sanctions, personal safety, travel, laws, and customs, health issues, communications (press, magazines, tv, radio, mail service)

Conclusions & Recommendations

What should your company do? Do the positives outweigh the negatives? What strategies should it employ?

Appendix

Maps, information re: other countries used as comparisons, copies of website pages, etc.