



MGT 031: International Business

Term: 2020 Winter Session

Instructor: Staff

Language of Instruction: English

Classroom: TBA

Office Hours: TBA

Class Sessions Per Week: 5

Total Weeks: 3

Total Class Sessions: 15

Class Session Length (minutes): 240

Credit Hours: 4

Course Description:

International Business studies business in a global context. It explores the unique competitive, political and social environments in which international business takes place. This course aims to equip students with the knowledge and skills needed for successful business operation in an international environment. Topics covered include: Background for international business; Trade and investment; International institutions; the world financial environment; Dynamics of international business-government relationships; Corporate policy and strategy; Legal issues and ethics; Functional management; Operations and concerns.

Prerequisites: MKT 021 and MGT 021 or equivalent marketing and management courses

Course Materials:

Textbook:

Global Business Today, Charles W. L. Hill, G Tomas M. Hult, 9th edition

Course Format and Requirements:

The primary format of this course is lecture, together with in-class discussions, quizzes, case study, essay and presentations. This will be a very fast-paced class. Pre-reading the relevant chapter prior to attending class is strongly recommended. Familiarizing with the course material



before class, you will gain a better understanding of the information presented during lecture. Students are strongly encouraged to ask questions on things they do not understand. To get the most out of this class, regular attendance is expected. Students must attend no less than eighty percent (80%) of the classes scheduled for this course. More than twenty percent (20%) unexcused absences will result in a lower final grade.

Grading Scale:

A+: 98%-100%

A: 93%-97%

A-: 90%-92%

B+: 88%-89%

B: 83%-87%

B-: 80%-82%

C+: 78%-79%

C: 73%-77%

C-: 70%-72%

D+: 68%-69%

D: 63%-67%

D-: 60%-62%

F: Below 60%

Course Assignments:

Quizzes

There will be five quizzes administered through the whole semester. They will be a combination of objective and short answer/ essay type questions. Quizzes will always be completed within the first twenty minutes of class and there will be no make-up quizzes.

Case Study

The main purpose of the case study is for students to maintain the concepts, fundamentals and sensitivity required as managers facing real-world international business problems. Each student will work individually on a case and submit the report at the end of the semester.

The following questions can help construct the case analysis:



1. What are the main issues faced by the organization?
2. What are possible causes of these issues?
3. What are possible solutions to these issues?
4. What are the advantages and disadvantages of these solutions?
5. What is your final selected solution and why? Explain specifically how this solution would improve the current situation faced by the organization.
6. What concepts of international business does the case illustrate?
7. What are the lessons learned from the case?

Note that, an effective case study analysis begins with an introduction which states the issues of the case and the points to be discussed. The body of the analysis develops the ideas discussing the pros and cons of solutions and offering a recommendation. The conclusion summarizes the essential elements of the analysis, highlighting the concepts of international business and lessons learned.

Exams

Exams will consist of multiple choice, short answer questions and medium-length short essay questions, which will test students' understanding and application of the concepts and theories learned in class.

There will be two midterm exams in this course. Each exam will be closed book. The two midterms are not cumulative and will be taken in class. The final exam will be cumulative, closed-book, and closed-note. The exact date and place for the final examination will be announced later in the semester.

Term Paper and Presentation

Students are required to complete an individual essay assignment on a topic selected from a list of topics approved by the Instructor. During the process of writing the term paper, they are expected to gain a deeper understanding of the topics covered throughout the course and apply the knowledge they have learned to analyze the real business world. Critical thinking and professional writing skills are also practiced. Students are expected to write in a professional manner free from grammatical and spelling errors.

Each student will make a presentation on the term paper. They will have about 10 to 15 minutes to give the presentation and are expected to show the use of technology, organization of



materials, and effective communication during the presentation.

Course Assessment:

Quizzes	10%
Case Study	15%
Term Paper and Presentation	20%
Midterm Exam 1	15%
Midterm Exam 2	15%
Final Exam	25%
Total	100%

Course Schedule:

Week	Topics	Activities
1	Go through syllabus Course overview Introduction to International Business What is International Business? Elements of International Business and How It Differs from Domestic Business; Motives for Engaging in International Business; Globalization; National Differences in Political Economy; Political and Legal Environments Facing International Business; Different Economic Systems	Quiz 1 Term Paper Guidelines Case Study Guidelines Midterm 1



2	<p>The Cultural Environment of International Business;</p> <p>Cross-Cultural Business;</p> <p>International Trade Theory;</p> <p>Understanding Emerging Markets;</p> <p>Entering Foreign Markets;</p> <p>Government Intervention in International Business;</p> <p>Effect of Government Policies on Trade;</p> <p>Exporting, Importing and Counter trade;</p> <p>Foreign Direct Investment;</p> <p>International Financial Markets;</p> <p>International Monetary System;</p>	<p>Quiz 2</p> <p>Case Study Topic Assigned</p> <p>Term Paper Topic Assigned</p> <p>Midterm 2</p> <p>Quiz 3</p> <p>Case Study Draft</p> <p>Term Paper Draft</p> <p>Feedback on Case Study & Term Paper from Instructor</p>
3	<p>Foreign Exchange;</p> <p>Regional Economic Integration;</p> <p>The Strategy of International Business;</p> <p>Ethics in International Business;</p> <p>Global Production, Outsourcing and Logistics;</p> <p>Global Marketing and Research and Development;</p> <p>Hiring and Managing Employees: Human Resource Issues Related to International Business.</p> <p>Review for final</p>	<p>Quiz 4</p> <p>Quiz 5</p> <p>Case Study Due</p> <p>Term Paper Due</p> <p>Presentation</p> <p>Final Exam</p>



Academic Integrity:

Students are encouraged to study together, and to discuss lecture topics with one another, but all other work should be completed independently.

Students are expected to adhere to the standards of academic honesty and integrity that are described in the Shanghai Normal University's *Academic Conduct Code*. Any work suspected of violating the standards of the *Academic Conduct Code* will be reported to the Dean's Office. Penalties for violating the *Academic Conduct Code* may include dismissal from the program. All students have an individual responsibility to know and understand the provisions of the *Academic Conduct Code*.

Special Needs or Assistance:

Please contact the Administrative Office immediately if you have a learning disability, a medical issue, or any other type of problem that prevents professors from seeing you have learned the course material. Our goal is to help you learn, not to penalize you for issues which mask your learning.