

Business 792: International Business

Fall 2018

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Mode of Instruction: Online; D2L

Text: *International Business: The Challenges of Globalization*, 9th Ed., Wild & Wild

Course Catalog Description:

This course will analyze the increasing impact international business has on our domestic well-being and stress the significant rewards which can accrue from the penetration of international markets. Both the challenges and risks of international business activities will be discussed. The student will be provided with both the conceptual and analytical tools to better capitalize on opportunities and avoid the pitfalls encountered in the international arena.

MBA OBJECTIVES ADDRESSED

- (a) Broad based knowledge of functional areas in business in the global context.
- (b) Effective communication skills
- (c) Decision making skills (identification, problem analysis, and solution and action plans).
- (d) An understanding of current management thought covering global business issues, ethical principles in business, diversity, and political, legal and regulatory environments as they impact international business operations.

About the course:

International Business 792 focuses on the multi-faceted environment of international business. It considers the various activities of multinational firms and studies government policies toward them, while considering policy implications for the management of these enterprises. The course surveys theories of international trade, international financial institutions, differences in political economy and culture, barriers to trade, business-government relations, and strategies available to companies operating in the global economy.

A company's survival and growth in the future will necessitate a move toward global marketing with its many potential rewards and risks. Consequently, this course examines the challenges of entering and operating effectively in international markets. Students will become familiar with adaptations and decisions that must be made on the following fronts: international marketing objectives, strategies, and policies; foreign market selection; adaptation of products; distribution channels and communications to fit each foreign market; systems of international marketing organization, information gathering, planning and control.

Each international business situation is by nature multidimensional, and an understanding of the complexity of international management will be necessary in order to provide the manager with the opportunity to make good decisions and to formulate successful corporate or business strategies in the global environment.

Specific course objectives include:

1. Discuss the challenges of international management and describe the 21st-century global competitive landscape;
2. Describe global business concepts, models, and frameworks and their cross-functional integration;
3. Provide an appreciation for the importance of international business and develop an understanding of the differences and similarities between firms engaged in domestic and global operations;
4. Explain the role of several international organizations and regimes and their impact on international business decisions and operations.
5. Develop and apply the skills and techniques to undertake a systematic analysis of economic, political, social, cultural, and legal factors affecting the assessment of global business operations.
6. Explain when and why to use different product-market entry and penetration strategies;
7. Explain how firms sustain and renew resources, capabilities and core competencies to support international growth strategies;
8. Develop an understanding of team work in culturally diverse environments.

FINAL GRADE CALCULATION:

GRADING SCALE:

Midterm	20%
Final	20%
Quizzes	15%
Discussion Board posts	20%
Group project	25%

A (93-100)	C (73-77)
A- (90-92)	C- (70-72)
B+ (88-89)	D+ (68-69)
B (83-87)	D (63-68)
B- (80-82)	D- (60-62)
C+ (78-79)	F (below 60)

Discussion Board Participation and Professionalism

Although this is an online course, participation is important. The primary way to participate is to contribute to the class discussion board. The discussion board questions relate to the readings and supplementary videos. You should post to the discussion board in the weeks identified on the desire 2 learn course website. Responding to the discussion board is a two-step process. First, the instructor posts questions requiring your responses. To receive credit, you must post your response to each question by Thursday night (at 11:59 PM ET). Second, once you have posted, you can view everyone’s initial responses. Then, you must post separate responses to two different peers’ posts by Monday night (11:59 PM ET). All posts should be thoughtful and well-articulated. Thus, in sum, you must (1) craft separate posts to respond to each of the discussion board questions provided by the instructor and (2) craft separate posts to respond to at least two (but no more than four) peers’ posts.

When crafting your posts, please keep the following in mind.

- First, whereas many social communications are informal in nature, the discussion board posts should reflect formal business and scholarly dialog. In this context, try to focus less on personal experiences

and subjective opinions than on general knowledge, data, strong arguments, sound logic, and compelling reasoning.

- Second, when you post, try to extend the respective discussions. Although posts should be relevant to the topic at hand, they should also attempt to introduce new viewpoints, questions, or information.
- Third, posts should use grammar, vocabulary, and punctuation that is correct and appropriate for a Masters-level course.
- Fourth, students are expected to communicate in a civil manner at all times. Students are also expected to act professionally. Examples of unprofessional behavior include acting, speaking, or writing in a manner that violates UWO policies or rules, is discriminatory, offensive, or profane, or is otherwise inappropriate or uncivil. A student engaging in unprofessional behavior creates distractions and is likely to inhibit others' learning. Such behavior will negatively impact this portion of the given student's grade.
- Fifth, discussion board interactions are to be completed in a polite, courteous, and dignified manner. Discussion should be respectful and understanding towards peers and the instructor. Lastly, the more you as individuals and as a class engage this course and contribute to vibrant discussions, the more you will likely get out of it. The discussion board posts are graded on a scale of 10. Both the quantity and the quality of your posts figure into this portion of your grade.

Market Entry Strategy Project (MESP)

Throughout the semester you will be working on a Market Entry Strategy Project with a group selected by the instructor. This project requires you to research a specific nation as a future market for a new video game system, the M-Box. The M-Box competes against the video games of companies already in the market, such as Sony, Nintendo, and Microsoft. Working as part of a team, you will research and analyze a country, then recommend a course of action to the producer of the M-Box, MES-Sim Corporation.

On the MyLab website you will complete three report modules associated with this project, listed below:

MIR

This first module results in a Market Intelligence Report (MIR) for the country in which the M-Box will be introduced. This report provides a broad overview on the country including its people, economy, and infrastructure.

BEAR

This second module requires a Business Environment Analysis Report (BEAR) for the M-Box in the country. It involves rating and evaluating key national characteristics that may affect the game's marketing.

MESA

This third module requires a Market Entry Strategy Analysis (MESA) for the M-Box in the country. The strategy formulated must reflect conditions in the country and address a range of issues such as entry mode, pricing, and promotion.

Depending on the module, you may need to answer fill-in-the-blank, ranking, long answer, and essay-type questions. You may conduct research by accessing the [BBC News Country Profile Website](#), the [World Bank Site](#), the international travel page of the [US Department of State](#) (enter country name where it says "Learn about your destination"), or other sites you may find useful in your search.

COB Academic Misconduct

As a UW Oshkosh student, it is your responsibility to be informed about what constitutes academic misconduct, how to avoid it and what happens if you decide to engage in it. Examples of academic misconduct include (but are not limited to):

- plagiarism (turning in work of another person and not giving them credit),
- stealing an exam or course materials, copying another student's homework, paper, exam
- cheating on an exam (copying from another student, turning in an exam for re-grading after making changes, working on an exam after the designated time allowance)
- falsifying academic documents

Please refer to UWS Chapter 14 (University of Wisconsin Student Academic Disciplinary Procedures) for information on academic misconduct <<http://www.uwosh.edu/deanofstudents/university-policies-procedures/academic-misconduct>>. Pay particular attention to UWS 14.03 (definition of academic misconduct) and UWS 14.04 (disciplinary sanctions). Please note that all incidents of academic dishonesty will be reported to the appropriate university authorities.

It is not acceptable for two or more students to work together and turn in the same work unless the assignment is specifically a group assignment. In the case of a group assignment, groups are treated as a unit and the sharing of work between groups is not permitted. Plagiarism is defined as the use of another's work without attribution. It is acceptable to use a published solution to a particular problem if the solution's source is documented. If you are using material from a published source or an organization's internal documents, that source must be documented or referenced. If proprietary materials are utilized, appropriate permissions must be obtained.

Disability Services

It is the policy and practice of UW Oshkosh to create inclusive learning environments. If there are aspects of the instruction or design of this course that result in barriers to your inclusion, please notify me as soon as possible. You are also welcome to contact Services for Students with Disabilities at 920-424-3100 or dean1@uwosh.edu for assistance. For more information, visit the Services for Students with Disabilities website at <http://www.uwosh.edu/deanofstudents/disability-services>.

Course schedule:

Dates	Chapters	Topics covered / Assignments
October 22-26	1 and 2	<u>Globalization / Cross-Cultural Business</u> Key players, Denationalization vs. Internationalization, Forces driving Globalization, Culture and Cultural Knowledge, Personal Communication, Culture in the Workplace Introduction post; discussion board post; MyLab video and quizzes
Oct. 29 – Nov. 2	3 and 4	<u>Political Economy and Ethics / Economic Development of Nations</u> Political Systems, Economic Systems, Legal Systems, Ethics and Responsibility, Economic Development and Transition, Managing Political Risk, Emerging Markets and Economic Transition Discussion board post; MyLab video and quizzes; Market Entry Strategy Project (MESP) groups (formed by instructor, explained in syllabus and MyLab site)
Nov. 5 - 9	5 and 6	<u>International Trade Theory / Political Economy of Trade</u> Benefits, Volume and Patterns of International Trade, Theories of Absolute and Comparative Advantage, New Trade Theory, Governments Intervening in Trade, Instruments of Trade Promotion and Restriction, Global Trading System Discussion board post; MyLab video and quizzes; <u>Market Intelligence Report (MIR) for MESP (found on MyLab site) due to dropbox (Nov 9)</u>
Nov. 9 - 13	Midterm	<u>Online midterm to be completed by July 6th at 5 pm.</u>
Nov. 14 - 20	9 and 10	<u>International Financial Markets / Monetary System</u> Exchange Rates, Fixed vs Floating Exchange Rates, Company Analysis, Discussion board post; MyLab video and quizzes; continue work on project
Nov. 21-25	Break!	Thanksgiving
Nov. 26 - 30	11 and 12	<u>International Strategy / Analyzing International Opportunities</u> International Capital Market, Foreign Exchange Market, Currency Quotes and Rates, Market Instruments and Institutions, Strategy Formulation, Issues and Types of Organizational Structure Discussion board post; MyLab video and quizzes, <u>Business Environment Analysis Report (BEAR) on MyLab due to dropbox (Nov. 30th)</u>
Dec. 3 - 7	13 and 14	<u>Entry Modes / Developing and Marketing Products</u> Exporting, Importing, and Countertrade, Contractual Entry Modes, Investment Entry Modes, Developing Product Strategies, Creating Promotional Strategies, Designing Distribution Strategies, Developing Pricing Strategies Discussion board post; MyLab video and quizzes
Dec. 10 - 14	Final	<u>Online Final to be completed by 10 pm on December 13th.</u> Completed Market Entry Strategy Projects due in the D2L dropbox December 13th by 11:59 pm. (one copy per group; reformat as necessary)