



# OGLETHORPE

UNIVERSITY

BUS 370 Barcelona  
International Business: Lead Abroad Program Summer 2018

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## Course Description

This course is designed to provide the student with an understanding of the basic aspects of International Business, and the challenges that result from conducting business across borders. Through the text, cases, speakers and a group project, we will examine how corporate strategy frames the “going abroad” decision, assess the cultural impact of doing business in a foreign country, and consider organizational and staffing issues in an international context.

## Course Objectives: To complete this course successfully, the student should:

1. Be able to explain the distinguishing characteristics of the multinational enterprise (MNE).
2. Be able to discuss the various rationales for making a “going abroad” decision.
3. Demonstrate familiarity with how local culture acts upon the foreign firm.
4. Compare and contrast the various corporate and investment structures that may be used to do business overseas.
5. Show knowledge of the fundamental skills and knowledge required of managers in a foreign context.
6. Show recognition and understanding of ethical issues facing managers abroad.
7. Understand the strategic role of HRM including how to manage a diverse workforce.
8. Evaluate the collaboration models emerging for international cooperation.
9. Demonstrate knowledge of the issues that are forming the future of today’s global business world.

## Required Text

Cavusgil, S., Knight, G., Riesenberger, J., International Business. (Pearson, 4<sup>th</sup> Edition)

**Note: etext is acceptable. However, earlier editions might not contain some the essential material such as case studies and purchasing a used text might mean you don’t have access to online resources for students.**

## Group Project

Students will form into groups of four (4 or 5) and prepare a management briefing for entering a foreign market. The proposal will reflect issues of strategy, considerations of culture and challenges of implementation that the students expect would be encountered. In addition to the paper, each team will prepare a presentation of the findings and recommendations. Each of the paper and presentation will be graded. Groups will select a specific country (one group per country) and using various resources, learn about how an American company should go abroad business in that country. Additional guidance for the preparation of the paper will be provided in-class.

## Speakers

I am working on lining up speakers who can share their experiences in doing business abroad. I am hoping that we will be able to schedule one or two. If we are successful, we might need to adjust the class schedule to accommodate them. You will be provided information on their background, current position and company, so that you can be fully prepared for their presentation.

## Exams

There will be two exams derived from the text, handouts, and any other materials presented in class. Exams will include definitions and short-answer essay questions. The second exam will be given during the last week and will be cumulative.

Make-up exams will not be given unless a justifiable reason (i.e. medical emergency or death in the immediate family) is given in advance.

## Policies and Procedures

- **Accommodations** – any student needing accommodations due to a disability are asked to contact Mr. Mark Gross (mgross@oglethorpe.edu) to make arrangements and then forward those accommodations to the instructor.
- **Classroom Etiquette (Violation can result in dismissal for that day's class).**
  - Show up on time, do not leave during class, and don't leave early
  - Turn off cell phones – no texting.
  - No sleeping, surfing the web, listening to music, talking, or reading outside material
- **Attendance** - Students are expected to attend all class sessions and be active participants in class discussions. Attendance will be taken and will be counted towards your final grade. Full attendance/participation points will be awarded for **0** absences, regular class participation, and abiding by classroom etiquette.
- **Due Dates** – All assignments are due on the assigned due date at the beginning of class.  
**No assignments will be accepted late!**
- **Incompletes** – Refer to the complete reading of the University's policy in the *Bulletin*.
- **Honor Code** – Our honor code is an academic one. The code proscribes cheating in general terms and also in any of its several specialized sub-forms - including but not limited to plagiarism, lying, stealing and interacting fraudulently or disingenuously with the honor council. The Code defines cheating as "the umbrella under which all academic malfeasance falls. Cheating is any willful activity involving the use of deceit or fraud in order to attempt to secure an unfair academic advantage for oneself or others or to attempt to cause an unfair academic disadvantage to others. Cheating deprives persons of the opportunity for a fair and reasonable assessment of their own work and/or a fair comparative assessment between and among the work produced by members of a group. More broadly, cheating undermines our community's confidence in the honorable state to which we aspire."

**All work in the course is subject to the terms of the honor code.  
See the *Bulletin* for a complete reading.**

## Honor Code

Students pledge that they have completed assignments honestly by attaching the following statement to each test, quiz, paper, overnight assignment, in-class essay or other work:

*I pledge that I have acted honorably.*

(Signed) \_\_\_\_\_

It will be the responsibility of the student to provide these pledges by either attaching them on a separate sheet of paper or typing them as part of the assignment.

### Plagiarism

Plagiarism includes representing someone else's words, ideas, data, or original research as one's own, and in general failing to footnote or otherwise acknowledge the source of such work. One has the responsibility of avoiding plagiarism by taking adequate notes on reference materials, including material taken off the internet or other electronic sources, used in the preparation of reports, papers, and other coursework.

### Cheating

- The unauthorized possession or use of notes, texts, or other materials during an exam. Copying another person's work or participation in such an effort.
- An attempt or participation in an attempt to fulfill the requirements of a course with work other than one's original work for that course.

### Grade *(All grades are earned on a straight percentage basis)*

Exams (2 @ 25 pts)	50 points
Group Project (report and presentation)	30
Case Presentations	10
Attendance/Participation	<u>10</u>
	<b>180 points</b>

### Course Schedule

<u>WEEK OF:</u>	<u>TOPIC</u>	<u>CHAPTER</u>
<b>Week 1 -</b>		
Wed 7/5	<i>What is International Business</i>	1/2
Thu 7/6	The Cultural Environment and Ethics	3/4
Fri 7/7	Theories of International Trade and Investment	5
<b>Week 2</b>		
Mon 7/10	Case Discussions (Case TBD)	
Tues 7/11	Political and Legal Systems	6
Wed 7/12	Government Intervention	7
Thu 7/13	Case Discussion/Speaker	
<b>Week 3</b>		
Mon 7/17	Understanding Emerging Markets	8
Tues 7/18	<b>MID TERM EXAM</b>	
Wed 7/19	Financial and Monetary Environments	9
Thu 7/20	Management and Accounting	10

**Week 4 -**

Mon 7/24	Strategy and Organization	11
Tues 7/25	Global Market Opportunity	12
Wed 7/26	Exporting/Direct Investment	13/14
Thu 7/27	Franchising/Licensing	15

**Week 5 -**

Mon 7/31	Marketing	16
Tuesday 8/1	HR Management	17
Wed 8/2	Team Presentations	
Thu 8/3	Team Presentations/Exam Review	
<b>Fri 8/4</b>	<b>FINAL EXAM</b>	

*This schedule is tentative and subject to change*