



Date		Credits	3
Course Title	International Current Business Practices	Course Number	GEB 2955
Pre-requisite (s)	GEB 1011	Co-requisite (s)	None
Hours	45		

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

(San Ignacio University 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.)

International Business: Competing In The Global Market, 9/E – Charles Hill
 ©2013 | McGraw-Hill | Published: 2013
 ISBN-13: 978-0-07- 802924-0 | ISBN-10: 0-07-802924-4

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 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 (must correspond exactly to Catalog description)

The purpose of this course is to provide students with current business practices with focus in the international market. Students are expected to stay informed and ready for open discussions in class. Among the topics studied we have: International organization design and control, international strategic alliances, new strategies for entering foreign markets, international business operations and global market places.

Learning Objectives

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

- Understand what is meant by the term globalization.
- Understand national differences in political economy.
- Explain what determines the level of economic development of a nation.
- Identify the macro-political and economic changes occurring worldwide.
- Identify the business and economic implications of differences in culture.
- Understand the ethical issues faces by international businesses.
- Explain the international trade theory.
- Identify the policy instruments used by government to influence international trade flows.
- Describe the benefits and costs of FDI to home and host countries.
- Explains the meaning of regional economic integration.
- Describe the functions of the foreign exchange market.

Topical Outline and Schedule

DATE		WEEK 1
SPECIFIC OBJECTIVES		<ul style="list-style-type: none"> • Understand what is meant by the term globalization • Recognize the main drivers of globalization • Describe the changing nature of the global economy • Explain the main arguments in the debate over the impact of globalization • Understand how the process of globalization is creating opportunities and challenges for business managers
TOPIC (S)		<ul style="list-style-type: none"> • Review Syllabus • Discuss Library Orientation Course, Instructor to verify completion • Describe the current globalization of markets • Define globalization of production and the sourcing of goods and services around the world • Discuss declining trade and investment barriers in the international trade and foreign direct investment • Understand the role of technological change • Review the changing foreign direct investment picture • Show the global economy of the twenty-first century • Explain globalization, labor, policies, and the environment
LEARNING ACTIVITIES		<ul style="list-style-type: none"> • Discussion of Syllabus • Describe the shifts in the world economy over the past 30 years and its implication • Identify the changes in technology and its contribution to the globalization of markets and production
HOMEWORK & ASSIGNED READINGS		<p>Review the Syllabus</p> <p>Complete the Library Orientation Course. Instructor to verify completion.</p> <p>Chapter 1: pp. 2-42</p>
DATE		WEEK 2
SPECIFIC OBJECTIVES		<ul style="list-style-type: none"> • Understand how the political systems of countries differ • Describe how the legal systems of other countries differ • Explain the implications for management practice of national differences in political economy
TOPIC (S)		<ul style="list-style-type: none"> • Discuss Final Class Project & Presentation • Describe how the political system of a country shapes its economic and legal systems • Define the term collectivism and individualism and its impact in the

	<p>political system</p> <ul style="list-style-type: none"> • Assess the impact of democracy and totalitarianism in the political dimension • Survey the function of market, command, and mixed economy • Compare and contrast the differences between the legal systems and contract law • Evaluate the function of intellectual property such as computer software, a screenplay, a music score, or the chemical formula for a new drug • Describe how the laws adhere to product safety and product liability
LEARNING ACTIVITIES	<ul style="list-style-type: none"> • Participate in the discussion and topics • Discuss the structure of law between countries and the implication for practice of international business • Discuss the three broad types of economic systems: a market economy, a command economy, and a mixed economy
HOMEWORK & ASSIGNED READINGS	Chapter 2: pp. 44-67
DATE	WEEK 3
SPECIFIC OBJECTIVES	<ul style="list-style-type: none"> • Explain what determines the level of economic development of a nation • Identify the macro-political and economic changes occurring worldwide • Describe how transition economies are moving toward market-based systems
TOPIC (S)	<ul style="list-style-type: none"> • Discussion of student topic selection, library research, tentative bibliography • Identify the differences in economic development throughout the country • Explain the term innovation and entrepreneurship as it relates to the market economy • Discuss geography, education, and economic development • Describe the new world order and global terrorism • Analyze the benefits of doing business in a country and its future growth of development • Explain the implications for management practice of national difference in political economy • Assess the implications of Japan's economic stagnation for the benefits, cost, and business in this nation • Define the term overall attractiveness as a potential market or investment

LEARNING ACTIVITIES	<ul style="list-style-type: none"> • Explain the relationship between property rights, corruption, and economic progress • Read and discuss the country focus on India • Explain what is required to get the Japanese economy moving
HOMEWORK & ASSIGNED READINGS	<p>Investigate concepts and kinds of objectives. Library Research. Develop Tentative Bibliography</p> <p>Due: Project Topic Due: Tentative Bibliography</p> <p>Chapter 3: pp. 68-97</p>
DATE WEEK 4	
SPECIFIC OBJECTIVES	<ul style="list-style-type: none"> • Explain what is meant by the culture of a society • Identify the business and economic implications of differences in culture • Recognize how differences in social culture influence values in the work place • Demonstrate an appreciation for the economic and business implications of cultural change • Understand the ethical issues faces by international business • Recognize an ethical dilemma • Identify the causes of unethical behavior by managers
TOPIC (S)	<p>Due: Project Topic Due: Tentative Bibliography</p> <ul style="list-style-type: none"> • Define culture as it relates to knowledge, belief, art, law, and customs • Describe values and norms and how it's the bedrock of our society and culture • Identify the determinants of culture including prevailing political and economic philosophy, social structure of a society • Examine social stratification on a hierarchical basis into social categories • Define religious and ethical systems and its impact • Identify the challenges a food and beverage director faces on business • Devise the economic implications of Christianity and the protestant work ethic • Describe the different philosophical approaches to ethics • Explain how managers can incorporate ethical considerations into their decision making
LEARNING ACTIVITIES	<ul style="list-style-type: none"> • Discussion of intended project topics and information sources • Review and discuss table 5.1 pp. 155 A job seeker ethics audit
HOMEWORK	Continue research and work on final project

& ASSIGNED READINGS	Chapter 4&5: pp.98-173
DATE	WEEK 5
SPECIFIC OBJECTIVES	<ul style="list-style-type: none"> • Understand why nations trade with each other • Summarize the different theories explaining trade flows between nations • Recognize why many economists believe that unrestricted free trade between nations will raise the economic welfare of countries that participate in a free trade system • Explain a restaurants liability in terms of serving alcoholic beverages • Understand the important implication that international trade theory holds for business practice
TOPIC (S)	<ul style="list-style-type: none"> • Discuss trade theory and its impact on modern political debate and trade policies • Identify the pattern of international trade • Define the term absolute advantage and its impact on production on other countries • Explain the term comparative advantage model and its efficiency • Examine the Heckscher-Ohlin theory and its influence on international economics • Summarize the product life-cycle theory and its impact on the international trade patterns • Discuss the Porter's theory of national competitive advantage and the pattern of trade that is influenced
LEARNING ACTIVITIES	<ul style="list-style-type: none"> • Analyze the Bangladesh's textile industry from foreign competition • Review the shift to a free trade regime in the textile industry and its benefits • Construct an engine search on WTO's international Trade Statistics and its impact on commercial industry
HOMEWORK & ASSIGNED READINGS	Continue research and work on final project Chapter 6: pp.174-210
DATE	WEEK 6
SPECIFIC OBJECTIVES	<ul style="list-style-type: none"> • EXAM I • Identify the policy instruments used by governments to influence international trades • Understand why governments sometimes intervene in international trade • Summarize and explain the arguments against strategic trade policy
TOPIC (S)	<ul style="list-style-type: none"> • Describe the development of the world trade system and the current trade issue • Explain the implications for managers of developments in the world

	<p>trade system</p> <ul style="list-style-type: none"> • Understand how political ideology shapes a government's attitude towards foreign direct investment • Describe the benefits and costs of foreign direct investments • Explain the range of policy instruments that governments use to influence • Identify the implications for managers of the theory and governments policies associated with FDI • Recognize current trends regarding foreign direct investment in the world economy • Explain the different theories of foreign direct investment (FDI) • Discuss the integral part of successful foreign direct investment and current target market
LEARNING ACTIVITIES	<ul style="list-style-type: none"> • Discuss the role of the Multilateral Investment Guarantee Agency • Use search engine to identify inward investment by telefonica and its focus on Latin America
HOMEWORK & ASSIGNED READINGS	Chapter 7&8: pp. 213-279
DATE	WEEK 7
SPECIFIC OBJECTIVES	<ul style="list-style-type: none"> • Describe the different levels of regional economic integration • Understand the economic and political arguments for regional economic integration • Describe the functions of the foreign exchange market • Understand what is meant by spot exchange rates
TOPIC (S)	<ul style="list-style-type: none"> • Understand the economic and political arguments against regional economic integration • Explain the history, current scope, and future prospects of the world's most important regional economic agreements • Understand the implications for business that are inherent in regional economic integration agreements • Recognize the role that forward exchange rates play in insuring against foreign exchange risk • Understand the different theories explaining how currency exchange rates are determined and their relative merits • Identify the merits of different of different approaches toward exchange rate forecasting • Compare and contrast the differences between translation, transaction, economic exposure, and what managers can do to manage each type of exposure
LEARNING	<ul style="list-style-type: none"> • Discussion of chapter topics

ACTIVITIES	<ul style="list-style-type: none"> • Explain the implications of liberalization for energy producers in the European Union • Review the golbalEDGE site and complete exercise 1&2 on page 348
HOMEWORK & ASSIGNED READINGS	Continue research and work on final project Chapter 9&10: pp.282-351
DATE	WEEK 8
SPECIFIC OBJECTIVES	<ul style="list-style-type: none"> • Describe the historical development of the modern global monetary system • Explain the role played by the World Bank and the IMF in the international monetary system • Compare and contrast the differences between a fixed and a floating exchange rate system • Identify exchange rate regimes used in the world today and why countries adopt different exchange rate regimes
TOPIC (S)	<ul style="list-style-type: none"> • Understand the debate surrounding the role of the IMF in the management of financial crises • Explain the implications of the global monetary system for currency management and business strategy • Discuss the floating exchange rate regime after the collapse • Explain the financial crisis in the post-bretton woods era • Discuss the process of volatility of exchange rates under the present managed float system • Outline the process on international monetary system and its adopted floating exchange rates • Explain the term gold standard and how it impacts the monetary standard that pegs currencies
LEARNING ACTIVITIES	<ul style="list-style-type: none"> • Discuss the gold standard collapse and its return • Explain fiscal policies as it relates to Global Financial Stability Report • Review and discuss closing case on Economic Turmoil in Latvia pp.382
HOMEWORK & ASSIGNED READINGS	Continue research and work on final project Chapter 11: pp. 352-385
DATE	WEEK 9
SPECIFIC OBJECTIVES	<ul style="list-style-type: none"> • Describe the benefits of the global capital market • Identify why the global capital market has grown so rapidly • Understand the risks associated with the globalization of capital markets • Compare and contrast the benefits and risks associated with the

	<p>Eurocurrency market, the global bond market, and the global equity market</p> <ul style="list-style-type: none"> • Understand how foreign exchange risks impacts upon the cost of capital
TOPIC (S)	<ul style="list-style-type: none"> • Discuss the benefits of the global capital market and the limitations of domestic capital markets • Describe the functions of a generic capital market and its main players • Compare and contrast risk reduction through portfolio diversification and risk reduction through domestic diversification • Discuss the difference between growth of the global capital market and global market risks • Discuss the Eurocurrency market and its impact in the United States • Define Euro-yen, Euro-pound, and Euro-euro • Describe three features of the Eurobond market and its appeal to major domestic bond markets • Outline the growth of the global capital market during recent decades
LEARNING ACTIVITIES	<ul style="list-style-type: none"> • Analysis of the examples raised in class • Discuss how global market has grown so rapidly in recent decades • Explain the advantages to Czech firms of listing their equity on London stock exchange
HOMEWORK & ASSIGNED READINGS	<p>Continue research and work on final project Chapter 12: pp. 386-414</p>
DATE	WEEK 10
SPECIFIC OBJECTIVES	<ul style="list-style-type: none"> • Explain the concept of strategy • Recognize how firms can profit by expanding globally • Explain what is meant by organization architecture • Describe the term organizational architecture • Discuss the statement: "An understanding of the causes and consequences of performance ambiguity is central to the issues of organizational design in multinational firms"
TOPIC (S)	<ul style="list-style-type: none"> • Understand how pressures for cost reductions and pressures for local responsiveness influence strategic choice • Identify the different strategies for competing globally and their pro and cons • Describe the different organizational choices that can be made in an international business • Explain how organization can be matched to strategy to improve the performance of an international business • Discuss what is required for an international business to change its organization so that it better matches its strategy

	<ul style="list-style-type: none"> • Explain cost pressures and pressures for local responsiveness • Describe the four basic strategies utilized for cost reduction • Outline the process of implementing organizational change
LEARNING ACTIVITIES	<ul style="list-style-type: none"> • Analyze the management focus on Lincoln Electric and answer the question (8) on pp.480 • Discuss control systems and the metrics used to measure the performance of subunits
HOMEWORK & ASSIGNED READINGS	Continue research and work on final project Chapter 13 & 14: pp. 416-483
DATE	WEEK 11
SPECIFIC OBJECTIVES	<ul style="list-style-type: none"> • Compare and contrast the different modes that firms use to enter foreign markets • Identify the factors that influence a firm's choice of entry mode • Recognize the pros and cons of acquisitions versus greenfield ventures as an entry strategy • Evaluate the pros and cons of entering into strategic alliances
TOPIC (S)	<ul style="list-style-type: none"> • Explain the three basic decision that firms contemplating foreign expansion must possess • Outline which market to enter, when to enter, and at what scale • Illustrate the basic process of entry decision • Discuss the advantages and disadvantages of entry modes • Compare and contrast core competencies and entry mode versus pressures for cost reductions and entry mode • Discuss the advantages and disadvantages of strategic alliances • Identify the main advantages of licensing in the foreign market
LEARNING ACTIVITIES	<ul style="list-style-type: none"> • Discuss the advantages associated with entering a national market • Outline the need for control over foreign operations and the implication of entry mode • Identify the six modes of entering a foreign market
HOMEWORK & ASSIGNED READINGS	Due: First Draft of Final Project Chapter 15: pp. 484-527
DATE	WEEK 12
SPECIFIC OBJECTIVES	<ul style="list-style-type: none"> • MIDTERM EXAM II • Explain the promises and risks associated with exporting • Identify the steps managers can take to improve their firm's export performance • Identify information sources and government programs that exist to help exporters

TOPIC (S)	<ul style="list-style-type: none"> Recognize the basic steps involved in export financing Describe how countertrade can be used to facilitate exporting Discuss the benefits of utilizing export management companies Identify the process of export and import financing Outline the process of export credit insurance and the need of letter credit Explain the incidence of countertrade and the impact on financing international trade
LEARNING ACTIVITIES	<ul style="list-style-type: none"> Explain the five types of countertrade arrangements
HOMEWORK & ASSIGNED READINGS	Chapter 16: pp.528-550
DATE	WEEK 13
SPECIFIC OBJECTIVES	<ul style="list-style-type: none"> Explain why production and logistics decisions are of central importance to many multinational business Recognize how the role of foreign subsidiaries in production can be enhanced over time as they accumulate knowledge Explain why it might make sense to vary the attributes of a product from country to country
TOPIC (S)	<ul style="list-style-type: none"> Explain how country differences, production technology, and product features all affect the choice of where to locate production activities Identify the factors that influence a firm's decision of whether to source supplies from within the company or from foreign suppliers Describe how and why advertising and promotional strategies may vary among countries Explain why and how a firm's pricing strategy might vary among countries Describe how the globalization of the world economy is affecting new product development within the international business firm
LEARNING ACTIVITIES	<ul style="list-style-type: none"> Discuss the barriers to international communication Compare and contrast the push versus pull strategies
HOMEWORK & ASSIGNED READINGS	Editing & Revision of Final Project Chapter 17 & 18: pp. 552-613
DATE	WEEK 14
SPECIFIC OBJECTIVES	<ul style="list-style-type: none"> Summarize the strategic role of human resource management in the international business Identify the pro and cons of different approaches to staffing policy in the international business

	<ul style="list-style-type: none"> • Explain why managers may fail to thrive in foreign postings
TOPIC (S)	<ul style="list-style-type: none"> • Recognize how management development and training programs can increase the value of human capital in the international business firm • Explain how and why performance appraisal systems might vary across nations • Understand how and why performance appraisal systems might vary across nations • Understand how organized labor can influence strategic choices in international business • Evaluate the geocentric policy and its purpose in management
LEARNING ACTIVITIES	<ul style="list-style-type: none"> • Analyze the advantages and disadvantages of the ethnocentric, polycentric, and geocentric approaches of staffing policy • Reread the Management Focus on McDonald's global compensation practices, and how its approach helps performance of different country managers
HOMEWORK & ASSIGNED READINGS	Editing & Revision of Final Project Chapter 19: pp.614-641
DATE	WEEK 15
SPECIFIC OBJECTIVES	<ul style="list-style-type: none"> • Examine the final project and final presentation • Demonstrate knowledge of course topics through Final Exam • Discuss the national differences in accounting standards • Explain the implication of the rise of international accounting standards
TOPIC (S)	<ul style="list-style-type: none"> • Explain how accounting systems affect control systems within the multinational enterprise • Discuss how operating in different nations impacts investment decisions within the multinational enterprise • Discuss the different financing options available to the foreign subsidiary of a multinational enterprise • Understand how many management in the international business can be used to minimize cash balances, transaction costs, and taxation • Understand the basic techniques for global money management • Explain the benefits of risk and capital budgeting
LEARNING ACTIVITIES	<ul style="list-style-type: none"> • Review and discuss case discussion on pp. 670, question (1) • Outline the benefits to Boeing of outsourcing to foreign suppliers, pp. 668 question (1)
HOMEWORK & ASSIGNED READINGS	Chapter 15: pp. 642-670

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 questions at the end of each chapter.
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

- Annual Editions: International Business by Fred H. Maidment (15th 09)
- International Business by John Daniels (12th 09)
- International Business by Gabriele Suder (09)

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

Date Syllabus Was Last Reviewed: Date: 07-01-2012