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## BUS 120-01, Introduction to International Business, Fall 2012

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## **Introduction to International Business Fall 2012**

Section 1: MWF 9:00 9:50AM Buckman 212  
Professor: Steven Samaras  
Phone: 901-843-3275  
Email: [samaras@rhodes.edu](mailto:samaras@rhodes.edu)  
Office: Buckman 315  
Office Hours: Mondays & Wednesdays 10:00AM – 11:30AM (other times by appointment)  
If possible, notification of cancellation of scheduled classes and/or office hours will be provided in advance via email.

### **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 the necessity of multiple approaches to 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 some 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.

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## **Text and Other Readings:**

Global Business Today by Charles W. L. Hill, 7<sup>th</sup> edition

Published by McGraw-Hill Irwin ISBN: 9780073381398

Directions to other readings (which may be required) 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/or 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. Some exam questions may be scenario or case based requiring you to interpret the material and synthesize it with the course readings and class discussions. It is essential that you have in fact read and understood the material. There is a lot of material in the book that will not be discussed in class so you should not rely solely on class notes to prepare for the exams. These exams will be administered using a timed email delivery and with limited time to take the exam. You will have a window of three days to receive and take these exams which will be open book and open notes in the comfort of wherever you wish to take them on a computer. You must complete the exam within the time limit starting with the time. There will not be enough time to complete the exam if you need to spend too much time looking for answers if you have not kept up with the reading. 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 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 21, 2012. All members of the team will receive the same number of points on this project. You will be asked to prepare a poster presentation of your work on this project to share and discuss with other class members on the last day of class. Failure to participate in the poster session will result in substantial penalty subtracted from the project points.

**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. Students will be allowed to turn work in early when the absence is excused. Excused absences will be considered to be those resulting from the student's participation in a college sponsored activity when advanced notice is given (and supported with adequate documentation), from obvious emergencies that physically prevent attendance in

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class, or from serious documented illness (Student Health Services can provide documentation for students hospitalized locally or absent at the direction of the Student Health Services personnel).

Unexcused absences (in addition to not being allowed to make up missed work) will incur penalties (per university policy) as follows:

- 50 point reduction (one letter grade) for 3-5 unexcused absences.
- 100 point reduction for 6-8 unexcused absences.
- a letter grade of "F" if more 8 unexcused absences are recorded. 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. I am responsible for seeing that any violations brought to my attention are followed through to the extent established by Honor Code policy.

### **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.

This class meets for only 50 minutes per session. When you become a professional in your field, you will NEVER walk out of a one hour meeting to use the rest room. Please do not disrespect your fellow classmates or instructor by leaving the room during class.

### **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 irrelevant 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. If it is determined that you are using electronic devices for matters not relevant to the course, you will be marked as unexcused absent for the day.

### **Inclement Weather & Cancellation Policy:**

This class will abide by official Rhodes College decisions regarding closures due to weather or potential disasters. In the event of a closure, readings will proceed according to schedule. Any assignments or presentations due on a cancelled day will be due the next class session (along with any assignments scheduled for that session). If the cancellation impacts an examination date, an alternative exam will be given. If class is cancelled by the instructor (for example - illness), instructions will be provided via email to the entire class (official rhodes.edu addresses only).

### **Accommodations:**

Any student who feels s/he may need an accommodation based on the impact of a physical, psychological, medical, or learning disability should take responsibility to initiate any request for accommodation due to a qualifying disability. The Director of Student Disability Services is the point of contact for students with disabilities. Accommodations are designed to meet the student's needs without fundamentally altering the nature of the College's instructional programs and are determined on an individual basis. Since arrangements for reasonable accommodations may require several weeks of preparation, this process should be started as early as possible. Approval of accommodations must be received by this course instructor prior to the completion of any assignment or exam. Retroactive accommodations or make-up work will not be allowed for work completed before instructor has possession of official documentation..

### **Extra Credit:**

Extra credit assignments will not be offered or allowed so don't ask. It is not fair to provide additional opportunity to earn points unless they are offered to everyone in the course – past, present, and future.

### **Late Assignments:**

Late assignments will not be accepted. If you are going to miss class due to an excused absence, it is your responsibility to get any assigned work to my office prior to its due day and time. **THERE WILL BE NO EXCEPTIONS!!!** *You will be penalized 10% if you arrive to class late and turn in an assignment.*

### **Ask Questions:**

**TALK TO ME!!!** 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. I would like you to consider me a coach as much as a professor. Ask questions. Seek clarification. Check if you are not sure. ***I am usually available; however, in the hour or two before class I may be a little stressed while getting ready and may ask you to return at another time.***

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## 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. 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		_____
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

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## F 2011 - "Introduction to International Business"

*Instructor reserves the right to adjust this schedule as it may become necessary*

SESSION	DATE	DAY	CLASS AGENDA	READING
1	824	W	Introduction to course and Discussion of RELEVANT PERSPECTIVES	
2	826	F	CASE Discussion	Walmart case on page 241-2 & Billabong 311-2
3	829	M	GLOBALIZATION	CH 1
4	831	W	GLOBALIZATION	
5	902	F	NATIONAL DIFFERENCES	CH 2
6	907	W	NATIONAL DIFFERENCES	
7	909	F	CULTURAL DIFFERENCES	CH 3
8	912	M	CULTURAL DIFFERENCES	
9	914	W	CULTURAL DIFFERENCES	
10	916	F	CULTURAL DIFFERENCES	
11	919	M	ETHICAL DIFFERENCES	CH 4
12	921	W	"WHEN IN ROME"???	
13	923	F	ETHICAL ISSUES	
14	926	M	INTERNATIONAL TRADE THEORY	CH 5
15	928	W	INTERNATIONAL TRADE THEORY	
16	930	F	INTERNATIONAL TRADE THEORY	
17	1003	M	PERSPECTIVES OF OTHER DISCIPLINES	
18	1005	W	CONTRASTS AND CRITICISMS	
19	1007	F	EXAM 1	
20	1010	M	GOVERNMENTS & OTHER ORGS.	CH 6
21	1012	W	FOREIGN DIRECT INVESTMENT	CH 7
22	1014	F	REGIONAL ISSUES	CH 8
23	1019	W	REGIONAL CONSIDERATIONS	
24	1021	F	MONETARY SYSTEMS	CHS 9 & 10
25	1024	M	MONETARY SYSTEMS	
26	1026	W	GLOBAL STRATEGIES PRIMER	CH 11
27	1028	F	INTERNATIONAL STRATEGY CASE	
28	1031	M	EXPORT/IMPORT	CH 13

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29	1102	W		EXPORT/IMPORT	
30	1104	F		ENTRY	CH 12
31	1107	M		ENTRY	
32	1109	W		CONTRASTS AND CRITICISMS	
33	1111	F		EXAM 2	
34	1114	M		PRODUCTION / SOURCING	CH 14
35	1116	W		PRODUCTION / SOURCING	
36	1118	F		PRODUCTION / SOURCING	
37	1121	M		MARKETING / R&D	CH 15
38	1128	M		MARKETING / R&D	
39	1130	W		MARKETING / R&D	
40	1202	F		HR CONSIDERATIONS	CH 16
41	1205	M		HR CONSIDERATIONS	
42	1207	W		Team Project Poster Session	

3:30PM	1209	F		FINAL EXAM WINDOW CLOSSES	