

BAD 255: International Business

Course Syllabus

Spring 2017

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Page | 1

Office FA 202
Office Hours: Tuesday/Thursday 9:00-9:30/11:30-12:30/2:30-3:30
Also by appointment

Course Overview

Perhaps you've heard that "the world is flat," or that the world is little more than a global village or that "No man is an island..." (the opening line of a famous poem by John Donne). All of these statements are true – and they are especially true when applied to international business.

This course will introduce you to the complicated, competitive and collaborative relationships that exist when organizations do business outside their home country. The course approach will necessarily be broad—and swift: There are many things to consider as businesses evaluate, develop and strive to successfully sustain international operations – and we will consider these factors rather quickly. We must maintain this swift pace if we are to achieve the course's big goal of introducing international business as a field of study.

Please note: We will consider everything we discuss from a managerial perspective: What knowledge, skills, abilities and insights does a practicing manager need if she/he is to develop successful international business strategies in light of global competition?

Undoubtedly you enter this class with an existing understanding of economics and perhaps even knowledge of marketing and management. We will use your existing knowledge to build deeper insights into what is different and unique about managing a firm in an international context. In support of this goal, we will

- Review international trade theory;
- Examine closely how culture influences international business decisions;
- Explore how all functional business areas (operations, information systems, management, accounting, finance, human resources and law) change in international settings;
- Discuss ethical dilemmas created by international operations; and
- Develop a strategic framework for analyzing international business decisions

Prerequisite(s): ECON 191. ECON 190

Recommended: BAD 250

Learning Objectives

By semester's end, students will be able to:

- 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, information systems, 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.
- 4) **Become critical thinkers** – this will be accomplished through our take home exams and through case analysis (see below)

Course Text

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



This textbook has many advantages:

- It is very current – and has lots of interesting stuff in it
- The writing style is clear and energetic. Hopefully, you will find the textbook enjoyable to read.
- There are numerous, real-world examples that illustrate successful international business operations in the action. Examples span familiar and not so well-known companies. This will expand your overall international business knowledge.
- Chapters are manageable. This encourages focused discussion on each. Also this gives us ample time for additional case study and discussion.

Course Evaluation

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| 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

25%
100%

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.

Student work found to be plagiarized will be given an F.

Course Calendar (Subject to Change)

Week of	
January 9	Th-Course introduction – Setting the stage for the semester
January 16	Reading: Organizational Participants that Make International Business Happen (on Canvas)
January 23	Chapter 1: The Challenging World of International Business
January 30	Chapter 2: International Trade and Investment Th: Online
February 6	Chapter 4 : Sociocultural Forces
February 13	Chapter 4 : Sociocultural Forces Chapter 5: Natural Resources and Environmental Sustainability
February 20	Sustainable Development Goals Th: Online
February 27	Chapter 9: Labor Forces
March 6	SPRING BREAK
March 13	Chapter 10: International Competitive Strategy
March 20	Chapter 15: Global Operations and Supply Chain Management

March 27	T/Th: Online Chapter 13: Entry Modes
April 3	Chapter 12: Assessing International Markets
April 10	Chapter 14: Marketing Internationally Th: Easter Break
April 17	Chapter 16: Managing Human Resources in an International Context
April 24	Chapter 11: Organizational Design and Control
May 1	FINAL EXAM WEEK