

International Business(14/SP)

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INTERNATIONAL BUSINESS

BUSINESS MANAGEMENT 310—spring 2014

(TTH 2:30-3:45) 106 Daly

Office Hours (F 9-11:15) Goldstein 104

Mr. Flanagan

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Cases and Reading

Course Description & Objectives

This course focuses on the environment within which international business operates. It includes the diverse cultures, technological advances, historical and political trends, and the basic forces in world trade and capital markets that make up today's international business environment.

Important questions to be addressed in this class include:

Why are social, cultural, and political differences so important in doing business internationally?

What is globalization? Who are its winners and losers? Why has it been subjected to such a backlash?

What are the fundamentals of international trade, the international monetary system, and the operations of global capital markets that make up international business?

How do firms and their managers actually function in an increasingly globalized economy?

From this class students should derive a better understanding of:

- 1) The international business environment;
- 2) The basic underpinnings of international trade, finance, investment, and economic development;
- 3) The importance of ethical principles, personal and company values, and socially responsible management practices in international business; and
- 4) Globalization and the governance of the global economic system including the role of firms, national governments, international organizations and other non-state actors.

The following book is assigned for purchase:

Charles W. L. Hill, [International Business: Competing in the Global Market Place](#), (McGraw-Hill, 2013), 9th edition.

Case Analysis

In this class students can expect to improve their ability to understand a range of the global business issues and to evaluate cases and case related analytical materials. Three cases will be discussed in class, one for each unit covered: foundations, environment, and international operations. Students will be asked to submit a written case analysis of one of these cases in lieu of a final examination

Course Requirements

Grades for this course will be based on:

- -60% Three unit examinations.
- -20% 5-page written case analysis.
- -20% In-class quizzes, and active classroom participation.

Attendance Policy

Full class participation and attendance will be required for students to succeed in this class. Preparation for, attendance, and participation in class is expected. Students are also expected to take all exams as scheduled and to submit written assignments when they are due. Papers submitted after the due date will be penalized one half-letter grade per-day until received. Make-up examinations will be given only in the case of excused absences and in extraordinary circumstances. It is your responsibility to contact me with requests for excused absences. Each unexcused absence will result in a ½ letter reduction in the student's classroom participation grade.

Learning Differences

Students who are in need of special accommodations because of a documented learning disability or physical disability should see the Director of the Office of Academic Skills. (2nd Floor, Miller Library) Once approved an accommodation plan will be developed. It is the student's responsibility to share the accommodation plan with me prior to the due date for assignments.

Honor Code

All work submitted is required to have the following pledge attached to it, with your signature (s):

"I pledge my word of honor that I have abided by the Washington College Honor Code while completing this assignment."

READING ASSIGNMENTS

1. 1. Foundations

Jan. 21	Introduction, Course Requirements
Jan. 23	Globalization, Hill Ch 1 "R" Bhagwati, Part I
Jan. 28	Global Players "R" Bhagwati, Part IV
Jan. 30	Regionalism, Hill Ch 9
Feb. 04	Ethics and International Business, Hill Ch 5
Feb. 06	National Political, Economic & Legal Systems, Hill Ch 2
Feb. 11	Emerging Markets "R" <u>Harvard Business Review</u> , Nov-Dec 2012, pp. 2-8
Feb 13	Culture and Political Risk, Hill Ch 4, Quiz 1
Feb. 18	Guest Speaker
Feb. 20	Heineken Case

Feb. 25 Review Session

Feb. 27 **Unit Exam 1**

2. Environment

Mar. 04 International Trade, Hill Ch 6 & 7

Mar. 06 International Monetary System, Hill Ch 10

Mar. 11 Spring Break

Mar. 13 Spring Break

Mar. 18 Foreign Exchange & Capital Markets, Hill Chs 10 & 12

Mar. 20 Foreign Direct Investment, Hill Ch 8, **Quiz 2**

Mar. 25 Geely Motors/Volvo Case

Mar. 27 Guest Speaker

Apr. 01 Review Session

Apr. 03 Advising Day

Apr. 08 **Unit Exam 2**

3. International Operations

Apr. 10 International Business Strategy, Hill Ch 13

Apr. 15 Foreign Markets, Hill Ch 18

Apr. 17 International Accounting & Finance, Hill Ch 20, **Quiz 3**

Apr. 22 Guest Speaker

Apr. 24 eBay Case

Apr. 29 Review Session

May 01 Unit Exam 3