

DOMINICAN UNIVERSITY
BRENNAN SCHOOL OF BUSINESS
INTERNATIONAL BUSINESS PRELIMINARY SYLLABUS
(Subject to change)

BAD 255 Spring Semester, 2017	Instructor: K.R. (Vish) Vishwanath
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Telephone: 847-331-2479	Email: kvishwanath@dom.edu, k.r.vishwanath@gmail.com
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Office Hours: After class. In addition, I will make myself available on request. Please call 847-331-2479 for appointment or email me.

Office: Crown 332

Prerequisites: Econ 190-191

Course Description:

International Business is a survey and analysis course. It exposes students to factors that can impact business in the international marketplace, examine methodology for managing business in a global environment, and utilize a process of critical thinking to resolve the problems that are inherent in that arena. The course will rely on the assigned textbook for general reading and will be augmented with selected essays to highlight specific topics. The course is structured to draw on current events, exercises. Students will draft considered opinions on significant issues related to international business, profile a selected country with the goal of identifying business opportunities, or research an industry, organization or issue connected to international business and write two issue papers (see below)

Course 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 and the issue paper *The Ethical Dilemmas faced by Business Corporations*;
- 2) Communicate effectively in written and verbal forms – this will be achieved through the in-class problem solving, short assignments, quizzes, case analysis and the course's requirements for class participation (see below);
- 3) Become critical thinkers – this will be accomplished through quizzes and through case analysis.

Course Text:

International Business: Opportunities and Challenges in a Flattening World By Mason A. Carpenter and Sanjyot P. Dunnung. EISBN 978-1-4533-2822-4 or latest edition.

The online version (only) may be free and can be had across all digital media for one low price (according to the publisher – Flatworldknowledge.com).

Course Assignments and Evaluation:

Class Participation: 15%

-Regular attendance, engaged attitude expressed through discussion of course material in general, during exercises, and particularly in response to presentations by guest speakers and fellow students.

CASE STUDY: To make the learning experience grounded in practical application, each week we will discuss a case. I will post the case a week in advance. Usually they will be HBR cases and the URL will be posted a week in advance.

ISSUE PAPER/ CASE STUDY: 15%

- Essay on *The Ethical Dilemmas faced by Business Corporations*

-**Final document; eight to ten pages** DUE DATE TBD

-Group discussion and opinion exchange

Paper should identify not only the main but also the secondary moral/ethical issue(s), correctly apply and clearly demonstrate a deep understanding of relevant/moral framework(s) in the analysis. Identify all the relevant stakeholders and distinguish between facts and your own considered opinion. The paper should include several alternative solutions and logically arrive at the solution being proposed. Overall the paper should reflect a deep understanding of the issues arising out of the dilemmas reflecting a deep understanding of how ethical principles and moral reasoning can be used to resolve moral /ethical issues. Further, the paper should discuss global implications of the dilemmas taking a global perspective in the analysis.

Examples of ethical dilemmas faced by businesses are: BP oil spill, Exxon Valdez, News Corp Phone Hacking, Use of tax havens to avoid taxes (Double Irish), The LIBOR scandal.

Alternatively, students can opt to solve two out of five case studies on Ethical Challenges for Businesses. These case studies will be distributed later in class.

ISSUE PAPER OR CASE STUDY: Free Trade – Advantages and Disadvantages – Separating Facts from Myths: 15%

Examples are: Has NAFTA lived up to its expectations, is free trade the way to get Africa out of poverty, does free trade benefit MNCs or nations?

- **Final document; six to eight pages DUE DATE TBD**
- Group discussion and opinion exchange.

COUNTRY PROFILE AND BUSINESS OPPORTUNITY ANALYSIS OR RESEARCH PROJECT: 15%

- Comprehensive analysis of selected country and business opportunities, or developed research on an industry, organization or issue related to international business
- Paper; ten to fifteen pages
- Presentation; thirty minutes

This is a group research project. Each group will select a country (one that has a Consulate in Chicago). Apart from other research, each group will interview the country's Business Consular / Business and Trade Representative. The paper itself is an individual effort and will be individually written. DUE DATE TBD

The dimensions to be covered:

1. Geography

2. Population
3. Political Environment
4. Economics including statistics, description, Foreign Trade, any pertinent regional economics, other
5. Business Climate
6. How does one go about opening a business in this country?
7. Your prognosis – what do you see happening in the next five years.

Students will research and write about these dimensions within the context of doing business in the selected country.

Go to <http://www.conciergepreferred.com/chicago-consulates.html> for a listing of Consulates and contact information. You may wish to video tape the interview (subject to permission granted by the Consulate authorities). In any case, the presentation can be a multimedia presentation.

Contact the selected country's Consulate in Chicago early in the semester to make appointments. Do not hesitate to ask if you need help. I will write / call the consular officer. Do not hesitate to invite the Consular / Trade officer / Representative to give a talk in class.

Quizzes, Cases, Mid Term, Final Exam: 40%

-Based on text readings, throughout the course so students get continuous feedback

SUMMARY:

Activity	Weight
Class Participation	15%
Ethics Paper / Case Study	15%
Free Trade / Case Study	15%
Country Profile	15%
Quizzes, Cases, Mid Term Exam, Final Exam	40%
Total	100%

Each week we will study a case – usually HBR case. The url top access the cases will be posted one week in advance. The cases are usually around \$4.25.

Students are advised to buy only individual cases and NOT the entire coursepack.

Date	Activity	Comments
Week 1:	Chapter 1: What is International Business? Lecture, case study, quiz, essay analysis HBR CASE / ARTICLE DISCUSSION	.
Week 2:	International Trade and Foreign Direct Investment Chapter 2: Lecture, case study, quiz, essay analysis HBR CASE/ ARTICLE DISCUSSION	
Week 3:	Culture and Business Chapter 3: Lecture, case study, quiz, essay analysis Guest Lecture (TBD) HBR CASE / ARTICLE DISCUSSION	
Week 4:	Chapter 4: Lecture, case study, quiz, essay analysis Guest Lecture (TBD) HBR CASE / ARTICLE DISCUSSION	
Week 5:	Chapter 5: Global and Regional Economic Cooperation and Integration Lecture, case study, quiz, essay analysis HBR CASE / ARTICLE DISCUSSION	
Week 6:	International Monetary System Lecture, case study, quiz, essay analysis HBR CASE // ARTICLE DISCUSSION	
Week 7:	Foreign Exchange and the Global Capital Markets Lecture, case study, quiz, essay analysis HBR CASE / ARTICLE DISCUSSION	
Week 8:	International Expansion and Global Market Opportunity Assessment Lecture, case study, quiz, essay analysis HBR CASE / ARTICLE DISCUSSION	
Week 9:	Exporting, Importing and Global Sourcing Strategy and International Business Lecture, case study, quiz, essay analysis HBR CASE / ARTICLE DISCUSSION	

Week 10:	Strategy and International Business Lecture, case study, quiz, essay analysis HBR CASE / ARTICLE DISCUSSION	
Week 11:	Global Entrepreneurship and Intrapreneurship Lecture, case study, quiz, essay analysis HBR CASE / ARTICLE DISCUSSION	
Week 12:	Winning through Effective, Global Talent Management Lecture, case study, quiz, essay analysis FINAL EXAM	
Week 13:	Global Marketing, Distribution and Supply Chain Management STUDENT PRESENTATIONS STUDENT PRESENTATIONS STUDENT PRESENTATIONS	
WEEK 14:	STUDENT PRESENTATIONS STUDENT PRESENTATIONS STUDENT PRESENTATIONS	

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.

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

NOTE: This syllabus has been drawn from previous syllabi and modified for current purposes.

Sources: Prof Rosenbloom syllabus, Prof Kelliherbad syllabus

Sunday, December 4, 2016.