MGT 031: International Business

Term: 2020 Summer Session Instructor: Staff Language of Instruction: English Classroom: TBA Office Hours: TBA
Class Sessions Per Week: 5 Total Weeks: 5 Total Class Sessions: 25 Class Session Length (minutes): 120 Credit Hours: 4

Course Description:

International Business studies business across national border. This course aims to equip students with the knowledge and skills needed for successful business operation in an international environment, with focus on the principles and practices of international business. Students will develop an understanding on how international cultural, legal, economic and political environments make impact on international business operation. Students will also explore strategies on how international companies and organizations can succeed in international markets. Topics covered include: International Business Environment; International Trade and Investment; International institutions; International Trade Theory, Government Trade Relationship, Foreign investment, International Business strategy; Global Financial Markets, Global Marketing and Global Human Resource Management.

Prerequisites: MKT 021 and MGT 021

Course Materials:

International Business: The Challenges of Globalization, 8th Edition, by John J. Wild (Author), Kenneth L. Wild (Author)

Publisher: Pearson; 8th (January 25, 2015)

Language: English

ISBN-10: 0133866246

ISBN-13: 978-0133866247

Course Format and Requirements:

Students are expected to attend all lectures. Each lecture will build on the knowledge acquired in the previous one and, if you miss a class, you are responsible for getting the lecture notes from your classmates. Please do not use electronic devices such as phones, iPads, computers, etc. during the lectures.

Attendance

To get the most out of this class, regular attendance is expected. Students must attend no less than eighty percent of the classes scheduled for this course. More than twenty percent 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:

Weekly Quizzes

Weekly Quizzes will be assigned according to course need. No make-up quizzes will be given.

Exams (2 Midterm + Final Exam)

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.

Weekly Case Analysis Writing Assignment

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.

Course Assessment:

Weekly Quizzes	10%
Weekly Case Analysis Assignment	30%
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 ● Globalization and Business Today ● Difference between Domestic Business and International Business ● Motives for Engaging in International Business; ● National Difference in Culture and Cross-Cultural Business;	Weekly Quiz Weekly Case Analysis Assignment
2	● National Differences in Political Economy; ● Legal Environment in International Business ● Ethics in International Business ● Different Economic Systems	Weekly Quiz Weekly Case Analysis Assignment Midterm 1

	● International Trade Theory	
3	● Foreign Direct Investment ● International Financial Markets and Institution; ● International Monetary System; ● Foreign Exchange;	Weekly Quiz Weekly Case Analysis Assignment
4	● Regional Economic Integration ● The Strategies of International Business ● Entering Foreign markets ● Exporting, Importing and Counter trade;	Weekly Quiz Weekly Case Analysis Assignment Midterm 2
5	● Global Production, Outsourcing and Logistics; ● Global Marketing and Research and Development; ● Global Human Resources Management ● Course summary	Weekly Quiz Weekly Case Analysis Assignment Final Exam

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.