

MGT 526 International Business
School of Business Administration, Oakland University
Winter 2018
Monday 6:30 to 9:20pm South Foundation Hall 268

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Office Hours: Mondays 1pm -3pm; before and after class, or by appointment

E-mail is the preferred contact method. Please always include your full name in your message. I will try to reply within 24 hours if your correspondence is sent on weekdays.

Please make sure your Oakland University email account is accessed regularly and/or forwarded to your primary email address. You are also required to check Moodle for reading/writing assignments and important course information.

When submitting anything electronically, please use a file name that clearly identifies 1) your name; 2) the content. E.g. "your name_CEA.doc".

TEXTBOOK:

1. "International Business" by Charles, Hill 10th edition or newer.
2. Ivey cases. See the last page of syllabus for instructions on how to order cases.

COURSE OBJECTIVES:

The fundamental objective of this course is to introduce the students to the contemporary issues in International Business that illustrate the unique challenges faced by managers in the global business environment. Essentially, this is a **survey course** that will give you a broad overview of relevant topics in International Business, and prepare you for further International Business courses. The content will focus on the analysis of the international environment and markets, including socio-cultural, economic, financial, political and legal dimensions. In addition, the internationalization objectives and strategies of firms will be introduced and explored. The ability to apply advanced business tools and concepts in a global marketplace is the key objective. To achieve this objective, the course is presented as an integration of conceptual and managerial issues in contemporary international business through the application of theoretical foundations and research findings to practical issues.

Students completing the course will have an understanding of key international business terms, concepts, and theoretical foundations. They will be able to evaluate the international business environment, identify global market opportunities, assess international market situations, determine market entry strategies and understand the distinct nature of international operations. In summary, students will develop an appreciation for the increased globalization of business, along with the competitive complexities and managerial challenges of operating in a global business environment.

COURSE FORMAT AND GRADING:

The course is presented in a seminar format. Discussion questions will focus on contemporary business issues in the global environment. The point is to apply course material (text, lectures, and articles) to emerging international business issues. Mini-lectures will be used to present key

concepts to motivate students to think critically about the various dimensions of the global business environment, and promote strategic thinking that applies theoretical frameworks to practical situations. The project will draw together the course content into an international business plan as a means of applying material covered in class in a practical way.

This course will be most enjoyable and productive if each of us fulfills certain roles. Some of the roles for which I have the responsibility for fulfilling include: discussion leader, class facilitator, lecturer, mentor, and evaluator. Some of the roles for which each of you has the responsibility for fulfilling include: active participant, analyst, team player (manager), presenter, and evaluator. We will discuss these important roles, and any others that come to mind, during the first several weeks of the semester.

Team Project

A course project intended to stimulate thinking and the generation of knowledge about global business opportunities will be completed by the end of the course. This project will be conducted in a group format. Each team will select an actual company, which must be agreed to by the professor. The plan will be developed throughout the semester with components turned in at set points in time. A separate handout with more information about the course project will be provided.

Team Case Presentation

Each team will also lead the discussion and make presentation on ONE of the full-length case. See last page for instructions on how to order cases.

Current Event Analysis

Each student will complete ONE Current Event Analysis (CEA) assignment. You are to identify an event and/or an article that addresses a current issue in international business (most likely from reading business press, e.g. Wall Street Journal, Financial Times, New York Times, The Economist, Fortune, Business Week, etc.). You are to write an analysis/commentary (no more than 3 pages, double-spaced) of the event/article by *applying and integrating* the material covered in the course that is relevant to the issue. You may volunteer (or be invited) to make a 5-minute CEA presentation in class. You can get up to 10 bonus points for such a presentation.

Suggested format of CEA:

Part 1 – Brief overview of the event/article, why it is relevant to and/or important for IB.

Part 2 – Discuss the event/article, applying and integrating the concepts and theories from the course.

Part 3 -- Your reflection and conclusion

Date to submit CEA: March 12. Please hand in a hard-copy of your CEA with the original press article attached in class. Submit a copy of your CEA on Moodle at the same time for record-keeping purpose. **Note:** No grades will be given if you do not submit a hard copy in class.

Online Surprise Quizzes

- There will be 5 online quizzes during the semester and the lowest grade will be dropped, making it best 4 out of 5. All quizzes will be announced at the end of a class and to be completed right after class ends. Each surprise quiz will cover the assigned reading materials, including cases specified in the Course Schedule on the day of the quiz. **Students are responsible for the day's readings, even if we are behind the schedule!** For instance, I may announce a surprise online quiz on January 22nd at the end of class, then the quiz will be open between 9:00pm to 12:00pm on January 22nd, covering chapter 2 and 3 even if we are behind schedule and do not discuss Chapter 3 during January 22nd class. Each quiz will be worth 30 points, with roughly 30 questions. You will have 30 minutes to complete the quiz online.

Class Participation

This is not a lecture course. As such, our on-going dialogue and classroom discussion depend heavily on your active involvement. Involvement includes regular attendance, contribution to class discussion, and demonstrated interest in the course. As class participation leads to significant cross-fertilization of ideas, regular attendance is encouraged and expected. Quality of class contribution will weigh more heavily than quantity – just because you have a lot to say does not mean it adds value to the class discussion. Class participation will be used to modify grades at the discretion of the professor. **Caveat: Attendance is not a measure of participation, so do not assume that because you “show up” you are “entitled” to credit for participation.**

Attendance will be mandatory for the class when group projects are presented – students who do not have prior approval for an absence on these dates will not receive a grade for the course project.

Suggestions for Covering Course Material

In order to prepare for class, all materials assigned for the week should be reviewed. Some students find it difficult to “read” all the material in given week. This is typically because they have not been acclimated to “reading” at a graduate level. As individuals, and managers, in a fast paced information rich society, we are often inundated with vast amounts of material that must be critically evaluated in an efficient manner. Review each chapter in the book, each article, and each case; without reading every word on the page, skim through the text and look for the most relevant information. Take quick notes to form an outline. Try to look for what makes sense and what maybe doesn't. Then, look for the pattern. How do these concepts and ideas fit together? What are the implications? If you spend a couple of hours a week doing this (not necessarily all at one time - think lunch hour or coffee break), then you should have no problem keeping up with the material and being prepared to participate fully in class and answer the discussion issue questions.

GRADING

Team Project Written Report	250 points
Team Project Presentation	100 points
Team Case Presentation	150 points
Current Event Analysis	150 points
Online quizzes	120 points (30x4)
<u>Participation & Involvement</u>	<u>230 points</u>
Total	1000 points

The final grade structure will be based on a formula where 93% (and above) equals a 4.0 and 63% equals a 1.0, based on a 4.0 scale and equal distribution at .10 intervals.

POLICIES:

- Important announcements will be made on Moodle and/or sent via email. It is **your** responsibility to remain informed of assignments, updates, deadlines, and changes regarding the class.
- Final course grades are final. Changes will only be made if there is a mistake in the calculation of the final grade. No incomplete or deferred grades will be given.
- Any act of academic dishonesty during the course will result in a 0.0 grade for the course and possible suspension from the University in accordance with the University's academic policy guidelines.
- In accordance with the university policy, students with documented sensory and/or other special needs should inform the professor, so that their circumstances can be accommodated.
- Extensions and make-ups will only be granted on medical or compassionate grounds and will not necessarily be granted because of work or other commitments. If you are efficient in your course work, then "emergency" travel for business purposes should not interfere with turning assignments in on time. Requests for extensions should be made in writing prior to the due date. Late assignments that have not been granted an extension will be penalized by deducting 10% of the possible mark per full day overdue.

COURSE SCHEDULE

Date	Details	Text	Tasks
1/8	<ul style="list-style-type: none"> Globalization <i>Readings: It's a Flat World / The World is Spiky</i>	Chapter 1	<i>Introduction/ Project</i>
1/15	No class. MLK Day		
1/22	<ul style="list-style-type: none"> Country Differences: Political Economy <i>Reading: Managing Differences & Managing Across Borders</i>	Chapter 2&3	
1/29	<ul style="list-style-type: none"> Country Differences: Culture <u>Case 1: Yogo Game: Strategy in the United States</u>	Chapter 4	<i>Form Team Biz-model etc</i>
2/5	<ul style="list-style-type: none"> Ethics in International Business <u>Case 2: Lenhage: Ethical Dilemma</u>	Chapter 5	<i>Project Proposal Due Quantitative Analysis</i>
2/12	<ul style="list-style-type: none"> International Trade Theory The political economy of international trade <u>Case 3: Australian Auto Industry in Decline</u>	Chapter 6 Chapter 7	<i>Project Section I Draft Due</i>
2/19	No Class. Winter Recess. Enjoy.		
2/26	<ul style="list-style-type: none"> The Foreign Exchange Market The International Monetary System The Global Capital Market 	Chapter 10 Chapter 11 Chapter 12	
3/5	<ul style="list-style-type: none"> The Strategy of International Business The Organization of International Business 	Chapter 13 Chapter 14	<i>Project Section II Draft Due Qualitative Evaluation</i>
3/12	<ul style="list-style-type: none"> Entry Strategy and Strategic Alliances <u>Case 4: Trojan Technology: The China Opportunity</u>	Chap.15	
3/19	<ul style="list-style-type: none"> Global Production, Outsourcing & Logistics <u>Case 5: Sher-Wood Hockey Sticks: Global Sourcing</u>	Chapter 17	<i>Project Section III Draft Due</i>
3/26	<ul style="list-style-type: none"> Global Marketing & R&D <u>Case 6: Soda-Stream Takes on Coke and Pepsi</u>	Chap. 18	
4/2	<ul style="list-style-type: none"> Global Human Resource Management <u>Case 7: Maintaining the "Single Samsung" Spirit: New Challenges in a Changing Environment</u>	Chap.19	<i>Project Section IV Draft Due</i>
4/9	Project Presentations		<i>Written report due 4/13</i>
4/16	Project Presentations		<i>Written report due 4/20</i>

Note: Every effort will be made to cover the assigned topics on the scheduled days. However, some modification can be expected based on class discussions, questions, etc.

How to Order Cases from Ivey Publishing

1. Please go to the Ivey Publishing website located at: www.iveycases.com.
2. [Log In](#) to your existing account or click "[Register](#)". If registering, choose the "Student User" role. .
 - 9B18M080 Yogo Game: Strategy in the United States
 - 9B14M037 Lenhage AG: Ethical Dilemma
 - 9B15M064 Australian Auto Industry in Decline
 - 9A99M028 Trojan Technology: The China Opportunity
 - 9B12M003: Sherwood hockey sticks: global sourcing
 - 9B14M038 Sodasteam takes on coke and Pepsi
 - 9B11C010 Maintaining the "Single Samsung" Spirit: New Challenges in a Changing Environment
3. Select "Digital Download" – then click Add to Cart. Repeat for all required cases.
4. Go to "My Cart" (located at the top of the page), and click "Checkout".
5. Enter course information.
6. Review and verify your contact information.
7. Review your order.
8. Enter your credit card information and then click "Submit Order".
9. Once you have completed your order, go to "My Orders" to download the cases.
10. You will receive an order confirmation and receipt by email immediately after placing your order.

CASE FILES ARE NOT TO BE TRANSMITTED OR REPRODUCED WITHOUT PERMISSION.

Questions?

(e) cases@ivey.ca | (t) 1-800-649-6355
Monday to Thursday - 8:00am-4:30pm (EST)
Friday - 8:00am-4:00pm (EST)