

BUS 370: International Business

GO Rome Summer 2019

8:30am - 10:30am

Mon/Tues/Wed/Thurs

Classroom #1

Instructor:

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Office Hours: By appointment

Course Goal

“Globalization is not something we can hold off or turn off...it is the economic equivalent of a force of nature - like wind or water.”

Bill Clinton

The increasing globalization of the world economy impacts virtually all modern businesses. This introductory course is designed to provide the student with an understanding of the principles and practices of international business. Topics explored will include but are not limited to: globalization, the national political, economic, and cultural differences that drive countries to conduct business internationally, the global trade and investment environment, the global monetary system, the strategic management of the international business, international business functions, and ethical issues faced by international businesses. A special focus will be placed on international business as conducted in Italy.

Course Objectives

1. Understand the history of globalization and drivers for companies conducting international business
2. Identify and understand the role of the global institutions that shape the international global business system
3. Understand differences in political, economic, cultural, and legal systems
4. Understand international trade theory and why nations trade with each other
5. Identify and analyze the policy instruments used by governments to influence international trade flows
6. Describe the functions of the foreign exchange market and the historical development of the modern global monetary system
7. Understand how national differences complicate international business strategy decisions regarding marketing, production, supply chain management, and more
8. Recognize ethical dilemmas and understand the ethical issues faced by international businesses

Course Material

1. **Required Text:** Hill, Charles W.L. and Hult, G. Tomas M. 2018 *Global Business Today* - 10th Edition. McGraw-Hill

eTextbook ISBN: 978-1259686698

Textbook ISBN: 978-1259686696

2. Required Course Packet: A short course packet of Harvard Business cases will be required for this class. A physical copy of the course packet can be purchased from Bel-Jean Copy and Print (call 706 -548-3648 to order) or an e-packet can be purchased and downloaded at <https://hbsp.harvard.edu/import/597882>.

Prerequisite: None

Grading Procedures:

Class Participation	15%
Case Study	10%
Exams (2)	30%
Papers (3)	45%
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	100%

Grading Scale:

A	93-100
A-	90-92
B+	87-89
B	83-86
B-	80-82
C+	77-79
C	73-76
C-	70-72
D+	67-69
D	60-66
F	< 59

Structure of the Course

This course is designed to be highly interactive with relevant readings, case studies, modern texts, and field assignments (in which the student will be examining various components of international businesses operating in Rome) providing the cornerstone for class discussion and deeper learning. Students will be asked to cover some readings, prepare one paper and other assigned materials prior to arrival in Rome.

Class Participation/Attendance Grade

Active participation and presence is critical to success in the course. Participation grades will be based on attendance, quality of contributions in class as they relate to readings and other course material, and engagement with field assignments. Given the condensed nature of the course, the first unexcused absence will result in a 10 point reduction in the participation grade, while each subsequent absence will result in an additional 20 point reduction in the participation grade. More than 4 absences will constitute an automatic dismissal from the program and failure of the class.

Student Expectations

- 1. Preparation:** Students will be called on at random during class to discuss course material. It is expected that students will come to class prepared to engage meaningfully and respectfully.
- 2. Presence:** Students should arrive to class on time, and stay for the full duration of the class session.
- 3. Participation:** Learning is best facilitated by active, meaningful participation. All students will be expected to share insights, in class or on group discussion boards on Moodle, with the class to advance group discussion. **To minimize distractions, use of laptops, cell phones, tablets, or other electronic devices is not permitted during class unless at the direction of the instructor.**

Written Assignments

Three (3) written assignments on topics in international business will be assigned over the semester. The first one will be assigned prior to arrival on campus.

Exams

Two (2) exams will be given over the material learned through the course. Exam content will be taken from the required readings, class discussion and cases presented by students.

Case Studies

On the first day of class, each student will be assigned a case from the textbook or the course packet which they will present in class and lead discussion.

Policies and Procedures

- **Accommodations** – If you are a student with a disability or disability related issue and feel that you may need a reasonable accommodation to fulfill the essential functions of the course that are listed on this syllabus, you are encouraged to contact Disability Services in the Academic Success Center at 404-364-8869 or disabilityservices@oglethorpe.edu. Written accommodations are to be given to the instructor.

- **Due Dates** – Except in the case of extenuating circumstances, assignments submitted after the posted due date will incur a penalty of 20% grade reduction per day late. No late work will be accepted beyond 2 days after the original due date without prior arrangement.
- **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.”

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

- o. 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.
- o. 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.

All work in the course is subject to the terms of the honor code.

See the *Bulletin* for a complete reading.

BUS 370 Course Outline – Summer 2019 (Subject to change)

Week	Date	Topic(s)	Coursework
<i>Part 1: An Introduction to Globalization and Part 2: National Differences</i>			
1	Monday, 7/1	NO CLASS - Orientation	NO CLASS - Orientation
	Tuesday, 7/2	Introduction to Globalization	Read Chapter 1
	Wednesday, 7/3	National Differences in Political, Economic, and Legal Systems	Read Chapter 2 and “Uber and the Sharing Economy: Global Market Expansion and Reception” (course packet)
	Thursday, 7/4	Differences in Economic Development	Read Chapter 3
<i>Part 2: National Differences, con’t</i>			
2	Monday, 7/8	Differences in Culture	Read Chapter 4 and “How to Do Business in Italy” (course packet)
	Tuesday, 7/9	Ethics, Corporate Social Responsibility, and Sustainability	Read Chapter 5
	Wednesday, 7/10	<i>Guest speaker – to be confirmed</i>	Paper #1
	Thursday, 7/11	Case Discussion	Read “Netflix: International Expansion” (course packet)
<i>Part 3: The Global Trade and Investment Environment</i>			
3	Monday, 7/15	International Trade Theory	Read Chapter 6
	Tuesday, 7/16	Government Policy and International Trade/ Foreign Direct Investment	Read Chapter 7 and Chapter 8
	Wednesday, 7/17	Regional Economic Integration	Read Chapter 9
	Thursday, 7/18	Exam #1	
<i>Part 4: The Global Monetary System and Part 5: The Strategy and Structure of International Business</i>			
4	Monday, 7/22	The Foreign Exchange Market	Read Chapter 10
	Tuesday, 7/23	The International Monetary System	Paper #2; Read Chapter 11
	Wednesday, 7/24	The Strategy of International Business	Read Chapter 12 and “Proctor and Gamble Italy: The Pringles Launch” (course packet)

	Thursday, 7/25	Entering Foreign Markets	Read Chapter 13 and “The Espresso Lane to Global Markets” (course packet)
Part 6: International Business Functions			
5	Monday, 7/29	Exporting, Importing, and Countertrade	Read Chapter 14
	Tuesday, 7/30	Global Production and Supply Chain Management	Read Chapter 15
	Wednesday, 7/31	Global Marketing and R&D; Global Human Resource Management	Read Chapter 16 and Chapter 17
	Thursday, 8/1	Exam #2	
	Friday, 8/2	Course Wrap Up	