



# WALSH UNIVERSITY

School *for* Professional Studies

## **BUS 450**

**International Business**

(8-Week Format)

***ASSIGNMENT DUE ON THE FIRSTNIGHT  
OF CLASS: SEE PAGE 3***

**PREREQUISITE: BUSINESS CORE EXCEPT BUS 490**

**DIVISION OF BUSINESS AND ECONOMICS**  
**BUS 450**  
**International Business**

**COURSE DESCRIPTION**

Study of the business firm operating in a global environment, including cultures, ethics, economic geography, and legal systems, associated with the global society. Topics include the nature of international business, the international business environment, international organizations, international monetary systems, uncontrollable forces present in foreign environments, and the functional areas of finance, marketing, and management as they are practiced in an international setting.

**COURSE OBJECTIVES**

Upon successful completion of this course, students will have learned:

- An overview of international business
- The heterogeneity of cultures
- The political and legal environments facing international businesses
- International trade theory
- Governments impacts on businesses
- Economic integration and cooperation
- Foreign investment, and foreign exchange
- International enterprises and their impacts
- International negotiations and diplomacy
- Collaborative and controlled strategies
- Strategies: Marketing, Export/Import, Management, Finance, Human resources.

**GRADING CRITERIA**

Types, dates, nature and due dates will be announced in class.

(30%) Exam One.

(30%) Exam Two.

(20%) Paper.

(10%) Class Participation and discussion.

(10%) Assignments and Homework.

**GRADING SCALE**

<b>A = 93 – 100</b>	<b>A- = 89 – 93</b>	<b>B+ = 86 – 89</b>
<b>B = 83 – 86</b>	<b>B- = 79 – 83</b>	<b>C+ = 76 – 79</b>
<b>C = 73 – 76</b>	<b>C- = 69 – 73</b>	<b>D+ = 66 – 69</b>
<b>D = 63 – 66</b>	<b>D- = 59 – 63</b>	<b>F = Under 59</b>

## **REQUIRED MATERIALS OF INSTRUCTION**

**Required Text:** International Business Environments and Operations, by John D. Daniels, Lee H. Radebaugh, and Daniel P. Sullivan, 11<sup>th</sup> Edition, Pearson/Prentice Hall

**\*Please review the School for Professional Studies textbook list for most up to date edition.**

### **ASSIGNMENTS TO BE COMPLETED PRIOR TO WORKSHOP ONE**

1. Read Chapters 1 and 2

Cases:

Carnival Cruise Lines, (pg. 27)

The Java Lounge – Adjusting to Saudi Arabian Culture, (pg. 45)

Charles Martin in Uganda, (pg. 79)

2. Prepare a brief type written analysis of the cases
3. Bring materials from the Wall Street or the Internet or the Economist

## **WORKSHOP ONE**

### **OBJECTIVES**

Upon completion of this session, students will be able to explain:

- The difference between domestic and international business
- Define globalization and international business and how they affect each other
- The motives of companies going international
- Culture environments and culture differences
- Heterogeneity of customs and practices in different countries

### **ACTIVITIES**

1. Students and facilitator will introduce themselves.
2. Assignments will be collected.
3. Facilitator will lead the discussion on the assigned topics.

### **ASSIGNMENTS TO BE COMPLETED PRIOR TO WORKSHOP TWO**

1. Read Chapters 3, 4 and 5

Cases:

Global Software Piracy, (pg. 112)

McDonald Corp., (pg. 119)

Anglo American in South Africa, (pg. 192)

2. Bring materials from the Wall Street, Economist, Internet.
3. Prepare a brief type written analysis of the cases.

## **WORKSHOP TWO**

### **OBJECTIVES**

Upon completion of this session, students will have a clear understanding of:

- The differences between political and economic systems
- Management challenges to deal and operate under these differences
- The difference between central planning and phasing to a market economy.

### **ACTIVITIES**

1. Collections of assigned homework
2. Facilitator will lead in the discussion and implementation of assigned topics.

### **ASSIGNMENTS TO BE COMPLETED PRIOR TO WORKSHOP THREE**

1. Read Chapters 6, 7, and 8.

Cases:

LUKoil, (pg. 231)

U.S. – Cuban Trade, (pg. 261)

Wal-Mart de Mexico, (pg. 298)

2. Prepare a brief type written analysis of the cases.
3. Bring materials from the Wall Street, Economist, Internet.

## **WORKSHOP THREE**

### **OBJECTIVES**

Upon completion of this session, students will have a clear understanding of:

- The rationale for government policies on trade
- Different philosophies of trade
- Different forms of economic co-operations on a regional and global basis
- The difference between economic unions or markets
- Why and how foreign direct investment take place
- The major global patterns of direct investment

### **ACTIVITIES**

1. Collection of assigned work.
2. Facilitator will lead in the discussion and the implementation of assigned topics.

### **ASSIGNMENTS TO BE COMPLETED PRIOR TO WORKSHOP FOUR**

1. Read Chapters 9, 10, and 12  
Cases: HSBC and the Peso Crisis in Argentina, (pg. 333)  
FDI in South Africa, (pg. 443)
2. Bring materials from the Wall Street, Economist, Internet.
3. Prepare a brief type written analysis of the cases.

### **WORKSHOP FOUR**

#### **OBJECTIVES**

Upon completion of the session, students will have a clear understanding of:

- Foreign exchange and its impact on short and long term transactions
- How countries control and manipulate the exchange rate
- The role of the IMF
- The major determinants of spot and forward exchange rate
- The position of companies and governments in an uneven global enforcement of intellectual rights

#### **ACTIVITIES**

1. Collection of assigned homework.
2. Facilitator will lead the discussion and the implementation of assigned topics.

### **ASSIGNMENTS TO BE COMPLETED PRIOR TO WORKSHOP FIVE**

1. Read Chapters 14, 15, and 16.  
Cases: International Airlines, (pg. 510)  
Avon, (pg. 559)
2. Prepare a brief type written analysis of the cases.
3. Bring materials from the Wall Street, Economist, or the Internet.

### **WORKSHOP FIVE**

#### **OBJECTIVES**

Upon completion of this workshop, students will have a clear understanding of:

- Motives for operating on a global market
- Factors that lead to success or failure of collaborative agreements
- The special challenges of controlling foreign operations
- Market sizes in different countries
- The environmental differences complicate the management of marketing worldwide

## **ACTIVITIES**

1. Collection of assigned homework.
2. Facilitator will lead in the discussion, and the implementation of the assigned topics.

### **ASSIGNMENTS TO BE COMPLETED PRIOR TO WORKSHOP SIX**

1. Read Chapters 17, and 18  
Cases: Samsonite's Global Supply Chain, (pg. 599)  
Denso Corp., (pg. 623)
2. Prepare a brief type written analysis of the cases.
3. Bring materials from the Wall Street, Economist, or the Internet

## **WORKSHOP SIX**

### **OBJECTIVES**

Upon completion of this session, students will have a clear understanding of:

- Key elements of Import and Export strategy
- Identify the methods of payments and finances
- Management strategy on a global level
- How quality can affects a company's operation
- Outsourcing, purchasing, and supply relation

### **ACTIVITIES**

1. Collection of assigned homework.
2. Facilitator will lead the discussion, and the implementation of the assigned topics.

### **ASSIGNMENTS TO BE COMPLETED PRIOR TO WORKSHOP SEVEN**

1. Read Chapters 19 and 20  
Cases: Dell Mercosur, (pg. 699)
2. Prepare a brief type written analysis of the cases.
3. Bring materials from the Wall Street, Economist, or the Internet.

## WORKSHOP SEVEN

### OBJECTIVES

Upon completion of this workshop, students will have a clear understanding of:

- Multinational financing
- Acquisition of outside funds
- Protection against the risk of inflation
- Unique qualifications of international managers
- Differences in labor policies

### ACTIVITIES

1. Collection of assigned homework.
2. Facilitator will lead the discussion, and implementation of assigned topics.
3. Presentations of assigned papers.

### ASSIGNMENTS TO BE COMPLETED PRIOR TO WORKSHOP EIGHT

- 1.
- 2.

## WORKSHOP EIGHT

### ACTIVITIES

1. Finishing the rest of the papers presentation.
2. Discussion on the overall outcome of the course.
3. Student evaluation of the facilitator and the course.
4. Final exam.

**NOTE:** The class will be divided into groups of two or three. Each group will be assigned a topic to be researched, written, and presented in class. The group and grade will be judged and graded on the written as well as oral presentation.