

**RALPH W. KETNER SCHOOL OF BUSINESS  
CATAWBA COLLEGE  
MGT 2902  
INTERNATIONAL BUSINESS  
BLOCK 2, SPRING 2014**

## **I: General Information**

**Day, Time, & Location:** Monday and Thursday 6:00-9:45 PM, KH 213  
**Instructor:** Prof. Jose Emilio Manjarres  
**Contact Information:** Email: [jmanjarr13@catawba.edu](mailto:jmanjarr13@catawba.edu)  
Office: Central Piedmont Community College (CPCC)  
Levine Technology Building Room 4124

**Office Hours:** Meeting with students is a high priority for me, and I would be delighted to meet with you about any aspect of the class or to discuss international business in general. My office hours are by appointment, and I am generally available on Thursdays. Please feel free to send an email or see me after class to arrange a time to talk in-person or by phone. Please include the topic you would like to discuss in your meeting request.

I will not meet to discuss grades for a project or test until at least 48 hours after the project or test has been returned.

## **II: Course Description & Rationale:**

This course provides an overview of the risks, challenges, and opportunities of competing in the global marketplace. This course provides an introduction to the four dimensions of international business and trade:

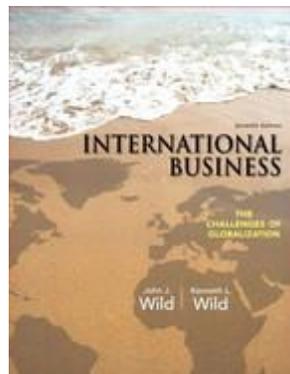
1. International trade theory;
2. Government influence on the world trade pattern, the International Monetary System, Foreign Exchange Market, and the legal environment;
3. The effects of cultural differences in world trade; and
4. Various forms of international business organizations and alliances, such as exporting, direct investment, joint ventures, and trade finance.

Prerequisite: MGT 2501

This course satisfies core requirements of the BSBA. It is an appropriate elective for students majoring in other business related majors or minors.

### **III. Required Textbook and Other Materials:**

Wild, John J, and Wild, Kenneth L. (2012), *International Business: The Challenges of Globalization*, (Seventh Edition), Pearson Education Inc., Upper Saddle River, NJ.



### **IV: Learning Outcomes:**

Upon successful completion of the course, students will be able to demonstrate their understanding of the complexities, risks, and opportunities of international trade:

1. Learn global business strategies and demonstrate, throughout the course, an understanding of why a firm would adopt one strategy over others.
  - a. Select and use appropriate sources to gather information and data needed for international business decisions (skills development);
  - b. Define key international business terms and concepts (content knowledge);
  - c. Compare and contrast major trade theories and trade policies and their effect on business (content knowledge);
  - d. Examine the strategies and structures that firms adapt in order to compete effectively in the international business environment.
  - e. Develop an understanding of the horizons of international business and management in the areas of social responsibility

and ethics in the era of globalization.

2. Identify and evaluate critical factors that impact global business decisions.
  - a. Identify how cultural variables affect business (content knowledge and skills development);
  - b. Discuss the different types of economic, political, and legal systems and their impact on business (content knowledge);
  - c. Develop an understanding of the global monetary framework including international exchange rates and their effects on global business (content knowledge); and
3. Critically analyze the opportunities and risks associated with international business activities (content knowledge and skills development).

#### Skills Development:

Upon completion of this course, students should demonstrate progress in the following skill areas:

1. Understand perspectives and values of this subject
2. An informed appreciation of other business environments and cultures
3. Ability to think holistically: to see the whole as well as the parts
4. Ability to draw reasonable inferences from observations
5. Capacity to make wise decisions
6. Select and use appropriate sources to gather information and data needed to inform and make international business decisions

#### **V: Course Delivery and Assignments:**

- a. This class will meet three hours and forty five minutes twice per week and one Saturday morning. Class will be comprised of lecture, guest speakers, and applied exercises and case study.
- b. Assignments
  - a) Readings as assigned in the syllabus. Due to the contemporary nature of this course, additional readings may be assigned that are timely.
  - b) Case Study and HW related to chapter topics
  - c) Exams
  - d) Participation in class (relevant, substantive)

#### **VI: Grades, Weights & Scale:**

## Weights:

1. Class Participation 25%
  - a. We are partners in the learning process. For classes to be effective, students are expected to attend and actively participate in class discussions. Students will be recognized for the quality, not quantity, of their participation in both class discussions and break out assignments. Good class participation includes analyzing, commenting, questioning, discussing, and building on others' contributions. Good class participation is not repeating the facts from a case or article, monopolizing airtime, or ignoring the contributions of others.
  - b. It is imperative that all students come to each class prepared to participate in all class discussions and all class interactions.
  - c. It is imperative that all students come to each group meeting prepared to participate in all discussions and with any committed work completed at a high quality.
2. Mid-term 10%
  - a. Throughout the semester several quizzes will be conducted covering class materials covered to date.
  - b. Quizzes may include essays, multiple choice and short answer questions.
3. Final exam 25%
  - a. Exam may include essays, multiple choice and short answer questions.
4. International trade group project 40%.
  - a. The purpose of this practical project is to familiarize students with the basic concepts, mechanisms, and processes of International Trade. Each team is required to analyze the launch of a new product in an assigned country using the concepts covered in the course.
  - b. Details of this project will be posted on Blackboard.
5. Class Expectations
  - a. Case analysis
    - i. Analyze (individually and in class discussion) various international case studies as a manager within the organization and evaluate all the elements impacting the situation to determine the best course of action.

- ii. Practice clear and concise writing of case analyses and recommendations through case write-ups.
- iii. Present analysis and recommendations orally in a clear, executive level manner.
- b. Extensive class participation
  - i. Participate in class discussions by adding value to and moving discussions forward. There are no participation points for repeating points others have already made.
- c. Presentations and papers
  - i. All communications are expected to be at a professional level of grammar, style and tone.
  - ii. Grade points may be deducted or assignments returned if they do not meet the standards of business communication.
  - iii. All communications between students should reflect both professional etiquette and all rules as established by the school.
- d. Open questions
  - i. If you have a question regarding the material we cover in class or in the readings, it is likely your peers do as well. Email any outstanding questions from the class to me at least 12 hours before the next class and we can review the concept either as a group or one to one prior or after the class.

Scale:

A	= 100-92 %	A-	= 91-90%		
B+	= 89-88%	B	= 87-82%	B-	= 81-80%
C+	= 79-78 %	C	= 77-72%	C-	= 71-70%
D+	= 69-68 %	D	= 67-62%	D-	= 61-60%
F	< 60%				

## **VII: Academic Integrity and the Catawba College Student:**

### **Honor Code**

*"As a member of the Catawba College community, I will practice academic honesty, communicate truthfully, and show respect for the rights and property of others. I will also encourage others in the community to behave honorably."*

### **Academic Dishonesty**

"Academic dishonesty includes, but is not limited to, cheating, plagiarism, and lying about academic work. A student who submits the work of others,

whether in whole or in part, without proper acknowledgement or permission, or who has falsified information within his own work, is in violation of the Honor Code, and is therefore subject to appropriate sanctions resulting from such a violation.”

### **VIII: Attendance Policy:**

1. Regular and punctual class attendance or online presence in online site is required
2. For scheduled meetings: Attendance will be taken at the beginning of each class. Failure to be present when class begins will result in an absence for the day.
3. Absences from class for extenuating circumstances, as defined in the Catawba College Catalog, will be counted as excused absences. No other absences will be excused.

### **IX: Missed Work Policy:**

1. **All work is due on the assigned date and time.** Unless otherwise noted, work should be posted to Blackboard. Projects submitted via other means may not be accepted.
2. If you have extenuating circumstances, you are required and responsible to contact me before the due dates. Only reasons expressed in the catalog are recognized.
3. All requests made that have as their reason the official reasons listed in the college catalog will be granted without penalty on the grade. Other requests are granted at the discretion of the instructor and partial credit or full credit will be given at the discretion of the instructor. **You should never assume that late permission will be granted** unless it is a college recognized excuse as published in the catalog.

### **X: Electronic Device Policy**

1. Cell phones must be on silent during class.
2. Use of laptops, tablets and other devices for purposes of note taking is allowed. Other uses, such as Facebook, YouTube, personal email and texting, are distracting, disruptive and inconsiderate of your classmates and are not permitted.

## **XI: Course Calendar, Content & Due Dates**

### Part 1. Global Business Environment, 2

**Chapter 1. Globalization, 2**, Thursday, February 13

PRACTICING INTERNATIONAL MANAGEMENT CASE: MTV Goes Global with a Local Beat, 30

**Chapter 2. Cross-Cultural Business, 40**, Thursday, February 13

PRACTICING INTERNATIONAL MANAGEMENT CASE: A Tale of Two Cultures, 71  
Group formation for the project.

**Chapter 3. Politics, Law, and Business Ethics, 72**, Monday, February 17

PRACTICING INTERNATIONAL MANAGEMENT CASE: Pirates of Globalization, 103

**Chapter 4. Economics and Emerging Markets, 104**, Monday, February 17

PRACTICING INTERNATIONAL MANAGEMENT CASE: Cuba Comes Off Its Sugar High, 129

### Part 3. International Trade and Investment, 130

**Chapter 5. International Trade, 130**, Thursday, February 20

PRACTICING INTERNATIONAL MANAGEMENT CASE: First in Asia and the World, 153

**Chapter 6. Business–Government Trade Relations, 154**, Thursday, February 20

PRACTICING INTERNATIONAL MANAGEMENT CASE: Down with Dumping, 175

**Chapter 7. Foreign Direct Investment, 176**, Monday, February 24

PRACTICING INTERNATIONAL MANAGEMENT CASE: World Class in Dixieland, 197

**Chapter 8. Regional Economic Integration, 198**, Monday, February 24

PRACTICING INTERNATIONAL MANAGEMENT CASE: Global Trade Deficit in Food Safety, 223

### Part 4. The International Financial System, 224

**Chapter 9. International Financial Markets, 224**, Thursday, February 27

PRACTICING INTERNATIONAL MANAGEMENT CASE: Should We Cry for Argentina?, 247

**Chapter 10. International Monetary System, 250**, Thursday, February 27

PRACTICING INTERNATIONAL MANAGEMENT CASE: Banking on Forgiveness, 274

Mid-Term

Part 5. International Business Management, 276

**Chapter 11. International Strategy and Organization, 276**, Saturday March 1

PRACTICING INTERNATIONAL MANAGEMENT CASE: IKEA's Global Strategy, 297

**Chapter 12. Analyzing International Opportunities, 298**, Saturday March 1

PRACTICING INTERNATIONAL MANAGEMENT CASE: Vietnam's Emerging Market Potential, 322

**Chapter 13. Selecting and Managing Entry Modes, 324**, Monday March 3

PRACTICING INTERNATIONAL MANAGEMENT CASE: Telecom Ventures Unite the World, 351

**Chapter 14. Developing and Marketing Products, 352**, Monday March 3

PRACTICING INTERNATIONAL MANAGEMENT CASE: Psychology of Global Marketing, 373

**Chapter 15. Managing International Operations, 374**, Thursday March 6

PRACTICING INTERNATIONAL MANAGEMENT CASE: Toyota's Strategy for Production Efficiency, 393

**Chapter 16. Hiring and Managing Employees, 394**, Thursday March 6

PRACTICING INTERNATIONAL MANAGEMENT CASE: Expatriation or Discrimination?, 411

**Monday march 10**

Final Exam

Group Project Presentation.

## **XII: Suggested Resources** (shaded sources suggested as first resource)

### **International Business News Sources:**

[ABC News](http://abcnews.go.com) (http://abcnews.go.com)  
[Barrons](http://www.barrons.com/) (http://www.barrons.com/)  
[BBC](http://news.bbc.co.uk/) (http://news.bbc.co.uk/)  
[Bloomberg](http://www.bloomberg.com/) (http://www.bloomberg.com/)  
[Business 2.0](http://www.business2.com/) (http://www.business2.com/)  
[Business Daily](http://www.businessdaily.com/) (http://www.businessdaily.com/)  
[Business Week Global Business](http://www.businessweek.com/globalbiz/index.html) (http://www.businessweek.com/globalbiz/index.html)  
[Business Wire](http://www.businesswire.com/) (http://www.businesswire.com/)  
[Canada Newswire](http://www.newswire.ca/) (http://www.newswire.ca/)  
[CBS news](http://cbsnews.com/) (http://cbsnews.com/)  
[Christian Science Monitor](http://www.csmonitor.com/) (http://www.csmonitor.com/)  
[CFO](http://www.cfo.com/cfo_home) (http://www.cfo.com/cfo\_home)  
[CIO](http://www.cio.com) (http://www.cio.com)  
[CNBC Business](http://www.msnbc.com/news/COM_Front.asp?ta=y) (http://www.msnbc.com/news/COM\_Front.asp?ta=y)  
[C-NET](http://news.com.com/) (http://news.com.com/)  
[CNN](http://www.cnn.com) (http://www.cnn.com)  
[CNNmoney](http://money.cnn.com/) (http://money.cnn.com/)  
[CNN Money International](http://money.cnn.com/news/international/) (http://money.cnn.com/news/international/)  
[ComputerWorld](http://www.computerworld.com/) (http://www.computerworld.com/)  
[Drudge Report](http://www.drudgereport.com/) (http://www.drudgereport.com/)  
[The Economist](http://www.economist.com/) (http://www.economist.com/)  
[The Economist Business](http://www.economist.com/business/) (http://www.economist.com/business/)  
[Economist Intelligence Unit](http://www.eiu.com/) (http://www.eiu.com/)  
[European Internet News \(EIN\) News](http://www.europeaninternet.com/) (http://www.europeaninternet.com/)  
[Fast Company](http://www.fastcompany.com/) (http://www.fastcompany.com/)  
[Finance Journal](http://www.topfinancialnews.com/) (http://www.topfinancialnews.com/)  
[Financial Times](http://news.ft.com/home/us/) (http://news.ft.com/home/us/)  
[Forbes](http://www.forbes.com/) (http://www.forbes.com/)  
[Foreign Policy](http://www.foreignpolicy.com/) (http://www.foreignpolicy.com/)  
[Fortune](http://www.fortune.com/) (http://www.fortune.com/)  
[Fox News](http://www.foxnews.com/) (http://www.foxnews.com/)  
[Global Trading](http://www.globaltrading.com/) (http://www.globaltrading.com/)  
[Globe and Mail](http://www.globeandmail.com/) (http://www.globeandmail.com/)  
[Inc.](http://www.inc.com/) (http://www.inc.com/)  
[International Herald Tribune Business](http://www.iht.com/business.htm) (http://www.iht.com/business.htm)  
[Investor's Business Daily](http://www.investors.com/) (http://www.investors.com/)  
[Intl. Centre for Trade & Sustainable Development](http://www.ictsd.org/) (http://www.ictsd.org/)  
[Kiplinger's](http://www.kiplinger.com/) (http://www.kiplinger.com/)  
[Journal of Commerce](http://www.joc.com/) (http://www.joc.com/)  
[Le Monde](http://www.lemonde.fr/) (http://www.lemonde.fr/)  
[London Times](http://www.timesonline.co.uk) (http://www.timesonline.co.uk)  
[MSNBC News](http://www.msnbc.com/) (http://www.msnbc.com/)

[Morningstar.com](http://www.morningstar.com)  
[Multinational Monitor](http://www.essential.org/monitor/monitor.html) (http://www.essential.org/monitor/monitor.html)  
[News Now](http://www.newsnow.co.uk/) (http://www.newsnow.co.uk/)  
[Newsweek](http://www.msnbc.com/news/NW-front_Front.asp) (http://www.msnbc.com/news/NW-front\_Front.asp)  
[New York Times](http://www.nytimes.com/) (http://www.nytimes.com/)  
[PR Newswire](http://www.prnewswire.com/) (http://www.prnewswire.com/)  
[Reuters](http://www.reuters.com) (http://www.reuters.com)  
[Singapore Business Times](http://business-times.asia1.com.sg/home) (http://business-times.asia1.com.sg/home)  
[Smart Money](http://www.smartmoney.com) (http://www.smartmoney.com)  
[Strategy & Business](http://www.strategy-business.com/) (http://www.strategy-business.com/)  
[TIME](http://www.time.com/) (http://www.time.com/)  
[UPI](http://www.upi.com) (http://www.upi.com)  
[US News](http://www.usnews.com/usnews/home.htm) (http://www.usnews.com/usnews/home.htm)  
[USA Today World News Stories](http://www.usatoday.com/news/world/nw1.htm) (http://www.usatoday.com/news/world/nw1.htm)  
[WN Business](http://www.wnbusiness.com/) (http://www.wnbusiness.com/)  
[Wall Street Journal](http://www.wsj.com) (http://www.wsj.com)  
[Wired](http://www.wired.com/wired/current.html) (http://www.wired.com/wired/current.html)  
[Yahoo Finance: International News](http://biz.yahoo.com/reports/world.html) (http://biz.yahoo.com/reports/world.html)  
[World Economist](http://www.worldeconomist.com/) (http://www.worldeconomist.com/)  
[World Economic Forum Worldlink](http://www.worldlink.co.uk/) (http://www.worldlink.co.uk/)  
[World Press Review](http://www.worldpress.org/) (http://www.worldpress.org/)  
[Yahoofinance.com](http://yahoofinance.com)  
[Yale Global Online](http://yaleglobal.yale.edu/) (http://yaleglobal.yale.edu/)

### **Government and Non-Government Organizations:**

[CIA world factbook](#)

U.S. Department of Commerce Basic Guide to Exporting  
([www.unzco.com/basicguide/index.html](http://www.unzco.com/basicguide/index.html))

U.S. Department of Commerce Export Portal  
([www.export.gov](http://www.export.gov))

Office of Trade and Industry Information, U.S. Department of Commerce  
(<http://tse.export.gov>)

International Trade Centre (ITC) (UNCTAD/WTO)  
([www.intracen.org](http://www.intracen.org))

United Nations Conference on Trade and Development (UNCTAD)  
([www.unctad.org](http://www.unctad.org))

World Trade Organization (WTO)  
([www.wto.org](http://www.wto.org))

Organization for Economic Cooperation and Development (OECD)  
([www.oecd.org](http://www.oecd.org))

Inter-American Development Bank  
([www.iadb.org](http://www.iadb.org))

World Bank  
([www.worldbank.org](http://www.worldbank.org))

Other Resources

Jael G. Siegel and Jae K. Shin, Dictionary of Accounting Terms, 3<sup>rd</sup> Edition, 2000

### **XIII: Guest Lectures, Special Events, and Field Trips**

*Guest Speakers may be used through the course. Points presented and discussed by guest speakers are considered course content and may be included in quizzes, exams and used as a cited reference in the term project.*

*There will be no field trips.*

### **XIV: Common Professional Component:**

<b>Common Professional Component (CPC) Concepts:</b>	<b>Contact Hours</b>
Summary of (CPC) Concepts:	
<b>Functional Areas:</b>	
Marketing	2
Business Finance	2
Accounting	2
Management	2
<b>The Business Environment:</b>	
Legal Environment of Business	2
Economics	
Business Ethics	4
Global Dimensions of Business	30
<b>Technical Skills:</b>	
Information Systems	1
Quantitative Techniques/Statistics	1
<b>Integrative Areas:</b>	

Business Policies	1
Comprehensive Integration	1
<b>Total Contact Hours</b>	<b>48</b>

## **XV: Notes on the Pre and Post Test**

**This course deploys both a pre-test and a post-test for assessment purposes. Students should *sincerely* attempt both since the results impact our accreditation status and thus the value of the business degree earned at Catawba College.**

## **XVI: Miscellaneous but Important Items**

1. *Make regular use of other resources (information on the internet, news, etc.)*
2. *Reading the assigned chapters before course is part of the course work. Classes will open with a participative discussion of the assigned chapters. Read your assigned chapters!*
3. *Students are encouraged to join Phi Beta Lambda, our Business Leadership Club/Fraternity. The first meeting is September 1<sup>st</sup> at 11 am in Ketner 307.*
4. *Students are expected to attend relevant KsoB and College events as announced during the semester.*
5. *Written Assignments Policies*
  - a. *Every written assignment must have a cover page, page numbered, double-spaced, font size 11 and above, and 1-inch margins.*
  - b. *All assignments should be well organized, and well written. There should be no typing errors, spelling mistakes, or grammatical errors.*
  - c. *Use headings and sub-headings throughout all written assignments.*
  - d. *You will lose points for each violation.*
6. *Blackboard and Electronic Communications*
  - a. *A number of course documents, including course lecture slides and readings, will be posted in Blackboard. Typically an electronic communication will be sent to the class indicating that a new posting has been made. Having access to and frequently checking Blackboard will be important to your success in this course.*
7. *Email Communications*
  - a. *For purposes of this course I will assume that you check your school email daily. Thus I assume you will be aware of any communications or requests sent at least 24 hours prior to our class meetings*
8. *Guidance on report presentation is included in Case And Business Report Writing Guidelines posted on Blackboard.*