

## **INTERNATIONAL BUSINESS (INT 281/BAD 255)**

Dominican University – Brennan School of Business

Fall-2017

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Office hours and Location: Tuesday and Thursdays 9:30 AM - 12:30 PM and by appointment. Lewis 205

Credit: 3 hours

### **Description of Course:**

This course is designed to provide the students with a an introductory exposure to the many essentials of international business in today's global economy. It will reveal the management of risk in a global setting, the complicated, competitive and collaborative relationships that exist when organizations do business outside their home country and the cultural awareness they must develop. There is a strong need for business leaders to have perspective on (and understand) the diverse environments, management concerns, financial issues and marketing questions faced by international business organizations. In taking this class, students are empowered to enhance their problem-solving and critical analysis techniques from an international business perspective.

**Expected Outcomes:** Upon successful completion of this course, students will:

- 1) Describe how cross-cultural differences influence international business decisions;
- 2) Discuss the obligations and complexities of ethical and socially responsible corporate actions in international contexts;
- 3) Evaluate how strategic decisions in operations, processes, human resources, marketing and management interrelate;
- 4) Critically analyze the opportunities and risks associated with international business decisions.

To support these learning objectives, every business major must have a broad set of perspectives and skills to effectively use his/her international business knowledge. In this course, students will learn to

- 1) Appreciate the ethical foundation of effective long-run business decisions and promote social responsibility in managerial decision making – this will be accomplished through analysis of the ethical dilemmas international business managers face;
- 2) Communicate effectively in written and verbal forms – this will be achieved through the in-class problem solving, short assignments, take home exams, case analysis and the course's requirements for class participation (see below);
- 3) Utilize technology and electronic learning effectively – this will be achieved through the continuous use of Canvas in the course; check Canvas daily for class assignments; in addition, students will develop/refine their skills with PowerPoint and/or Prezi;
- 4) Become critical thinkers – this will be accomplished through our take home exams and through case analysis (see below).

### **Required textbook, handouts and recommended outside material:**

Geringer, J.M., Minor, M., and McNett, J. (2012). International Business. McGraw-Hill Irwin 1st edition/2012 ISBN: 9780078029370

Handouts: cases and articles (will be provided in class as needed).

Recommended reading: The Economist.

**Evaluation and Criteria for Assessment:** All students will be evaluated with the following five criteria:

1. Two take home exams 30%
2. Current Event Write-up (4 of them) 20%
3. Team Presentation on Sustainable Development Goals 25%
4. Class Leadership 20%

5. Participation: Students will contribute and be graded on class discussion. Attendance is very important 5%

Note: All Dominican University Policies apply. All assessments and feedback to the student will embody the qualities of clarity, integrity, flexibility and empathy.

**Topics and Time Frames:** (as of 6/7/2017 and subject to be updated)

<u>Week</u>	<u>Chapters / Topics (assigned reading)</u>	<u>Relevant readings/topics</u>
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**SECTION ONE** The Nature of International Business

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| I   | Intorduction to class grading and expectations.<br>Ch. 1 The Challenging World of International Busines |
| II  | Ch. 2 International Trade and Investment  |
| III | Ch. 3 International Institutions from an Intl. Business Perspective                                     |

**SECTION TWO** International Environmental Forces

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|------|--|
| IV   | Ch. 4 Sociocultural Forces   |
| V    | Ch. 5 Natural Resources and Environmental<br>Ch. 6 Political and Trade Forces* |
| VI   | Ch. 7 Intellectual Property and Other Legal Forces                             |
| VII  | Ch. 8 The International Monetary System an Financial Forces                    |
| VIII | Ch. 9 Labor Forces   |

**SECTION THREE** The Organizational Environment

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|------|--|
| IX   | Ch. 10 International Competitive Strategy                    |
| X    | Ch. 11 Organizational Design and Control                     |
| XI   | Ch. 12 Assessing International Markets                       |
| XII  | Ch. 13 Entry Modes   |
| XIII | Ch. 14 Marketing Internationally                             |
| XIV  | Ch. 15 Global Operations and Supply Chain Management Context |
| XV   | Ch. 16Managing Human resources in an International Context   |
| TBD  | *Ch. 17 International Accounting and Financial Management    |

Note: \*Will cover this chapter depending on time.

Globally Positioned Student:

Dominican University and the Brennan School of Business are jointly working on a project for the Higher Learning Commission, the body that accredits the university. This project's BIG goal is to develop graduates who are knowledgeable and active global citizens. Last year we began this project by looking at and analyzing the global airline industry. You may have had courses that looked at one or two aspects of the airline industry. We will continue to support this HLC project in International Business this year through our study of the "Air Arabia: Expanding Wings with the Low Cost Model" case. Selected examples of other airlines and other aspects of the airline industry will be used throughout the course. Now you know.

#### AN IMPORTANT NOTE ABOUT PLAGIARISM:

Plagiarism is using the ideas and/or writings of another and claiming them as one's own. Plagiarism is most often thought of copying, word for word, what someone else has written and passing it off as one's own. Plagiarism is also the very similar copying of someone else's words and/or ideas without attribution. Thus, it is still plagiarism if two sentences, two paragraphs, or two papers appear to be almost similar even though there are some differences. Plagiarism is best avoided by carefully acknowledging the sources of one's words and/or ideas.

**Faculty Biographical Sketch:** Mr. Atristaín--a finance professional who has extensive experience in investment management, financial and risk analysis--is Managing Director at Atristain Financial Advisors, LLC. Before, he was a Vice President of Capital Management & Funding at BMO Harris Bank after he was a Vice President of Risk Management and Corporate Finance. Prior to BMO he was a Senior Vice President of Asset Management at Capri Capital and a Financial Analyst for the Dai-Ichi Kangyo Bank (now Mizuho). He has taught at DePaul University in Chicago and lectured at Universidad de Alicante in Spain, UNAM and Universidad de Guanajuato in Mexico, and participated as speaker at Duke University and Notre Dame.

He holds an MBA with specialization in Finance from the Illinois Institute of Technology and a Bachelor's degree in Economics from Dominican University. He completed the Visitors Program (European Union) at Universidad Internacional Menéndez Pelayo in Spain and the Certificate of Director Education with the NACD Corporate Directors Institute. He is also a certified as Life & Business Coach by the International Coaching Federation. He serves in various boards of civic organizations, i.e. Board of Directors of Stuart Investments, CLESF Foundation and an Advisory Board at the Chicago Symphony Orchestra. In the past, he has served in the Investment Committee of NSHMBA Foundation, Board of NSHMBA and the Editorial Board of The Business Journal of Hispanic Research. He is fluent in Spanish and Italian, and has a working knowledge of French.