

## International Business

**UNH Course Number:** BUS320

**Subject Area(s):** Business

**Level:** 300

**Prerequisites:** None Required

**Language of Instruction:** English

**Contact Hours:** 45

**Recommended Credits:** 3

### **Description:**

The increasing globalization of Business makes it imperative to achieve a thorough understanding of the complexities and subtleties of international business activities. Many businesses, that in the past were traditionally considered to be “local” in nature, are now impacted to varying degrees by issues such as competition from low cost foreign sources, multi – cultural marketing requirements, and web – based commerce that crosses traditional market boundaries. As a result today’s business leaders must be capable of exploring new opportunity frontiers while dealing with challenges from far away places.

This course introduces the student to the field of international management. We begin by analyzing the international business environment that connects the phenomenon of globalization with the national and cultural differences that characterize the countries in this economy. Next we will analyze, from the point of view of a medium – large global organization, how to first define a strategy to enter foreign markets, select a global company structure, define a global marketing and human resource planning and controlling global business activities. We will delve into some strategic and functional issues that characterize the management of organizations in the global marketplace.

This course is intended to provide the student with a comprehensive understanding of the fundamentals of international business and the key factors that must be considered in the development of a well conceived, global business plan, from the perspective of a medium – large organization that competes in a global market.

### **Learning Objectives:**

- To trace current developments in the global economy
- To be able to identify the differences between domestic and international business
- To critically analyze the implications of cultural differences for international business
- To explain the importance of the global environment for the medium – large organization
- To demonstrate the various modes of entry to international markets
- To examine the role of the global manager
- To be able to put together a Foreign Market Entry plan and a global business plan
- To apply the terminology of International Business

Throughout the course, students will practice cognitive, interactive, and teamwork skills, including analysis, synthesis, evaluation, reflection, critical thinking, problem solving, critiquing and communicating to meet these objectives.

### **Instructional Format:**

Class meetings will be held once a week for 3 hours at a time. Classes will normally be held in the school but on occasion we might be able to visit local organizations.

**Form of Assessment:**

Reading, class participation, and written work are all required of students.

**CLASS PARTICIPATION**– Participation in class discussions is expected and required. Students are expected to have read the assigned material thoroughly before class in order to facilitate class discussion. Class participation is evaluated based on the quality (not the quantity) of contribution to class discussion. Class participation is not the same as class attendance, although regular on time attendance is expected.

**2 MIDTERM EXAMS** – The midterm exams will be short answer and short essays format exams. The exams will be closed book exams. The midterm exams will be given during the class period, as shown in the course outline.

**FINAL GLOBAL PROJECT** – Students will be required to complete a group project for the course. The thrust of the project will be to prepare and present a fully developed business case and global business plan for a prospective international business opportunity, from the point of a medium – large organization competing in the global market. A 10-page paper and a 20 minutes presentation are required from each team. This is intended to be a team project with active participation and contribution by all team members.

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| Class participation  | 10% |
| First midterm exam   | 25% |
| Second midterm exam  | 25% |
| Final global project | 40% |

Class Participation: When determining your class participation grades, traditional criteria such as material preparation, completed reading before class, and collaborative group work are all evaluated. But it is the active, meaningful and informed verbal and written contribution that you make that is most important to your overall participation grade. Indeed, willingness to share views in classroom discussions and the insightfulness of your comments and questions about assigned readings will all be taken into account when evaluating your participation. Whereas attendance and punctuality are expected and will not count positively towards the grade, laxity in these areas will have a negative effect. The instructor will use the following specific criteria when calculating your class participation grade:

| Criteria for Assessing Class Participation   | Grade                     |
|--|---------------------------|
| You make major and original contributions that spark discussion, offering both critical and analytical comments clearly based on readings and research and displaying a working knowledge of theoretical issues. | <b>A+</b><br>9.70-10.00   |
| You make significant contributions that demonstrate insight as well as knowledge of required readings and independent research.  | <b>A-/A</b><br>9.00-9.69  |
| You make useful contributions and participate voluntarily, which are usually based upon some reflection and familiarity with required readings.  | <b>B/B+</b><br>8.40-8.99  |
| You make voluntarily but infrequent comments that generally reiterate the basic points of the required readings.   | <b>C+/B-</b><br>7.70-8.39 |
| You make limited comments only when prompted and do not initiate debate or show a clear awareness of the importance of the readings.   | <b>C</b><br>7.40-7.69     |
| You very rarely make comments and resist engagement with the subject, attending class having manifestly done little if any preparation.  | <b>D+/C-</b><br>6.70-7.39 |
| You are unable to make useful comments and contributions, being  | <b>D-/D</b>               |

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| occasionally absent from, generally passive in, and unprepared for class.  | 6.00-6.69              |
| You make irrelevant and tangential comments disruptive to class discussion, a result of frequent absence and complete un-preparedness. | <b>F</b><br>Below 6.00 |

### **CEA Attendance Policy:**

Every student is expected to attend all scheduled class sessions on time and be thoroughly prepared for the day's class activities. In compliance with NEASC and UNH accreditation requirements, CEA instructors compile regular attendance records for every course and take these records into account when evaluating student participation and performance.

- In each three-credit 15-week course, a maximum of the equivalent of two weeks of accumulated absences due to sickness, personal emergency, inevitable transport delay and other related impediments will be tolerated.
- Your final course grade will drop one full letter grade (e.g. A- to B-) for each additional class missed beyond this two week period, regardless of the reason for your absence. However, you will automatically fail a course if your absences exceed the equivalent of three weeks of class.

Furthermore, to comply with immigration and financial regulations, you must maintain full-time student status and attend at least 12 hours of class every week. Consequently, the Dean and Program Director will dismiss from all CEA courses, programs, activities and housing any student who fails to maintain full-time status.

### **Required Reading:**

Please note that it is mandatory to acquire the course textbook, which you can purchase at the CEA Rome Center during the textbook buying fair during the first week of class. You will need to spend approximately 50 Euro on this course text.

*Global Business Today*, Charles W.L. Hill, Irwin Mc Graw- Hill Publishers, 4th edition

Plus a selection of articles from the Economist magazine compiled in a class reader and distributed at the first class.

### **Recommended Readings:**

*All of these sources, or selected extracts from them, are available at the CEA library.*

“International business” Czinota, Ronkainen, Moffett ISE - Thomson 2005

“International Business” C. Hill - Mc Grow Hill Irwin 2003

“International Business” Ball, Mc Cullock - Mc Grow Hill Irwin 1999

“International dimensions of Organizational behavior” Adler – South Western 2002

“The manager in International economy” Vernon, Wells, Rangan – Prentice Hall 1996

International Organizational Behavior, Francesco, Gold - Pearson Prentice Hall 2005

Organizational Behavior, Robbins, Judge, - Prentice Hall, 2007

“International Business Law” Di Matteo, Dhooge - Thomson West 2006

New Venture Creation Timmons - Mc Grow Hill Irwin 1999 “Export

Practice and management” Branch, -Thomson 2006

“Entrepreneurship” Hirish, Peters, - Mc Grow Hill Irwin 2002

Launching New ventures, Allen - Houghton Mifflin 1999

“Purple cow”, Godin, - Michael Joseph 2002

Essentials of Marketing, Lamb, Hair & McDaniel, - Thomson/South-Western Publishing, 2006

“Pour Your Heart into It : Haw Starbucks Built a Company One Cup at a Time” , Schultz and Don Jones Yang, - Hyperion, 1997.

“Strategy Safari” Mintzberg, Ahlstrand, Lampel - Prentice Hall Europe, 1998

“Focus”, Ries, - HarperBusines 1996

Making Globalization work, Stiglitz, 2006

Globalization and its Discontents Stiglitz, 2002

The 8th Habit: from effectiveness to greatness, Covey, 2004

**Course Fee:**

This course requires payment of an additional fee to cover active learning components that are above and beyond typical course costs, such as site visits, entrance fees and other expenses.

Spring 2009 fee = \$45

Fall 2009 fee = none

Spring 2010 fee = none

Fall 2010 fee = not yet available

## Content

| Session | Topic   | Reading   |
|---------|---|---|
| Week 1  | Overviews of course; go over syllabus. Your expectations and reasons for taking the course. The international business environment                              | Selection of articles from the Economist magazine   |
| Week 2  | The phenomenon of globalization. The drivers of globalization, the global economy and the globalization debate  | Selection of articles from the Economist magazine<br>Hill chapter 1   |
| Week 3  | Country differences in Political Economy. Political systems, economic and legal systems   | Selection of articles from the Economist magazine<br>Hill chapter 2   |
| Week 4  | Differences in culture, culture society, values and norms, social structure and implication for business  | Case: Mc Donald's and Hindu culture<br>Hill chapter 3   |
| Week 5  | Regional economic integration, evolution of the European Union, the establishment of the Euro, costs of the Euro.<br><br>The North America Free Trade Agreement | Case: Increasing competition in the European automobile market<br>Hill chapter 8<br><br><b>FIRST MIDTERM EXAM</b> |
| Week 6  | How to start up an international project. Macro trend external analysis and definition of the Vision of the project   | Selection of articles from the Economist magazine   |
| Week 7  | Global strategy and global expansion, strategic choices and alliances   | Case: Global strategy at MTV networks.<br>Hill chapter 11   |
| Week 8  | <b>BREAK</b>  |   |
| Week 9  | Entering foreign markets, timing of entry, entry modes  | Case: Merrill Lynch in Japan.<br>Hill chapter 12  |
| Week 10 | Global manufacturing and Material management. Manufacturing and logistics, make or buy decisions  | Case: Competitive advantage at Dell<br>Hill chapter 14  |
| Week 11 | Global Marketing and R&D. The Globalization of market and brands, global market segmentation, global marketing mix  | Case: Procter & Gamble in Japan<br>Hill chapter 15  |
| Week 12 | Global Human Resource management. The strategic role of international HRM, performance appraisal and  | Case: Degussa: strategy and human resources in China<br>Hill chapter 16   |

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|         | compensation, national differences in compensation                   | <b>SECOND MIDTERM EXAM</b>      |
| Week 13 | How to achieve an effective presentation of the final global project |                                 |
| Week 14 | Presentation of the final global project                             | <b>FINAL GLOBAL PROJECT DUE</b> |
| Week 15 | Presentation of the final global project                             |                                 |