



<b>Date</b>		<b>Credits</b>	<b>3 Credits</b>
<b>Course Title</b>	<b>International Business Capstone</b>	<b>Course Number</b>	<b>CA 40040</b>
<b>Pre-requisite (s)</b>	<b>Last semester of study before graduation</b>	<b>Co-requisite (s)</b>	<b>None</b>
<b>Hours</b>	<b>45 Hours</b>		

### Place and Time of Class Meeting

**San Ignacio University**  
**3905 NW 107 Avenue, Suite 301**  
**Miami, FL 33178**

### Name and Contact Information of Instructor

### Book required

*(The Institution recognizes the use of the textbook in the classroom as part of the educational methodology and strategy applied in diverse materials. The textbook is part of the curriculum and is used to reach the student in an effective manner in the classroom. Every student is expected to acquire and use the textbook.)*

A Framework for International business  
S. Tamer Cavusgil, Gary Knight, John R. Risenberger  
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### Classroom expectations for students

#### Attendance Policy

Students are expected to attend all scheduled university classes for the courses that they are registered for and to achieve the goals set forth by each class instructor. Attendance is taken daily. Enrolled students are permitted no more than **2** “free” absences in one semester. Students missing **3-5** classes over the course of the semester will receive a one-letter grade deduction from their final course grade; missing more than **6** classes will result in failure of the course regardless of grade average. It is the student's responsibility to arrange to make up work missed because of an absence.

## Student Tardiness Policy

A student is considered tardy/late if he/she comes to class 15 minutes late. With three tardies the student accumulates one full absence. If the student misses half of the class period, it is a full absence. When a student has more than 6 tardies, the instructor will contact the San Ignacio University Coordinator of Student Affairs and Academic Department and request an intervention session with the student. The goal of the intervention session is to develop and implement an intervention program to help students learn new ways to save and manage time.

**NOTE:** Plagiarism is defined as the use, without proper acknowledgment, of the ideas, phrases, sentences, or larger units of discourse from another writer or speaker. Plagiarism includes the unauthorized copying of software and the violation of copyright laws. Students who commit plagiarism will obtain a grade of “Failure” on their exam or assignment.

## Course Description

This course provides the students with an opportunity to practice their knowledge on international business and gain feedback as well as, using international business policies and strategies. The students will be expected to keep up to date with international business news for group discussions.

## Learning Objectives

At the end of this course the student will be able to:

- To describe what is international business and explain what are the key concepts in international trade and investment
- To discuss theories of international trade and investment and describe how can nations enhance their competitive advantage
- To list and describe four types of participant in international business
- To identify and discuss culture and ethics in international business and describe key concepts of culture
- To evaluate and identify the international business environment and discuss the political and legal system in international business
- To explain the international monetary environment and financial management in the global firm
- To discuss the emerging markets, developing economies, and advanced economies
- To describe international business strategy and implementation and strategy and organization in the international firm
- To analyze and describe the global market opportunity assessment and describe exporting and countertrade

- To identify foreign direct investment and collaborative ventures and discuss licensing, franchising, and other contractual strategies
- To analyze global sourcing and describe marketing in the global firm and evaluate human resource management in the global firm

### Topical Outline and Schedule

DATE		WEEK 1
<b>SPECIFIC OBJECTIVES</b>	Describe the course. <ul style="list-style-type: none"> <li>• Analyze and describe what is international business</li> <li>• Evaluate and identify what are the key concepts in international trade and investment</li> <li>• Compare and contrast how does international business differ from domestic business</li> <li>• Identify and describe what motivates firms to go international</li> <li>• Summarize and discuss market globalization and illustrate an organizing framework</li> <li>• Recognize and explain what is regional integration and economic blocs</li> </ul>	
<b>TOPIC (S)</b>	Syllabus Discuss Library Orientation Course, Instructor to verify completion <ul style="list-style-type: none"> <li>• Discuss and describe the nature of international trade</li> <li>• Evaluate and explain the nature of international investment and discuss services as well as products</li> <li>• Identify and describe the four risks that occur in internationalization</li> <li>• Explain and assess who participates in international business and discuss nongovernmental organizations (NGOs) and discuss drivers of market globalization</li> <li>• Analyze and discuss the societal consequences of market globalization</li> <li>• Describe and identify regional integration and economic blocs</li> </ul>	
<b>LEARNING ACTIVITIES</b>	<ul style="list-style-type: none"> <li>• Discussion of Syllabus</li> <li>• Instructor led group discussion</li> <li>• Web Resources</li> </ul>	
<b>HOMEWORK &amp; ASSIGNED READINGS</b>	Review the Syllabus <b>Complete the Library Orientation Course.</b> Instructor to verify completion.  <b>Homework:</b> Chapter 1 pp. 2-21 List and Define Key Terms p. 22 Write a two page summary on what motivates firms to go international	
DATE		WEEK 2
<b>SPECIFIC OBJECTIVES</b>	<ul style="list-style-type: none"> <li>• Discuss and describe the theories that explain international trade and investment</li> </ul>	

	<ul style="list-style-type: none"> <li>• Summarize and explain the reason why nations trade</li> <li>• Identify and recognize the ways nations can enhance their competitive advantage</li> <li>• Describe and explain why and how firms decided to internationalize</li> <li>• Evaluate and assess the ways internationalizing firms can gain and sustain competitive advantage</li> <li>• Identify and explain what is the underlying economic rationale for international business activity</li> </ul>
<b>TOPIC (S)</b>	<p>Discuss Final Class Project &amp; Presentation, List of Topics</p> <ul style="list-style-type: none"> <li>• Put into your own words and describe mercantilism and explain the absolute advantage principle</li> <li>• Describe and explain the comparative advantage principle and discuss the limitations of early trade theories</li> <li>• Identify and describe the competitive advantage of nations and describe the diamond model</li> <li>• Discuss national industrial policy and describe internationalization process of the firm</li> <li>• Evaluate and state the FDI-based explanations and describe the monopolistic advantage theory</li> <li>• Analyze and describe the non-FDI-based explanations and describe the international collaborative ventures</li> </ul>
<b>LEARNING ACTIVITIES</b>	<p>Participate in a forum.</p> <ul style="list-style-type: none"> <li>• Instructor led group discussion</li> <li>• Study: Key Terms</li> <li>• Review: Chapter Summary</li> </ul>
<b>HOMEWORK &amp; ASSIGNED READINGS</b>	<p><b>Homework:</b> Chapter 2 pp. 24-38 Define and List Key Terms p. 39 Write a two page paper answering: “How can nations enhance their competitive advantage</p>
<b>DATE</b> <b>WEEK 3</b>	
<b>SPECIFIC OBJECTIVES</b>	<ul style="list-style-type: none"> <li>• List and name four types of participants in international business</li> <li>• Describe and discuss focal firms in international business</li> <li>• Analyze and describe international entry strategies of focal firms</li> <li>• Evaluate and discuss the distribution channel intermediaries in international business</li> <li>• Identify and describe the facilitators in international business</li> <li>• Summarize and explain governments in international business</li> </ul>
<b>TOPIC (S)</b>	<p>Discussion of student topic selection, library research, tentative bibliography</p> <ul style="list-style-type: none"> <li>• Analyze and describe participants arranged by value-chain activity</li> <li>• Evaluate and describe the multinational enterprises and discuss born global firms</li> </ul>

	<ul style="list-style-type: none"> <li>• Describe a framework for classifying international entry strategies</li> <li>• Discuss and explain entry modes other than trade and investment</li> <li>• Identify and assess intermediaries based in the foreign market</li> <li>• Classify and explain intermediaries based in the home country</li> </ul>
<b>LEARNING ACTIVITIES</b>	<ul style="list-style-type: none"> <li>• Analysis of reading</li> <li>• Group discussion</li> <li>• Participate in a forum</li> </ul>
<b>HOMEWORK &amp; ASSIGNED READINGS</b>	<p>Investigate concepts and kinds of objectives. Library Research. Develop Tentative Bibliography</p> <p><b>Due: Project Topic</b> <b>Due: Tentative Bibliography</b></p> <p><b>Homework:</b> Chapter 3 pp. 41-52 List and Define Key Terms p. 53 Write a two page summary on the four types of participants in International business</p>
<b>DATE</b>	<b>WEEK 4</b>
<b>SPECIFIC OBJECTIVES</b>	<ul style="list-style-type: none"> <li>• Describe and examine the importance of understanding culture and cross-culture</li> <li>• Put into your own words and describe the interpretations of culture</li> <li>• Examine and describe overcoming cross-cultural risk and identify the managerial guidelines</li> <li>• Evaluate and explain corporate social responsibility in international business</li> <li>• Summarize and describe ethics in international business</li> <li>• Illustrate and create a framework for making ethical decision in your business</li> </ul>
<b>TOPIC (S)</b>	<p><b>Due: Project Topic</b> <b>Due: Tentative Bibliography</b></p> <ul style="list-style-type: none"> <li>• Discuss and describe some key concepts of culture and describe socialization and acculturation</li> <li>• Describe and explain the many dimensions of culture and discuss national, professional, and corporate culture</li> <li>• Analyze and discuss cultural metaphors and idioms and describe the low-and high-context cultures</li> <li>• Evaluate and describe Hofstede’s research on National Culture</li> <li>• Describe the value of ethical behavior and describe the variation in ethical standards among countries</li> </ul>

	<ul style="list-style-type: none"> <li>Identify the role of sustainability in International Operations</li> </ul>
<b>LEARNING ACTIVITIES</b>	<ul style="list-style-type: none"> <li>Review: Chapter Summary</li> <li>Study: Key Terms and Concepts</li> <li>Group discussion</li> </ul>
<b>HOMEWORK &amp; ASSIGNED READINGS</b>	<p>Continue research and work on final project</p> <p><b>Homework: Homework:</b> Chapter 4 pp. 55-73 List and Define Key Terms p. 74 Write a two page summary on Culture and Ethics in International Business</p>
<b>DATE</b>	<b>WEEK 5</b>
<b>SPECIFIC OBJECTIVES</b>	<ul style="list-style-type: none"> <li>Discuss and describe the political and legal systems in International Business</li> <li>Put into your own words and define the term country risk and discuss the nature of country risk</li> <li>Analyze and describe the political systems and legal systems</li> <li>List and name the types of country risk produced by political and legal systems</li> <li>Describe and discuss the nature of government intervention</li> <li>Summarize and describe the instruments of government intervention</li> <li>Discuss and analyze how firms can respond to government intervention</li> </ul>
<b>TOPIC (S)</b>	<ul style="list-style-type: none"> <li>Describe and explain how prevalent is country risk</li> <li>Discuss and examine political and legal environments in International Business</li> <li>Define and describe Totalitarianism, Socialism, and Democracy</li> <li>Evaluate the democracy's link to economic freedom and openness</li> <li>Analyze and describe the relationship between political systems and economic systems</li> <li>Put into your own words and define the terms common law, civil law, religious law, mixed systems</li> <li>Describe the types of country risk produced by political and legal systems</li> </ul>
	<ul style="list-style-type: none"> <li>A review of literature</li> <li>Check of the reading</li> <li>Group discussions</li> </ul>
<b>HOMEWORK &amp; ASSIGNED READINGS</b>	<p>Continue research and work on final project</p> <p>Chapter 5 pp. 78-100 Write a two page summary on the political and legal systems in International Business</p>
<b>DATE</b>	<b>WEEK 6</b>
<b>SPECIFIC OBJECTIVES</b>	<p>EXAM I</p> <ul style="list-style-type: none"> <li>Describe the international monetary environment and financial</li> </ul>

	<p>management in the global firm</p> <ul style="list-style-type: none"> <li>• Evaluate and describe exchange rates and currencies and how it impacts the global firm</li> <li>• Identify and describe how exchange rates are determined</li> <li>• Summarize and explain the monetary and financial systems</li> <li>• Analyze and describe the financial management in the global firm</li> <li>• Discuss and examine how to manage currency risk in the global firm</li> <li>• Assess and describe managing accounting and tax practices</li> </ul>
<b>TOPIC (S)</b>	<ul style="list-style-type: none"> <li>• Describe and discuss the contemporary exchange rate systems</li> <li>• Discuss raising funds for the firm's international activities</li> <li>• Evaluate and describe managing cash flow and discuss capital budgeting</li> <li>• Identify and describe capital budgeting and discuss foreign exchange trading</li> <li>• Explain and describe hedging, speculation, and arbitrage and describe hedging instruments</li> <li>• Describe and explain international taxation and define direct taxes sales tax, and value-added tax</li> </ul>
<b>LEARNING ACTIVITIES</b>	<ul style="list-style-type: none"> <li>• Participate in a forum</li> <li>• Instructor led group discussion</li> <li>• Analysis of reading</li> </ul>
<b>HOMEWORK &amp; ASSIGNED READINGS</b>	<p>Chapter 4 pp. 103-119  Define Key Terms p. 121  Write a two page summary on the International Monetary Environment and Financial Management in the Global Firm</p>
<b>DATE</b>	<b>WEEK 7</b>
<b>SPECIFIC OBJECTIVES</b>	<ul style="list-style-type: none"> <li>• Discuss emerging markets, developing economies, and advanced economies</li> <li>• Evaluate and explain advanced economies, developing economies, and emerging markets</li> <li>• Identify and describe what makes emerging markets attractive for international business</li> <li>• Assess and describe the risks and challenges of emerging markets</li> <li>• Describe and assess the true potential of emerging markets</li> <li>• Analyze and discuss strategies for doing business in emerging markets</li> </ul>
<b>TOPIC (S)</b>	<ul style="list-style-type: none"> <li>• Put into your own words and define advanced, developing, emerging market economies</li> <li>• Discuss and describe emerging markets as target markets</li> <li>• Evaluate and describe emerging markets as manufacturing bases</li> <li>• Identify and discuss emerging markets as sourcing destinations</li> <li>• Describe and discuss per-capita income as an indicator of market</li> </ul>



	<p>potential</p> <ul style="list-style-type: none"> <li>Analyze and discuss middle class as an indicator of market potential</li> <li>Examine and discuss customize offerings to unique emerging market needs and describe partner with family conglomerates</li> </ul>
<b>LEARNING ACTIVITIES</b>	<ul style="list-style-type: none"> <li>Group discussion</li> <li>Carry out a micro-class</li> <li>Review: Key Terms and Concepts</li> </ul>
<b>HOMEWORK &amp; ASSIGNED READINGS</b>	<p>Continue research and work on final project</p> <p><b>Homework:</b> Chapter 7 pp. 123-134 Define and List Key Terms p. 135 Write a two page summary emerging markets, developing economies, and advanced economies</p>
<b>DATE</b>	<b>WEEK 8</b>
<b>SPECIFIC OBJECTIVES</b>	<ul style="list-style-type: none"> <li>Explain and identify and strategy in international business</li> <li>Describe and explain building the global firm</li> <li>Identify and describe the integration-responsiveness framework</li> <li>Evaluate and discuss strategies based on the integration-responsiveness framework</li> <li>Put into your own words and define the term organizational structure</li> <li>Assess and describe organizational structures for international operations</li> </ul>
<b>TOPIC (S)</b>	<ul style="list-style-type: none"> <li>Define and explain efficiency, flexibility, and learning</li> <li>Discuss and describe visionary leadership and discuss organizational culture</li> <li>Analyze and examine organizational processes and describe the distinction between multidomestic and global industries</li> <li>Evaluate the pressures for global integration and local responsiveness</li> <li>Discuss and explain centralized or decentralized structure</li> <li>Identify and describe international division structure and describe geographic area structure (Decentralized Structure)</li> <li>Evaluate and explain product and functional structure (Centralized Structure) and describe global matrix structure</li> </ul>
<b>LEARNING ACTIVITIES</b>	<ul style="list-style-type: none"> <li>Group discussion</li> <li>Check of the reading</li> <li>Analysis of reading</li> </ul>
<b>HOMEWORK &amp; ASSIGNED READINGS</b>	<p>Continue research and work on final project</p> <p><b>Homework:</b> Chapter 8 pp. 138-155 Define Key Terms p 156 Write a two page summary on International Business Strategy and Implementation</p>



<b>DATE</b>		<b>WEEK 9</b>
<b>SPECIFIC OBJECTIVES</b>	<ul style="list-style-type: none"> <li>Identify and explain global market opportunity assessment</li> <li>Evaluate and analyze organizational readiness to internationalize</li> <li>Summarize and assess the suitability of products and services for foreign markets</li> <li>Describe and explain the screening countries to identify target markets</li> <li>Identify and assessing industry market potential and discuss choosing foreign business partners</li> <li>Assess and describe estimating company sales potential</li> </ul>	
<b>TOPIC (S)</b>	<ul style="list-style-type: none"> <li>Evaluate Task One: Analyzing organizational readiness to internationalize</li> <li>Discuss Task Two: Assessing the suitability of products and service for foreign markets</li> <li>Identify and describe factors contributing to product suitability for international markets</li> <li>Describe Task Three: Screening countries to identify target markets</li> <li>Analyze Task Four: Assessing Industry market potential</li> <li>Summarize Task Five: Choosing Foreign business partners</li> <li>Discuss and explain Task Six: Estimating company sales potential</li> </ul>	
<b>LEARNING ACTIVITIES</b>	<ul style="list-style-type: none"> <li>Analysis of the examples raised in class</li> <li>Instructor led group discussion</li> <li>Review: Chapter Summary</li> </ul>	
<b>HOMEWORK &amp; ASSIGNED READINGS</b>	<p>Continue research and work on final project</p> <p><b>Homework:</b> Chapter 9 pp. 158-176</p> <p>Define and List Key Terms p. 176</p> <p>Write a two page summary of Global Market Opportunity Assessment</p>	
<b>DATE</b>		<b>WEEK 10</b>
<b>SPECIFIC OBJECTIVES</b>	<ul style="list-style-type: none"> <li>Describe and give an overview of foreign market entry strategies</li> <li>Identify and explain internationalization of the firm</li> <li>Discuss and describe exporting as a foreign market entry strategy</li> <li>Evaluate and discuss managing export-import transactions</li> <li>Summarize and identify export-import financing</li> <li>Describe Identifying and working with foreign intermediaries</li> <li>Discuss countertrade: a popular approach for emerging markets and developing economics</li> </ul>	
<b>TOPIC (S)</b>	<ul style="list-style-type: none"> <li>Describe and discuss diverse motives for pursuing internationalization</li> <li>Evaluate and describe characteristics of firm internationalization</li> <li>Discuss and explain exporting and the Global economy</li> <li>Evaluate and describe exporting: a popular entry strategy and discuss services sector exports and describe services sector exports</li> </ul>	

	<ul style="list-style-type: none"> <li>• Identify and describe a systematic approach to exporting</li> <li>• Discuss documentation, shipping, incoterms, and payment methods in exporting and importing</li> <li>• Evaluate and describe commercial banks, factoring, forfeiting, and confirming</li> <li>• Explain the working with foreign intermediaries and discuss when intermediary relations go bad</li> </ul>
<b>LEARNING ACTIVITIES</b>	<ul style="list-style-type: none"> <li>• Discussion</li> <li>• Carry out a micro-class</li> <li>• Analysis of assigned reading</li> </ul>
<b>HOMEWORK &amp; ASSIGNED READINGS</b>	<p>Continue research and work on final project  <b>Homework:</b> Chapter 10 pp. 178-199  Define and Key Terms p. 200  Write a two page summary on exporting and countertrade</p>
<b>DATE</b>	<b>WEEK 11</b>
<b>SPECIFIC OBJECTIVES</b>	<ul style="list-style-type: none"> <li>• Describe and explain foreign direct investment and collaborative ventures</li> <li>• Discuss and describe international investment and collaboration</li> <li>• Explain and assess motives for FDI and collaborative ventures</li> <li>• Analyze and describe the characteristics of foreign direct investment</li> <li>• List and recognize different types of foreign direct investment</li> <li>• Evaluate and discuss international collaborative ventures and explain the experience of retailers in foreign markets</li> </ul>
<b>TOPIC (S)</b>	<ul style="list-style-type: none"> <li>• Describe and explain trends in FDI and collaborative ventures</li> <li>• Identify and describe market-seeking motives and evaluate resources or asset-seeking motives</li> <li>• Analyze key features of foreign direct investment and discuss corporate social responsibility and FDI</li> <li>• Evaluate Greenfield investment versus mergers and acquisitions</li> <li>• Explain the differences between equity and project-based nonequity ventures</li> <li>• Summarize and explain understand potential risks in collaboration</li> <li>• Discuss and explain challenges of international retailing and describe international retailing success factors</li> </ul>
<b>LEARNING ACTIVITIES</b>	<ul style="list-style-type: none"> <li>• Discussion</li> <li>• Participate in a forum</li> <li>• Instructor led group discussion</li> </ul>
<b>HOMEWORK &amp; ASSIGNED READINGS</b>	<p><b>Due: First Draft of Final Project</b>  Chapter 11 pp. 201-217  Define and List Key Terms p. 217  Write a two page summary on foreign direct investment and collaborative</p>



	ventures
<b>DATE</b>	<b>WEEK 12</b>
<b>SPECIFIC OBJECTIVES</b>	<p>MIDTERM EXAM II</p> <ul style="list-style-type: none"> <li>• Describe licensing, franchising, and other contractual strategies</li> <li>• Discuss and describe contractual entry strategies in international business</li> <li>• Evaluate and explain licensing as an entry strategy</li> <li>• List and describe the advantages and disadvantages of licensing</li> <li>• Evaluate and discuss franchising as an entry strategy</li> <li>• List and name the advantages and disadvantages of franchising</li> <li>• Assess and explain other contractual entry strategies</li> <li>• Analyze and discuss the guidelines for protecting intellectual property</li> </ul>
<b>TOPIC (S)</b>	<ul style="list-style-type: none"> <li>• Describe the unique aspects of contractual relationships and discuss the types of intellectual property</li> <li>• Discuss and explain the types of intellectual property</li> <li>• Evaluate and describe the trademark and copyright licensing and describe the world's top licensing firms</li> <li>• Explain franchising as an entry strategy and explain who are the tops global franchisors</li> <li>• Compare and contrast the franchisor versus franchisee perspective</li> <li>• Identify the turnkey contracting and describe build-operate-transfer arrangements</li> <li>• Describe the management contracts, leasing and discuss the guidelines for protecting intellectual property</li> </ul>
<b>LEARNING ACTIVITIES</b>	<ul style="list-style-type: none"> <li>• Participate in a forum</li> <li>• A review of the literature</li> <li>• Group discussion</li> </ul>
<b>HOMEWORK &amp; ASSIGNED READINGS</b>	<p>Chapter 12 pp. 220-235          Define and List the Key Terms p. 235          Write a two page compare and contrast essay on the advantages and disadvantages of franchising</p>
<b>DATE</b>	<b>WEEK 13</b>
<b>SPECIFIC OBJECTIVES</b>	<ul style="list-style-type: none"> <li>• Evaluate and describe outsourcing, global sourcing, and offshoring</li> <li>• Identify and discuss the benefits of global sourcing</li> <li>• Compare and contrast the benefits versus the risks of global sourcing</li> <li>• Explain and describe the strategies for minimizing the risks of global sourcing</li> <li>• Identify and explain the implementing global sourcing through supply-chain management</li> <li>• Analyze and describe global sourcing and corporate social</li> </ul>

	responsibility
<b>TOPIC (S)</b>	<ul style="list-style-type: none"> <li>Describe and analyze Decision 1: Outsource or Not?</li> <li>Evaluate and assess Decision 2: Where in the world should value-adding activities be located</li> <li>Analyze global sourcing, off shoring, and scope of global sourcing</li> <li>Identify the diversity of countries that initiate an receive outsourced work</li> <li>Describe the strategic choices in global sourcing and describe the benefits of global sourcing</li> <li>Explain the cost efficiency and describe the ability to achieve strategic goals of global sourcing</li> <li>Discuss the potential harm to local and national economy from global sourcing and describe public policy on global sourcing</li> </ul>
<b>LEARNING ACTIVITIES</b>	<ul style="list-style-type: none"> <li>Instructor led group discussion</li> <li>Study: Key Terms</li> <li>Carry out a micro-class</li> </ul>
<b>HOMEWORK &amp; ASSIGNED READINGS</b>	<p>Editing &amp; Revision of Final Project Chapter 13 pp. 238-254 Define and List Key Terms p. 255 Write a two page compare and contrast on the benefits and risks of global sourcing</p>
<b>DATE</b>	<b>WEEK 14</b>
<b>SPECIFIC OBJECTIVES</b>	<ul style="list-style-type: none"> <li>Explain and describe the global marketing strategy</li> <li>Identify and assess standardization and adaptation of international marketing</li> <li>Evaluate and discuss global branding and product development</li> <li>Summarize and describe international pricing in the global firm</li> <li>Analyze and describe international marketing communications</li> <li>Describe international distribution and global account management</li> </ul>
<b>TOPIC (S)</b>	<ul style="list-style-type: none"> <li>Explain and describe targeting customer segments and positioning</li> <li>Describe and explain marketing, standardization, adaptation</li> <li>Evaluate and discuss the balancing act of standardization and adaptation</li> <li>Analyze and describe global branding and global product development</li> <li>Examine the factors that affect international pricing and describe a framework for setting international prices</li> <li>Discuss managing international price escalation and describe managing pricing under varying currency conditions</li> <li>Identify and describe international advertising and promotional activities</li> </ul>
<b>LEARNING</b>	<ul style="list-style-type: none"> <li>Instructor led group discussion</li> </ul>

<b>ACTIVITIES</b>	<ul style="list-style-type: none"> <li>• Analysis of reading</li> <li>• Review: Chapter summary</li> </ul>
<b>HOMEWORK &amp; ASSIGNED READINGS</b>	<p>Editing &amp; Revision of Final Project Chapter 14 pp. 257-275 Define and List Key Terms p. 276 Write a two page summary on International pricing</p>
<b>DATE</b>	<b>WEEK 15</b>
<b>SPECIFIC OBJECTIVES</b>	<p>Final Project Final Presentation Final Exam</p> <ul style="list-style-type: none"> <li>• Evaluate the strategic role of human resources in international business</li> <li>• Analyze and describe the international staffing policy and describe cultivating global mindsets</li> <li>• Identify and discuss preparation and training of international employees</li> <li>• Describe international performance appraisal and define performance appraisal</li> <li>• Evaluate and describe the compensation packages and discuss why they vary across nations</li> <li>• Assess and describe international labor relations and define collective bargaining agreement</li> <li>• Describe and discuss diversity in the international workforce</li> </ul>
<b>TOPIC (S)</b>	<ul style="list-style-type: none"> <li>• Describe the three employee categories and explain the differences between domestic and international HRM</li> <li>• Identify the key tasks in international human resource management</li> <li>• Evaluate and describe cultivating global mindsets and discuss cultural intelligence</li> <li>• Summarize preparing employees for repatriation and describe charting global careers for employees</li> <li>• Describe distinctive features of labor around the world</li> <li>• Explain the cost, quality, and productivity of labor and describe workforce reduction</li> <li>• Evaluate the trends in International labor and describe a firm strategy in International Labor Relations</li> </ul>
<b>LEARNING ACTIVITIES</b>	<ul style="list-style-type: none"> <li>• Analysis of reading</li> <li>• Review: Key Terms</li> <li>• Group discussion</li> </ul>
<b>HOMEWORK &amp; ASSIGNED READINGS</b>	<p>Chapter 15 pp. 278-292 Define and List Key Terms p. 292 Write a two page essay on Human Resource Management in the Global Firm</p>

## Instructional Methods

In developing methodological strategies, it is best to discuss them between teachers and students in an environment of freedom and mutual agreement in order to ensure that the students make them their own and take responsibility for their execution and for attaining the goals of this course.

The following strategies may be used in this class:

1. A review of the literature.
2. Check of the reading.
3. Analysis of assigned readings.
4. Group discussions.
5. Individual and group discussions.
6. Preparation of reports.
7. Preparation of a didactic plan.
8. Carrying out a micro-class.

## Additional Instructional Materials and References

- International Business, 5 edition by Alan M. Rugman, Simon Collinson (Paperback-December 29,2008)
- Corporate Governance: A Practical Guide to the Legal Frameworks and International Codes of Practice by Alan Calder (Hardcover-May 28, 2008)
- The Future Development of Competition Framework by Tzong-Leh Hwang, Chiyuan Chen (Hardcover-October 13, 2004)

## Assessment Criteria and Methods of Evaluating Students

96 – 100%	→ A
90 – 95%	→ A-
87 – 89%	→ B+
83 – 86%	→ B
80 – 82%	→ B-
77 – 79%	→ C+
73 – 76%	→ C
70 – 72%	→ C-
67 – 69%	→ D+
63 – 66%	→ D
60 – 62 %	→ D-



< 59% → F

### **Do not count on a curve!**

Generally, the grades “A” through “C-” are considered passing grades. Grades "W" and "I" indicate that no grades were earned for the course. A "W" grade indicates that the student withdrew from the course. An "I" grade indicates that the student was passing the course, but failed to complete all the required course work. The instructor, in his/her discretion may grant an "I" grade instead of an "F", pending completion of the course work by the student within a specified time arranged by the instructor and told to the student. It is the student's responsibility to follow-up with the instructor to complete the course work. If the course work is not completed by the arranged time, the “I” grade becomes an “F”.

### **Distribution of Grade Elements**

Homework:	15%	(5% each)
Exams I, II, III:	30%	(10% each)
Final Presentation:	30%	(15% each)
Final Research Project:	25%	
Total:	100 %	

Date Syllabus Was Last Reviewed: 11-10-12