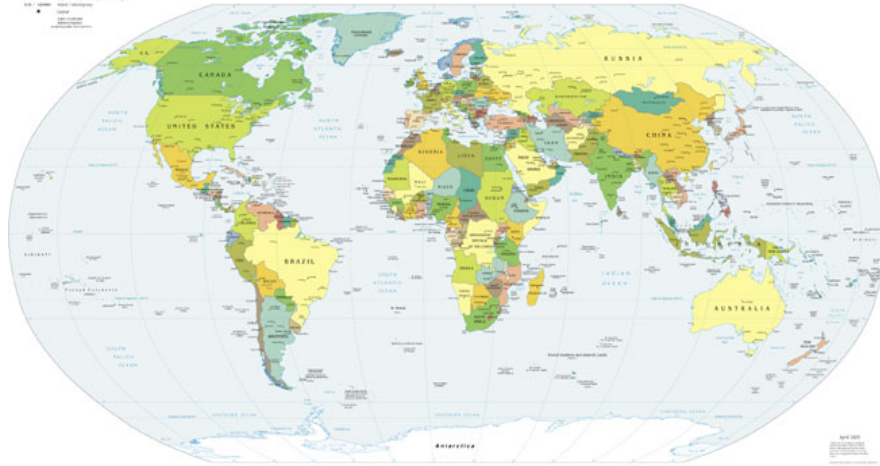


# Walsh University

## MBA Graduate Program

Political Map of the World, April 2005



## INTERNATIONAL BUSINESS - 640 Fall 2006 MEDINA CAMPUS

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# International Business

## Syllabus

Fall, 2006

### COURSE OBJECTIVES

- **Recognize** globalization of politics, economies and cultures
- **Discern** the economic environments facing international businesses
- **Determine** economic integration and cooperation implications'
- **Connect** Maslow's Motivation Theory to international business
- **Fathom** the validity of foreign direct investment and requirements
- **Comprehend** the implication of the Free Enterprise System
- **Learn** the implication of currency translation
- **Describe** the importance of demand and supply in a market economy
- **Argue** capitalism in a free market system
- **Explain** the role of government and contribution to market failure
- **Describe** the United States in a Globalizing Economy

### COURSE DESCRIPTION

The world is focused on an array of issues that impact, impugn and impede business at a global perspective daily. Our news media are in hyper-drive with coverage of the vast expanse of breaking issue not the least of which is the Middle East conflict with its Biblical and historic cataclysmic potential. Drilling into current global events will serve as the domicile we will construct solidly upon the solid foundation of **Free Market** principles.

This is not a course in politics but rather a path of learning and wisdom enhancement. When we hear about revamping Social Security, the weakening of the dollar to other world currencies, oil prices and the litany of events erupting around us, there is an intuitive hunger to want to comprehend what it all means. That is the challenge not only of this course but also of the fundamental process of learning. Our class room will become much more of a Situation Room or like an international business laboratory. We will dissect current global business issues for their business implications today and tomorrow as we weigh the events on the scale of history.

The learning process embarks from an assumption that students have a fundamental understanding of the economic mechanics of Supply, Demand and

Equilibrium. Thus, the more we focus on the events around us as well as focusing on them through the lens of the Free Market economic principles and mechanics of Economics, then the depth of understanding for the student toward making a better consumer, voter and citizen as well as a student of international business.

This course will require and mandate a discipline of your time to determine the right locations to search for your assignment information. This course will be a “team-based” process.

The prism through which our learning will be focused will be on the automobile industry and it shifts and shudders toward consolidation; much overdue as is true with airlines, steel, tires, etc, etc. What we are witnessing and must grasp a deeper understanding of the WHY this is all happening. Once we have the core principles internalized, the What and the How become much easier to determine and almost predict. Thus the joy of the International Business learning experience we will embark upon together!

## **GLOBAL DRIVERS**

The Global Driver approach is the **CORE LEARNING TECHNOLOGY** for the course journey. The class will be a single team. The team will be assigned a major global topic, key countries and a G8 leader to develop as body of knowledge for each class period. That knowledge will be presented via PowerPoint. Presentations are the vehicle of class communication and learning. The adage, **“the best way to learn something is to teach it”** rests at the core of the class learning methodology. A class leader will be appointed for each class period. It is the class leader’s responsibility to assign the work to the class team, collate it, forward to the instructor and communicate any / all needed information to the rest of the class / team.

The Global Driver topics are:

- Sep 5                   Energy Industry
- Sep 12                 Steel Industry
- Sep 19                 Brazil
- Sep 26                 Russia
- Oct 3                   India
- Oct 10                 China
- Oct 17                 Global Warming
- Oct 21                 Automobile Industry

## **ACADEMIC INTEGRITY**

The Division of Business and Economics subscribes to the University's Academic Integrity Policy stated in the most recent edition of the Walsh University Undergraduate Catalog. Each student is responsible for his / her own work unless specifically stated otherwise. Any student misrepresenting someone else's work as his / her own will be severely reprimanded immediately. This reprimand, based on the severity of the infraction, can result in a verbal discussion, loss of a full grade or removal from academic standing for the class on the spot. Plagiarism will not be tolerated in any form or degree.

## **EXAMINATIONS**

There will be three examinations. The examinations will be submitted via email to the student one week prior to their submission due date. The questions will be discussion-type. You can use any reference materials you wish to support your answers.

## **CLASS POLICIES**

1. I expect you to be in class. Due to the accelerated nature of the class, any absence will be cause a **full letter grade** off the next examination grade for each absence. There will be **NO EXCUSED** absences!
2. I expect you to be in your seat ready to begin at 6 pm.
3. Please turn off all cell phones prior to the class
4. There will be no in-class emailing

## **PORTFOLIO INVESTING**

Each student will be provided a virtual \$2,000,000 in an account on the first night of class. The first one million is to be invested in a commodity trade and the second million will be invested in the stock / equities market in an assigned international stock market. We will have updates on how the portfolio is doing but at the last class, the student will convert their international stock earnings back to the US Dollar.

## **COUNTRY INDICATORS**

Each class, four country presentation will be developed by the team. The elements of the presentation are shown below. Further, the country presentation will include COMPARISON INFO for the Continent where the country is found to

provide a sense of dimension. For example, if your country is South Africa, indicate on your charts how South Africa compares to Africa and show the full Africa map pinpointing South Africa. The presentation will not exceed five (5) charts and verbalized in not more than ten minutes. Please use the website:

[www.cia.gov](http://www.cia.gov) and <http://earthtrends.wri.org/datatables/index.php?theme=5>

- Color map and flag
- Population total and ethnic breakdown
- Cultural uniqueness and history of the country
- Key country leaders
- Foreign Direct Investment
  - flows In / Out 30 year trends
  - primary countries In / Out
- Key Economic indicator 30 year trends:
  - GDP
  - GDP / capita
  - GDP components – Agriculture / Service / Industry
  - Inflation
  - Unemployment

## **RESEARCH PAPERS**

There will be two research papers for each student. The work is to be an educational endeavor to thresh out the issues surrounding the major global subject the student is assigned. The writing is to be a professional work using APA guidelines. The ability to convey and support or defend a position in today's business environment is as crucial and vital as ever before. The paper will be not more than **seven pages double spaced** with sources cited. The student will provide a verbal summary of the research topic on the assigned class night.

## **RESEARCH PAPER 1 TOPICS**

- Josef Schumpeter and Planned Destruction in the 21<sup>st</sup> century
- The global impact of the "Battle of Antietam"
- Globalization of professional basketball
- Globalization of movie making
- The economics of immigration from the US southern border
- Oil-for-Food – build the autopsy
- Russia, India & China – 21<sup>st</sup> Century Epicenter
- Arctic warming global economic implication
- Grasping the definition and implication of the CPI
- David Ricardo and his Comparative Advantage Today
- Dana, Visteon, Delphi, Gm, Ford and Wilbur Ross – The link!
- The Toyota Production System and Henry Ford global impact

## **RESEARCH PAPER 2 TOPICS**

- The Bolshevik Revolution and its implication for today's modern Russia
- The European Industrial Revolution and implications for the 21<sup>st</sup> century
- The Panama Canal history, evolution and implications for tomorrow
- Great Britain's global geographic alignment to today's Middle East issues
- The global economics of tobacco
- Frame the debate about fossil fuels versus bio mass to the environment
- King Cotton's reign from the American South to today
- Compare the economics of the Amazon and the Mississippi Rivers
- Turkey and her historical, cultural and economic issues into the EU
- The globalization of professional soccer
- The tire industry's evolution toward commoditization

## **WHITE PAPER DISCUSSIONS**

Each class period a White Paper will be assigned for topical discussion by the class. The White Paper file will be given out the first night of class. The Paper is to be read thoroughly, the class leader for that night's class will determine the best way to include the discussion in the class. This is NOT a required presentation. The White Paper is selected to add "color" to the symposium for the evening.

## **THE END OF DETROIT**

The class will read the book, **THE END OF DETROIT**. On the last class, the following questions will be discussed by the class leading to a facilitated discussion and SWOT analysis addressing: Is GM Fixable?

1. The title, **The End of Detroit**, " refers to the end of Detroit's single-handed grip on the American car market. Do you agree that Detroit has lost its leadership?
2. What kind of car or truck do you own? Are you still loyal to Detroit? Or did you switch your loyalties? When did that happen, and why?
3. Did you or anyone in your family ever work in an automobile plant, at a dealership or for one of the auto companies? Have you been to a car factory? Share some of those experiences.
4. In talking about Toyota and Honda, **The End of Detroit** says one of the things they share is a well-defined approach to designing, manufacturing

- and building cars. How is that different than the way Detroit approaches the development of its cars?
5. **The End of Detroit** talks about the rise of the new auto industry, in places like Kentucky, Tennessee and especially Alabama. What do you think about the fact that most of these are non-union plants? Does it matter to you? And do you consider the vehicles built in these plants to be American cars?
  6. One of the issues that the book explores is the rise of the Internet as a tool in researching and shopping for cars. How do you do your automotive research? Do you read car magazines, or talk to your friends? What difference does it make to have so much information available about automobiles today?
  7. Do you think it is important for auto companies to be offering environmentally friendly vehicles? Do you own a hybrid-electric car, or do you know anybody who does? How interested are you in buying one someday?
  8. The book predicts that Toyota will become the world's biggest car maker by the end of this decade, and that one of the Big Three companies will go away. Would that bother you? What does it say about the American car buyer that so many have stopped buying vehicles from Detroit?
  9. One of the recommendations that **The End of Detroit** makes is that the auto companies get serious about real quality. How do you feel about the quality of vehicles made by Detroit companies, versus those from Japan and Europe?
  10. Given the Delphi / Viseton bankruptcy debacle, describe the economic principles at play that has led to this state of affairs.
  11. Describe the General Motors and Saturn merging as it is discussed from the roots of Saturn in the book; does this make sense to you now?
  12. Where does Hyundai fit into the landscape discussed in the book and what is Hyundai physically and fiscally doing in the USA?
  13. Is there a direct correlation of fuel prices to SUV sales to GM / Ford profitability?
  14. If you had a million dollars to invest, would you buy GM / Ford stock or bonds and why?
  15. Are we witnessing a redefinition of labor unions through the lens of the UAW?

16. If you wrote Ms Maynard a letter of critique of her book, what would you tell her?
17. Describe the Renault / Nissan newly organized corporate alliance before and after.
18. Finally, the book offers a five-point plan for fixing Detroit's problems. Do you agree with what the author chose? How do you think Detroit could fix its problems? Or can it?

## **REQUIRED TEXTS**

- **International Business – 3E** by Dlabay & Scott
  - ISBN 0 538 72860 4
- **The End of Detroit** by Micheline Maynard
- **The Wall Street Journal**  
<http://www.wsj.com> and type in  
User name: walshu  
Password: class

## **GRADING SCALE**

A = 95 - 100  
B = 85 - 95  
C = 75 - 85  
D = 65 - 75  
F = below 65

## **GRADING CRITERIA**

(15%)	Exam 1
(15%)	Exam 2
(20%)	Exam 3
(15%)	Research paper & discussions
(20%)	Global Driver team work & country updates
(15%)	Team book project

# THE LAUNCH

Tuesday Aug 29, 2006  
6 pm – 10 pm

- Class expectations & syllabus review
- Plato's Cave & Adam Smith and his Free Market Principles
- Business Review
- Economic Roadmap
- Key Leader profile
- Key White Paper discussions
- Country presentations
  
- Text book interface process to learning
  
- Working in teams & leadership
  
- Sep 5            Energy Industry
- Sep 12          Steel Industry
- Sep 19          Brazil
- Sep 26          Russia
- Oct 3            India
- Oct 10          China
- Oct 17          Free Trade Areas
- Oct 21          Automobile Industry

# **ENERGY - 2**

**Tuesday Sep 5, 2006**

**6 pm – 10 pm**

- Business Review
- Economic Roadmap
- Iran – UAE – Syria – Iraq – Junichiro Koizumi
- White Paper – **Maslow & Global Economics**

## **GLOBAL ENERGY SYMPOSIUM**

- **Oil – America Over the Barrel** - video
  - Global oil production / consumption
  - Strategic Petroleum Reserve = USA & China
  - OPEC
  - Oil Embargo – 1974
  - LOOP
  - LNG Production / Consumption
  - Russian oil pipeline to China / Japan
  - ANWR Drilling issues / value
  - Alaska Pipeline story / implications
  - Alternative sources debate
  - Nuclear industry overview
    - USA
    - Europe
    - IAEA
  - Chernobyl Disaster / implications
  - Gasoline refining capacity and issues
  - Venezuela gasoline capacity and implication for the US / global economy
  - Black Sea oil pipeline economic issues and geography
- Chapter 1 The Foundations of International Business
- Define Domestic business and International Business
  - Why is international business important?
  - Solve Global Business Problems – Lands End Questions 7 – 10
  - How are you affected by international business?
  - Define & describe the three roles of a person in society
  - Global Refocus – page 22 – questions 1-4

# **STEEL - 3**

**Tuesday Sep 12, 2006**

**6 pm – 10 pm**

- Business Review
- Economic Roadmap
- **Examination 1 turn in**
- White Paper - **Peter Drucker Sets Us Straight**
- Germany – France – Luxembourg – Spain - Angela Merkel

## **GLOBAL STEEL SYMPOSIUM**

### **CORE QUESTION**

### **What are the core Business Issues?**

- Global steel market leader overview / consumption
- NUCOR story
- Mittal / ISG story
- Mittal / Arcelor story
- Global Coal industry overview
  - Consumption
  - Types / Uses
  - Coal to coke process
  - Reserves
- Australian Coal industry overview
- United Mine Workers of America history / evolution
- UK coal strikes and global industry transition
- European Industrial Revolution main points / economics
- US Industry Revolution main points / economics
- Global Iron Ore overview
  - Consumption
  - Reserves

#### Chapter 2 Economics and Decision Making

- Define scarcity, economics and opportunity cost
- Describe the six steps of the decision-making model
- Think Critically – questions 10-12 on page 31
- Review Global Business Concepts – questions 5-7 page 35

# **BRAZIL - 4**

**Tuesday Sep 19, 2006**

**6 pm – 10 pm**

- Business Review
- Economic Roadmap
- Research Paper 1 turn in and overview
- Venezuela – Argentina – Bolivia – Peru – George W. Bush
- White Paper – **Ten Trends to Watch in 2006**

## **BRAZIL SYMPOSIUM**

### **CORE QUESTION**

### **What are the core Business Issues?**

- Economics & demographics
- Amazon River economics and geography
- Rain forest deforestation issues / implications
- Beef industry overview
- Influence in South American business development
- Inflation rate history
- Comparison to rest of South America as the economic engine

#### Chapter 4 How Government Discourages Global Business

- Define terms 1-7 on page 99
- Solve Global Business Problems – questions 11-15
- Define terms 1-5 page on page 105
- Think Critically questions 14-15 on page 105

#### Chapter 19 Global Promotional Strategies

- Review Global Business Concepts questions 3-6 on page 517
- Think Critically questions 12-13 on page 517

# **MBA JOINT WORKSHOP – 5**

**Sep 23, 2006**

**8 am - noon**

**THIS IS MANDATORY ATTEDANCE**

# **RUSSIA - 6**

**Tuesday Sep 26, 2006**

**6 pm – 10 pm**

- Business Review
- Economic Roadmap
- **Examination 2 turn in**
- White Paper - **It's a Flat World Afterall**
- Romania – Uzbekistan – Turkmenistan – Ukraine – Vladimir Putin

## **RUSSIA SYMPOSIUM**

### **CORE QUESTION**

### **What are the core Business Issues?**

- Economics & demographics
- Black Sea economics and geography
- Bolshevik Revolution overview
- Cold War economic implications today
- Glasnost?
- Russian oil industry overview
- Russian coal industry overview
- Russian steel industry overview
- Russia natural gas industry overview
- Gasprom / Yukos / Rosneft
- Black Sea Fleet today

#### Chapter 9 Operating and Entrepreneurial Enterprise

- Define terms 1-10 on page 245
- Review Global Business Concepts questions 11-13 on page 245

#### Chapter 10 Managing in a Global Environment

- Define terms 1-4 on page 265
- Solve Global Business Problems Bristol case questions 7-9 page 265

# **INDIA- 7**

**Tuesday Oct 3, 2006**

**6pm – 10 pm**

- Business Review
- Economic Roadmap
- Pakistan – Afghanistan – Liberia – Cote d'Ivoire – Jacques Chirac
- White Paper – **The 21st Century Global Economy**

## **INDIA SYMPOSIUM**

### **CORE QUESTION**

### **What are the core Business Issues?**

- Economics & demographics
- Independence from Britain key points
- IT industry overview
- Coal industry overview
- Steel industry overview
- Telecommunication industry overview
- Natural gas industry overview
- Tata group

#### Chapter 13 Organized Labor

- Define terms 1-5 on page 350
- Review Global Business Concepts questions 6-8 on page 350
- Review Global Business Concepts questions 9-11 on page 357

# **CHINA - 8**

**Tuesday Oct 10, 2006**

**6pm – 10 pm**

- Business Review
- Economic Roadmap
- Japan – South Korea – Vietnam – Thailand – Tony Blair
- White Paper – **Navigating the Perfect Storm**

## **CHINA SYMPOSIUM**

### **CORE QUESTION**

### **What are the core Business Issues?**

- Economics & demographics
- Oil industry overview
- Coal industry overview
- Steel industry overview
- Telecommunications industry overview
- AIDS issues in China
- 2008 Olympic Games economics and business implication forward
- Wal Mart relationship and economics
- Overview the Yuan currency debate history and implication globally
- Historical / cultural relationship with Japan and Korea

#### Chapter 17 Developing Goods & Services for Global Markets

- Define terms 1-4 on page 451
- Review Global Business Concepts questions 5-7 on page 451
- Review Global Business Concepts questions 8-11 on page 459
- Think Critically questions 17-18 on page 459

# **GLOBAL WARMING - 9**

Tuesday Oct 17, 2006

6 pm – 10 pm

- Business Review
- Economic Roadmap
- Research paper 2 turn in and overview
- Ethiopia – Eritrea – Saudi Arabia – UAE – Romano Prodi
- White Paper – Living with Mr Big

## **GLOBAL WARMING SYMPOSIUM**

### **CORE QUESTION**

### **What are the core Business Issues?**

- GLOBAL WARMING with Tom Brokaw video
- Kyoto Accord
- Brazilian rainforest deterioration
- Polar ice cap melting implication
- Green house gas definition and growth
- Human population growth implication on global warming
- Environmental Protection Agency
- Global transoceanic shipping linkage to global warming

#### Chapter 18 Global Pricing and Distribution Strategies

- Define terms 1-3 on page 493
- Solve Global Business Problems questions 4-7 on page 493

# **AUTOMOBILES – 10**

**Saturday, Oct 21, 2006**

**8 am - NOON**

- Portfolio wrap up
- Course evaluations
- **Examination 3 turn in**
- Plato's Cave ... now and your new role!
- Iraq – Iran – Venezuela – Argentina – Stephen Harper
- White Paper – **GM Votes Yes on Exploring New Alliance**

## **GLOBAL AUTO INDUSTRY**

### **CORE QUESTION**

**What are the core Business Issues?**

- **The End of Detroit** symposium – 21<sup>st</sup> Century Auto Industry Profile