

**Walsh University**  
**Summer 2008 - Main Campus**  
**MBA 640N International Business**

**I. Instructor Information**

Name: Mike Lewis  
Email: mlewis@walsh.edu  
Telephone: 330-796-2537

**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. Overview of the Course**

The focus of the 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 variety 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.

## **VI. Cases & Exercises**

The International Business cases and exercises 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 discuss 2 cases during each session (the cases are brief – usually 2-4 pages) and at least one exercise.

For the case or exercise, the class will be divided into three teams, where two teams will be selected to present opposing views to a third team of Managers. The “Pro” team will present a pro point of view (e.g., company “A” should enter this foreign market); while the “Con” team will present the opposing view (company “A” should not enter this foreign market). The teams will be given 15 minutes to discuss the case among themselves and organize their arguments. Both teams will present their views to the class. The “Management Council” team can comment or ask questions during the discussion, and will evaluate the presentations, weighing out the pros and cons of the issue being discussed. At the conclusion of the “Pro” vs. “Con” discussion, a “Management Decision” will be made (Pro or Con), including justification of the decision.

In addition to the classroom discussion of cases and exercises, each student will select one additional case (not already assigned) from the case textbook, and prepare an analysis of the case. This analysis will be in the form of a written paper (3-page minimum) and an oral presentation (10 minutes maximum).

## **VII. Company Project**

The company project is an individual, written term paper and oral presentation 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 – Briefly identify your company’s goals and objectives with this project for the next 1-5 years
- B. Statement of Opportunity – Briefly identify why the market in the country of interest is considered an opportunity
- C. Country Overview – Present basic facts about the country selected, including name/names, area, climate, map, geography (terrain, climate), infrastructure, language(s), ethnic groups, religions, population, growth, labor force by occupation, largest cities, Government officials, economy, GDP trend compared to other countries in the region,

- currency, existence of and nature of local stock market, regional trade groups, stability of the region.
- D. Market Review – Analysis of the market for your product/service, including the size of market, demand, nature of local providers of your product/service, market growth (previous and future),
  - E. Competitive Assessment – Identify and describe major competitors already located in the market of the target country.
  - F. Opportunity Assessment – Identify the potential for growth vs. risk, expected profit margin, ease or difficulty of doing business in the target country. In addition, identify conditions that are positive and support the business case (growth of middle class, increase in median income) and those that are negative (terrorist activity, inflation, infrastructure)
  - G. Issues & Risks – Discuss political and commercial risks and other issues, including personnel safety, travel restrictions, laws (local, religious and tribal), customs, health issues, and communications (press, magazines, TV, radio and mail service).
  - H. Conclusions & Recommendations – What should your company do, how should it move forward, and why? Identify conclusions and make recommendations.
  - I. Appendix – cite sources

### VIII. Grading and Course Requirements

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

<b>Grade</b>	<b>Minimum</b>		<b>Component</b>	<b>Weight</b>
A	93%		Cases	25%
A-	90%		Project	30%
B+	87%		Exercises	15%
B	83%		Individual Case	15%
B-	80%		Participation	15%
C+	77%			100%
C	73%			
C-	70%			
F				

### IX. Academic Integrity

#### A. Policy Statement

Academic integrity lies at the heart of student-teacher relationships involving learning, free inquiry, and the search for knowledge and truth. Inspired by the spirit of the Judeo-Christian tradition expressed in the University’s mission statement, Walsh University requires all faculty and students to act honestly, morally and ethically in the maintenance

of professional standards for learning, research, writing and assessment. To maintain the academic integrity of the University, students are responsible for their own academic work. Academic dishonesty is not acceptable.

## **B. Penalties and Sanctions**

Violations of academic integrity and appropriate penalties vary in severity, and range from failure of a specific test or assignment, reduced course grade, failure of the course, probation, suspension, to expulsion from the University. The faculty member has primary jurisdiction in determining the student's grade. However, the Office of Academic Affairs handles the process of probation, suspension or expulsion from the University, on the recommendation of the faculty member through the division chair. It is the responsibility of the faculty member to provide all documentation and supporting materials related to violation of academic integrity.

## **X. Attendance/Participation Policy**

### **A. Attendance**

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.

Quizzes covering reading assignments may also be given.

## XI. Class Assignments/Course Schedule

<b>Class</b>	<b>Date</b>	<b>Topic</b>	<b>Preparation</b>
1	4/29	Globalization Cross-Cultural Business Cases: #C-2 McDonald's Sells Hamburgers In India #C-3 A Canadian Mystery	Chapter 1 Chapter 2
2	5/6	Politics, Law & Business Ethics Economic Systems & Development Cases: #C- 47 Stew's Nigerian Business Troubles #C- 49 Gethal Amazonas: Saving the Rain Forest Exercises: #E-15 The Child Labor Question	Chapter 3 Chapter 4
3	5/13	International Trade Business-Govt Trade Relations Cases: #C-9 Sunshine Farms: Withering Since NAFTA #C-11 India: The Employment Black Hole? Exercises: #E-2 NAFTA #E-4 WTO	Chapter 5 Chapter 6
4	5/17 Sat	Foreign Direct Investment Regional Economic Integration Cases: #C-12 Levi Straus & Company #C-22 The Toledo Bicycle Company Exercises: #E-9 OPIC	Chapter 7 Chapter 8
5	5/20	International Financial Markets International Monetary System Cases: #C-15 Trading Pesos for Greenbacks #C-16 Global Trade Blues Exercises: #E-6 The IMF #E-7 The World Bank	Chapter 9 Chapter 10
6	5/27	International Strategy & Organization Analyzing International Opportunities Cases: #C-20 The International Diamond Industry #C-21 Grupo Gigante Exercises: #E-14 OECD	Chapter 11 Chapter 12

7	6/3	Selecting & Managing Entry Modes Cases: #C-33 Rocko Handbags, Ltd. #C-32 Red Dragon Enterprises Exercises: #E-11 Where Do I Find Global Customers?	Chapter 13
8	6/10	Developing and Marketing Products Cases: #C-24 Nestles Makes The Very Best #C-Frito-Lay Adapts To Chinese Market Exercises: #E-10 Marketing To The Mexicans	Chapter 14
9	6/14 Sat	Managing International Operations Hiring and Managing Employees Cases: #36 Trying to Do Business in Mexico #41 Au Revoir, Mrs. Williamson Exercises: #E-12 Hofstede's Cultural Classification Model Review Company Projects	Chapter 15 Chapter 16
10	6/17	Review Company Projects	