

**BUS 265 – Introduction to International Business**  
**Fall 2010**

Section 1: MWF 12:00 12:50P Buckman 214  
Section 2: MWF 2:00 2:50P Buckman 214

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Office Hours: Tu & Th 10:00 – 11:30 AM (other times by appointment)

**Course Description:**

Successful global business decision makers are effective at adapting to the environments that surround and define their organizations. This course will explore from the perspective of multiple viewpoints and voices, the differences and complications that arise when a business organization's activities cross political borders and cultural lines. As part of this study, the course will provide an introductory look at the typical functional areas of business as well as the contributions that professionals in those areas make to the decision process. During the semester, students will examine the synergies that might be attained by linking various business practices with the understanding of the geographic, socio-cultural, political, legal, ethical, and ecological perspectives of various other academic and/or professional disciplines.

**Course Objectives:**

Understand how cultural and political differences influence effective business decision making.  
Understand how to approach business problems related to doing business outside of the "home" country.

Enhance awareness of the two way relationship between international business and the economic development of countries.

Understand international trade and how it is impacted through the interactions between governments and business organizations.

Provide exposure to a sampling of the history of the development of regional business issues.

Develop confidence in supporting international business decisions and/or strategies through the increased understanding and awareness of international issues.

Understand that complications do arise when doing business in more than one country or within more than one culture.

## **Text and Other Readings:**

Global Business Today  
By Charles W. L. Hill  
Published by McGraw-Hill Irwin  
ISBN: 9780073381398

Directions to other readings will be provided in class.

## **Grade Components:**

Exams – Two mid-term exams and a comprehensive final exam will be given. Each will be a combination of essay and short answer questions/problems. Some exam items may require a specific answer and others will be designed to let you take a position and be graded based on how you support that position. There will be no make-up exams offered except for in cases of emergency (as determined by professor and college). If there is an issue with an upcoming scheduled exam, see professor as early as possible to discuss options and/or consequences. The two mid-term exams will be worth 100 points each and the final worth 150 points.

Team Project – You will be assigned to a team made up of members of the class section in order to complete a project related to the decision of a domestic business organization (to be announced) to embark in international business by expanding into new countries or regions. This will be presented as a written proposal complete with analytical support for your ideas of the best form of entry and subsequent operations that your team believes will lead to the success of the organization. More on this assignment will be provided before the end of the third week of class including detailed instructions and team assignments. The best ideas are obtained by incorporating (or at least listening to) the diverse perspectives and opinions of the whole team. In other words, all should participate freely in order to leave no stone unturned to develop the best possible proposal. This project will be worth 100 points and will be due before the start of class on November 22, 2010. All members of the team will receive the same number of points on this project.

Attendance and Participation – Due to the discussion nature of this course, it is essential that you be a **regularly active participant** – not only to promote your own understanding of the material, but to help others in the course by exposing them to as many perspectives (yes - yours ARE valuable) as possible. As such, attendance and participation is required. Each student will be allowed five absences (including school and athletic functions) above which a penalty of 10 points will be assessed against your total points earned throughout the semester. Any assignments due on a missed day must be turned in prior to the start of that class. For your active participation in discussions throughout the semester you will be rewarded with up to 50 points.

**Honor Code:**

I expect that the Rhodes Honor Code be adhered to at all times. All work is to be pledged in order to receive credit. If you are unsure of anything that might be a violation of the code, seek clarification from me, allowing plenty of time for you to make corrections and turn the work in. I expect you to report any violations as required by the Rhodes Honor Code.

**Respect:**

Since this course will rely on the free and open exchange of ideas, it is important to be careful how you might criticize or disagree with another person's ideas or opinions. While it is one thing to criticize an idea, be careful not to criticize the person. ALL IDEAS ARE VALUABLE!!! I have participated in corporate planning in companies where ideas that sounded weak or even silly lead to very successful implementations. Avoid any demeaning terminology.

Do not wear hats in class – I like to see your eyes!!

**Cell Phones:**

If your phone (or any other electronic device) makes any sound during class - or - if you are caught texting or using the device in any manner during class, you must bring in cookies for the entire class during the next class meeting. If you fail to bring in cookies, you may be despised by your fellow students.

**In General:**

TALK TO ME!!!! I am usually available; however, in the hour or two before class I may be a little stressed while getting ready. I encourage your teams to meet with me as I can provide guidance in the development of your projects. If you have questions – remember – they remain as questions until you ask. Although I may not be able to answer all questions, I prefer you leave this course at the end of the semester with as few unanswered questions as possible.

### Grade Policy:

The grade you earn for this course will be based on the total number of points earned for the components listed in this syllabus. I cannot offer extra credit points to any individuals or groups within the courses offered this semester because that would not be fair to everyone. Points will be awarded as follows:

<i>Component</i>	<i>Points Possible</i>	<i>Points earned</i>
Exam 1	100	_____
Exam 2	100	_____
Final Exam	150	_____
Team Project	100	_____
Participation (computed at end of semester)	050	_____
Penalty for Absences in excess of 5	-10 each	_____
TOTAL	500	=====

Points will be converted into grades as follows:

460	to	500	A			360	to	389.9	C
450	to	459.9	A-			350	to	359.9	C-
440	to	449.9	B+			340	to	349.9	D+
410	to	439.9	B			310	to	339.9	D
400	to	409.9	B-			300	to	309.9	D-
390	to	399.9	C+			Less than 300			F

**BUSINESS 265 SECTIONS 1 & 2 FALL 2010 TENTATIVE SCHEDULE**
*Instructor reserves the right to adjust this schedule as it may become necessary*

SESSION	DATE	DAY	C=CASE D=DISC L=LECT	CLASS AGENDA	READING
1	825	W	D	RELEVANT PERSPECTIVES	
2	827	F	D	BASELINE CASE	TBA
3	830	M	LD	GLOBALIZATION	CH 1
4	901	W	CD	GLOBALIZATION	TBA
5	903	F	LD	NATIONAL DIFFERENCES	CH 2
6	908	W	CD	NATIONAL DIFFERENCES	TBA
7	910	F	LD	CULTURAL DIFFERENCES	CH 3
8	913	M	D	CULTURAL DIFFERENCES	HOFSTEDE
9	915	W	D	CULTURAL DIFFERENCES	
10	917	F	CD	CULTURAL DIFFERENCES	TBA
11	920	M	LD	ETHICAL DIFFERENCES	CH 4
12	922	W	D	"WHEN IN ROME"???	
13	924	F	CD	ETHICAL ISSUES	TBA
14	927	M	LD	INTERNATIONAL TRADE THEORY	CH 5
15	929	W	LD	INTERNATIONAL TRADE THEORY	PORTER
16	1001	F	CD	INTERNATIONAL TRADE THEORY	TBA
17	1004	M	D	PERSPECTIVES OF OTHER DISCIPLINES	
18	1006	W	D	CONTRASTS AND CRITICISMS	
19	1008	F		EXAM 1	
20	1011	M	LDC	GOVERNMENTS & OTHER ORGS.	CH 6
21	1013	W	LDC	FOREIGN DIRECT INVESTMENT	CH 7
22	1015	F	LD	REGIONAL ISSUES	CH 8
23	1020	W	CD	REGIONAL CONSIDERATIONS	TBA
24	1022	F	LD	MONETARY SYSTEMS	CHS 9 & 10
25	1025	M	CD	MONETARY SYSTEMS	TBA
26	1027	W	LD	GLOBAL STRATEGIES PRIMER	CH 11
27	1029	F	CD	BASELINE STRATEGY CASE	TBA
28	1101	M	LD	EXPORT/IMPORT	CH 13
29	1103	W	CD	EXPORT/IMPORT	TBA
30	1105	F	LD	ENTRY	CH 12
31	1108	M	CD	ENTRY	TBA
32	1110	W	D	CONTRASTS AND CRITICISMS	
33	1112	F		EXAM 2	
34	1115	M	LD	PRODUCTION / SOURCING	CH 14
35	1117	W	D	PRODUCTION / SOURCING	
36	1119	F	CD	PRODUCTION / SOURCING	TBA
37	1122	M	LD	MARKETING / R&D	CH 15
38	1129	M	D	MARKETING / R&D	
39	1201	W	CD	MARKETING / R&D	TBA
40	1203	F	LD	HR CONSIDERATIONS	CH 16
41	1206	M	D	HR CONSIDERATIONS	
42	1208	W	CD	HR CONSIDERATIONS	TBA

SECT 1	1210	F	8:30A	FINAL EXAM
SECT 2	1215	W	1:00P	FINAL EXAM