

293NBUSV453B – International Business Case Studies

Elective Course Fall Semester 2024 proposal

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| Course leader: | Bruce Hoggard, Honourary Associate Professor |
| Department: | Institute of Management, Department Strategic Management |
| Office hours: | By appointment |
| Availability: | Phone or text number: +36 30 296 8237 e-mail: bhoggard@shaw.ca |
| Email address: | bruce.hoggard@uni-corvinus.hu |
| Course type: | Elective |
| Prerequisites: | |
| Credits: | 6 ECTS |
| Number of hours per semester | Two 90-minute classes per week, same day |
| Time of class: | weekly, Wednesday mornings from 8:00 am to 11:20 am |
| Venue: | C417 |
| Course web | http://moodle.uni-corvinus.hu |

You are required to have access to a **world atlas, and reference guide of country flags**. The class notes and handouts as well as relevant cases and other class materials are available in Moodle. Also refer to Moodle for writing tips and suggestions on how to prepare your case submissions and final group presentation. This information is valuable in your achieving a higher grade and meeting the grading expectations. The Course slides are also in Moodle.

Suggested Readings

Entrepreneur Magazine; Time Magazine; Far Eastern Economic Review; The Asian Wall Street Journal; Time Asia; Asian Business; China Daily; Canadian Business; The Wall Street Journal ; New York Times; Washington Post; Financial Times; Business Week; The Financial Post ; Forbes; Fortune; World Trade; The Economist; Latin Trade; Wall Street Journal Europe

PLEASE NOTE: Classes are not divided into a lecture and seminar but are a mixture of both. Therefore, class attendance is obligatory for both classes each Wednesday!

Aims, Objectives and Course Description

Increasingly, enterprises of all types are required to compete in multiple foreign markets. Understanding the challenges associated with global business activity, and developing skills in these areas, have become essential requirements for success. The International Business course is designed to provide students with the skills, knowledge, and sensitivity required to work within a global environment. It will also discuss the impact of Covid-19.

The course will involve several different teaching styles. Involvement will be both in an individual format and in teams of up to five (5) people. The class will include formal lectures, case and class presentations, guest speakers and videos. Although a formal schedule is included, students should be aware, as in international business, things can change with minimal notice.

Each of the assignments has its own requirements and must be adhered to and are included in the description of those assignments. Much of the ultimate learning and enjoyment from this course will depend on the initiative demonstrated by individual students during class discussions.

The course addresses issues in the strategy, organization, marketing, and management of companies operating in the global market. In addition, the course will integrate the sciences of geography and history along with individual country flags and on-going current events. Students, through the completion of other courses in marketing, are familiar with the key concepts in international business, and marketing research and planning.

Current events in this course will help you to develop your analytical and decision-making skills and highlight the reality of environmental uncertainties influencing decision making. Current events also seek to

develop your capacity to identify issues, to reason carefully through various options and improve your ability to manage the process by which decisions get formed and executed. In addition, it will help you to develop historical and current, and theoretical and practical perspectives to business.

Learning outcomes

By the end of the course, students should be able to:

- perform country, region, industry, and firm analyses in an international setting
- collect and use current events pertaining to international business
- evaluate effectiveness/sustainability of international corporate strategies
- analyze the benefits and shortcomings of various international business decisions
- compare the relative merits of different modes of global market entry
- understand the underlying conditions of the international entity
- location of countries and their respective flags

Methodology to be Used

- Current events submissions and discussions
- Case studies
- Quiz and Examination (s)
- Presentation and discussion of key conceptual ideas and theoretical frameworks
- Group work with written and oral presentation components

A typical session will start with a **current event discussion and analysis**. Preparation for this must be done by everyone. Working in study groups (groups of 5) is recommended so as many events and issues can be explored and presented! As a group, we will then discuss the situations and address the problems and issues presented as they relate to the various aspects of international business. This is then followed by the **summary of the relevant theoretical issues** on the topic.

Grading

| | | | |
|------------------------------|----|-----------------------|-----|
| Item 1 - Class Participation | 20 | | |
| Item 2 - Class Cases (4x10) | 40 | | |
| Item 2 - Current Events | 20 | | |
| Item 3 - Group Project | | | |
| Oral | 30 | | |
| Written | 30 | | |
| Item 4 - Midterm Exam | 10 | | |
| Item 5 - Final Exam | 20 | Total Possible Points | 170 |

All students must adhere to the principles of academic integrity in all work done for this. Attempted cheating in any form, including plagiarism, is extremely serious and can result in dismissal from the Program.

PLEASE NOTE: Failure to fully complete each of the above noted Items and their parts will result in the student being unable to both write the Final Exam and pass the Class.

Assessment Criteria

1. Individual Class Contribution

Class attendance is essential and a crucial part of the learning process. All attended classes will be noted. More than two (2) absences will reduce the student's participation grade. Students with more than three (3) absences will receive a “not signed” (aláírás megtagadva”) grade. Students receiving the “not signed” grade will not have the option of taking either the final or any of the retake examinations but shall have to retake the course in a subsequent semester. Habitual lateness and leaving class early, for any reason, will be noted as evidence of low course commitment, and penalized in the Participation Grade. You cannot learn from class discussions, and your classmates cannot learn from you, if you are not present.

We do not engage in discussion and debate to provide a definite answer but rather to be aware of the issues and the various perspectives on them. Your views will be judged by your ability to present your arguments convincingly and logically rather than by how “correct” they are. My assessment of you will be based on your demonstrated knowledge of the materials and your ability to apply them to solve real business problems. Also remember just because you are talking is not enough, be sure it is intelligent and contributes to the forward movement of the discussion.

Here are several contributing factors leading to effective class participation:

- Are points relevant to the discussion? Are they linked to the comments of others?
- Do the comments add to our understanding of the situation?
- Do the comments show evidence of thought and analysis?
- Is there a willingness to share? Is there a willingness to test new ideas, or are all comments "safe"? (For example, repetition of known facts without analysis and conclusions or a comment already made by a colleague.)
- Is the participant willing to interact with other class members?
- Do comments clarify and highlight the important aspects of earlier comments and lead to a clearer statement of the concepts being covered?
- Does participant ask questions rather than limit participation to responding to others' questions?

The Class Participation mark reflects attendance and extent and quality of your personal contributions.

2. Current Events

The afternoon prior to each class, each student is required to submit 10 current events. Each Event should have a single paragraph of approximately 5 sentences explaining the main points and basis of the event being submitted. In addition, the source must also be indicated.

3. Class Cases

The evening prior to the due date, students must submit answers to each of the questions assigned at the end of each of the in-class cases. The total length should not exceed 3 pages.

4. International Business Group Project

Groups of up to four (4) students will work together during the semester on an International Business Project. Groups will select, analyze, and discuss an international business investigation and present their findings to the class at the end of the semester.

Each group must submit their *written* choice at the beginning of class in week two (2) (**Wednesday, 18th September**). An early choice is recommended since duplication of topics is not permitted. The group must, in addition, provide the names and e-mail addresses of group members and a team name. **A Word Document of the Group draft is due at the beginning of the class (8:00am) in Week 6, Wednesday. One copy must be loaded to Moodle and a copy emailed.**

The Final Report must be submitted to Moodle in both a WORD DOCUMENT and a PDF (1 copy of each) and a rough draft of the Presentation power-point are due for ALL GROUPS in Week 13, Wednesday at 8:00 am.

PLEASE NOTE: All assignments are due at the beginning of class, meaning at 8:00am. Any assignment, either individual or group (updates or Final Report), not turned in on time will be either refused or a binding mark of zero (0) will be applied to the work.

PLEASE NOTE: Students must provide a mark out of 10 for each of their Group Members' work on the Group Project. This mark must reflect the participation and contribution of each member, including themselves, to the Project. It is used to determine if all Group Members share equally in the final Group marks.

4.1 Report Topics

The Law

Compare and contrast the difference in business's legal structures and the rules and regulations companies must follow between four (4) countries (one from each of North and South Americas, Europe, Middle East and/or Asia). The report must discuss the three Types of Legal Systems "Common Law", "Civil or Codified Law", and "Theocratic Law" – so select the countries accordingly – and determine the impact on a company doing business there.

Compare and Contrast Advertising in four (4) countries (one from North/South Americas, Europe, Middle East and/or Asia).
\$ The report must include country comparisons of tobacco (including e-cigs) and alcohol advertising regulations and rules; comparative advertising; and general advertising to children.
\$ The report must include laws, rules, and regulations for television, radio, print, Social Media, and the internet
\$ who controls and regulates, types/amounts of fines;
\$ include actual ads, where appropriate, from television, radio, internet, and print.

Working in another Country as Expatriates

\$ Discuss in detail the advantages and disadvantages of using Expats. The report should indicate the country the Expat is from and then select three (3) countries and specific cities to send the Expat to \$ include the benefits and difficulties using Expats \$ what Expats can expect as they adjust to the new surroundings \$ how to specifically prepare the Expat (with and without family) for the assignment and return home \$ Culture Shock and Reverse Culture Shock, the symptoms and impact and how to lessen both \$ specific costs associated with Expat's assignment in each country and city selected \$ working and living conditions in each country and city

Beverages (wine, spirits or water/energy drinks) and the market potential in four (4) countries (one from each of North and South Americas, Africa, Middle East and/or Asia) The report must include \$ market size; \$ an analysis of the type of market entry recommended from the 7 possible choices; \$ possible barriers to entry; \$ size and positioning of competition; \$ pricing; \$ distribution channels for selling; \$ communication strategy; \$ legal and regulations impacting entry and sales \$ country order of entry and time line, and other relevant factors.

Packaging for Consumer Products (select an industry - such as food or drink) \$ Review/discuss the similarities and differences in four (4) countries (one from North/South Americas, Europe, Middle East, or Asia) \$ include RFID and QR codes \$ Discuss aesthetics - size: weight, length, volume, color; multipacks, function, language requirements, regulations for specific wording or symbols, functionality, use of and design and the importance of packaging in informing the consumer, protecting the product and making the product more appealing and transportable. Must include primary, secondary, and tertiary forms of packaging.

Market Entry Strategy for a new safety supply company in Europe (Rogue Canada) with items such as: gloves, Safety glasses, Safety vests, Signs, Spill kits, Hearing protection, Respirators and Protective wear \$ target market and market size \$ competition in the EU market \$ determine the top four (4) countries to focus on \$ legal and regulations impacting entry \$ best form of market entry from the recognized seven (7) choices \$ European country to establish Corporate office and determine costs of establishing Company (registration, office, and other start-up costs) \$ possible barriers to entry \$ pricing; \$ distribution channels; \$ country order of entry \$ best type of marketing to reach target markets and other entry strategy relevant information

Covid-19 and its Impact on International Business Select an Industry (e.g., Airlines, Hotels, Cruise, Fashion; Retail; Manufacturing, Food and Beverage, Technology) and then four (4) countries (one from each of North/South Americas, Europe, Middle East, and Asia). The Report will then determine to what extent the Covid-19 Pandemic has impacted the Industry and if the impact has been the same in all 4 countries selected. The Report should address, at a minimum, the Five (5) Ps of International Business – Communication, Distribution, Price, Product and Service; rules and regulations; consumer reaction; economic impact.

Each group will prepare a written report to a maximum of 5,000 words, (word count on cover, double spaced, 12 pt font, with two cm margins) not including the Executive Summary, Appendix, References, illustrations, pictures, cartoons, or Table of Contents; and an oral presentation, of not more than 30 minutes. The written report and oral presentation should be insightful, creative, conclusive, and professionally completed.

- Use, at a minimum, 40 references no older than 4 years to complete your report (**note:** data prior to 2018, other than to indicate a trend or form a historical note is not acceptable)
- Show and note all references both in text and at the end of the report
- Group needs to include specific examples and demonstrate insight and creativity
- Use of charts, graphs, pictures, cartoons, tables, and graphics related to the topic are expected
- Ensure Report flows - build bridges between the separate topics of research completed by each group member
- Ensure sections are all researched, written, and approached in a similar manner

The evaluation will be determined using the following criteria.

Written report:

- Thoroughness of research
- Depth/breadth of analysis
- Practical value
- Creativity of research/ report
- Form/style of report
- Blending of report
- Attention to report details
- Logic of recommendations and conclusions

Reports are required to be fully referenced with a complete bibliography of sources Harvard Style. A minimal bibliography should have at least 40 separate major reference sources from which multiple selections can be used. (Refer to the Written Marking Sheet).

Oral presentation:

- Communication of Key Points
- Logic of Analysis
- Group involvement
- Organization/Presentation
- Response to Questions
- Salability of concept to the class

The Group oral presentations will be delivered during the last classes at the end of the semester. The presentation must be a maximum of 30 minutes and a minimum of 20 minutes. All members of the group must participate in the presentation. A question period of 10 minutes will follow. Students are required to complete a review of each presentation other than their own (refer to the Oral Marking Sheet).

5. Midterm and Final Exams may consist of a series of definitions, multiple choice, short answer and short essay questions on all assigned readings and lectures. There will also be questions dealing with geography, country flags and current events. All exams are closed book and no outside notes or assistance is allowed in the exam. Attempted cheating in any form, including plagiarism, is extremely serious and can result in dismissal from the Class and Program.

International grading scale

| <i>Percentage achieved</i> | <i>International grade</i> |
|----------------------------|----------------------------|
| 97-100 | A+ |
| 94-96 | A |
| 90-93 | A- |
| 87-89 | B+ |
| 84-86 | B |
| 80-83 | B- |
| 77-79 | C+ |
| 74-76 | C |
| 70-73 | C- |
| 67-69 | D+ |
| 64-66 | D |
| 60-63 | D- |
| 0-59 | F |

Hungarian and ECTS grading scale

| <i>Percentage achieved</i> | <i>Hungarian grade</i> | <i>ECTS equivalent</i> | <i>Explanation for the Hungarian grade</i> |
|----------------------------|------------------------|------------------------|--|
| 87-100 | 5 | A | Excellent |
| 77-86 | 4 | B | Good |
| 67-76 | 3 | C | Satisfactory |
| 60-66 | 2 | D | Pass |
| 0-59 | 1 | F | Fail |
| | Nem jelent meg | DNA | Did not attend (no credit) |
| | Nem vizsgázott | I | Incomplete (no credit) |
| | Aláírva | S | Signed (no credit) |
| | Megtagadva | R | Refused (no credit) |

