

Course Last Updated 7/15/2024.



University of
New Haven

International Business

Section I: Course Overview

Course Code: BUS320BCN

Subject Area(s): Business

Prerequisites: None

Language of Instruction: English

Total Contact Hours: 45

Credits: 3

Course Fees: none

Course 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

Upon successful completion of this course, students are able to:

- 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.

Section II: Instructor & Course Details

Instructor Details

Name: [See term syllabus]

Contact Information: [See term syllabus]

Term: [See term syllabus]

Course Day and Time: [For term syllabus, enter the day and meeting times of the course]

Office Hours: [By appointment, or specified in term syllabus]

Grading & Assessment

The instructor assesses students' mastery of course learning objectives by using the forms of assessment below. Each of these assessments is weighted toward the final grade. The Assessment Overview section provides further details for each.

Engagement - 10%

First Midterm Exam - 25%

Second Exam - 25%

Final Global Project - 40%

Assessment Overview

This section provides a brief description of each form of assessment listed above. Forms of assessment may be slightly modified in the term syllabus.

Engagement (10%): Students are expected to be engaged in class, to have read the [CEA CAPA Engagement Policy](#), and to understand the [Class Engagement Rubric](#) that outlines how engagement is graded.

Midterm Exams (2) (25%): 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 (40%): 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 minute presentation

are required from each team. This is intended to be a team project with active participation and contribution by all team members.

Active Learning

Experiential learning is an essential component of education abroad, and participation in field studies is a required part of coursework. In this course, students explore the city in which they are studying using a variety of methods. This provides the opportunity to gain nuance and perspective on the host context and course content, as well as to collect information and resources for assigned papers, projects, and presentations.

Readings and Resources

The below readings and resources are representative of what will be assigned as required in this course, but may vary slightly in the term syllabus.

All students are given access to the online library of the University of New Haven (UNH), accessible [here](#), and are expected to comply with [UNH Policies](#) regarding library usage.

Wherever possible, required readings are made accessible through the online library or Canvas. Students are responsible for obtaining all required readings.

Each course utilizes Canvas as its LMS. Students are expected to check Canvas regularly for updates and deadlines. Canvas is also the primary platform for contacting your instructor in case of questions or concerns about the course.

Required

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

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

“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 Safary” Mintzberg, Ahlstrand, Lampel - Prentice Hall Europe, 1998

“Focus”, Ries, - HarperBusiness 1996

Making Globalization work, Stiglitz, 2006

Globalization and its Discontents Stiglitz, 2002

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

Course Calendar

Session 1	
Topics	Overview of course; go over syllabus.
Activity	Your expectations and reasons for taking the course. The international business environment
Readings & Assignments	Readings: <ul style="list-style-type: none"> • Selection of articles from the Economist magazine

Session 2	
Topics	The phenomenon of globalization.
Activity	The drivers of globalization, the global economy and the globalization debate
Readings & Assignments	Reading: <ul style="list-style-type: none"> • Selection of articles from the Economist magazine • Hill chapter 1

Session 3	
Topics	Country differences in Political Economy.
Activity	Political systems, economic and legal systems
Readings & Assignments	Reading: <ul style="list-style-type: none"> • Selection of articles from the Economist magazine • Hill chapter 2

Session 4	
Topics	Differences in culture, culture society, values and norms, social structure and implication for business
Activity	Case: Mc Donald's and Hindu culture
Readings & Assignments	Reading: <ul style="list-style-type: none"> • Hill chapter 3

Session 5	
Topics	Regional economic integration, evolution of the European Union, the establishment of the Euro, costs of the Euro. The North America Free Trade Agreement
Activity	Case: Increasing competition in the European automobile market FIRST MIDTERM EXAM
Readings & Assignments	Reading: <ul style="list-style-type: none"> • Hill chapter 8

Session 6	
Topics	Global strategy and global expansion, strategic choices and alliances
Activity	Case: Global strategy at MTV networks.
Readings & Assignments	Reading: <ul style="list-style-type: none"> • Hill chapter 11

Session 7	
Topics	Global strategy and global expansion, strategic choices and alliances
Activity	Case: Global strategy at MTV networks.
Readings & Assignments	Readings: <ul style="list-style-type: none"> Hill chapter 11

Session 8	
BREAK	

Session 9	
Topics	Entering foreign markets, timing of entry, entry modes
Activity	Case: Merrill Lynch in Japan.
Readings & Assignments	Readings: <ul style="list-style-type: none"> Hill chapter 12

Session 10	
Topics	Global manufacturing and Material management. Manufacturing and logistics, make or buy decisions
Activity	Case: Competitive advantage at Dell
Readings & Assignments	Reading: <ul style="list-style-type: none"> Hill chapter 14

Session 11	
Topics	Global Marketing and R&D. The Globalization of market and brands, global market segmentation, global marketing mix
Activity	Case: Procter & Gamble in Japan
Readings & Assignments	Readings: <ul style="list-style-type: none"> Hill chapter 15

Session 12	
Topics	Global Human Resource management. The strategic role of international HRM, performance appraisal and compensation, national differences in compensation
Activity	Case: Degross: strategy and human resources in China SECOND MIDTERM EXAM
Readings & Assignments	Reading: <ul style="list-style-type: none"> Hill chapter 16

Session 13	
Topics	How to achieve an effective presentation of the final global project
Activity	
Readings & Assignments	

Session 14	
Topics	Presentation of the final global project
Activity	FINAL GLOBAL PROJECT DUE

Readings & Assignments	
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Session 15

Presentation of the final global project
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Section III: Academic Policies and Standards

Academic Policies

Students are expected to review and understand all CEA CAPA student policies, including our [Academic Policies](#) and [Engagement Policy](#). CEA CAPA reserves the right to change, update, revise, or amend existing policies and/or procedures at any time. Additional requirements that may be associated with a specific course or program are addressed in the term syllabus.

Student Learning & Development Objectives

CEA CAPA has identified [Student Learning and Development Objectives \(SLDOs\)](#) for all programs in all locations: content in context, navigating differences, power and equity, critical thinking and intellectual curiosity, career and professional development, and sustainability and migration. These are meta-level learning objectives that transcend coursework and are infused across all elements of program delivery, beyond specifics of course offerings, addressing student learning holistically and framing it a larger learning context.