

6800:305-001 – Spring 2014, International Business

TuTh – 9:15 – 10:30

Room Number: CBA130

GENERAL INFORMATION

Instructor: Naveen Kumar Jain	Phone: 330-972-2974
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Office Hours: Tu 12:30 – 1:30 p.m. Office: CBA323	E-mail: Please use only your uakron email id for correspondence.

ABOUT THE COURSE

6800: International Business is an introductory course designed to enable students to understand the theory and practice of international business. It is an overview course that examines the international business environment (e.g., economic, political, legal, and cultural aspects).

COURSE OBJECTIVES

After successful completion of this class, students should:

- Demonstrate knowledge and understanding of factors affecting international business performance
- Comprehend how business gets done in different parts of the world.
- Appreciate key factors that can make a corporate compete globally
- Have a better understanding of the implications of globalization on any business and on each of us as individuals
- Be able to analyze the political, legal, economic, socio/cultural environments in various countries
- Evaluate the impact of internationalization on company strategies and on the mode of entry chosen by a multinational organization
- Identify the critical issues in International Business.
- Demonstrate basic knowledge of the challenges faced by small businesses when they globalize.
- Demonstrate knowledge and understanding of international business vocabulary and concepts.

OTHER OBJECTIVES TARGETED

Mission Statements:

College Statement: "Preparing competent and responsible business leaders."

Department Statement: "Developing marketing professionals with the knowledge, skills, and personal qualities necessary for successful careers and more fulfilling lives."

Foundation Skills:

- Students will demonstrate critical thinking skills through application of qualitative and quantitative tools to analyze and propose specific recommendations within environmental constraints.
- Students will be able to present concepts and views clearly, professionally, and persuasively through effective oral communication.
- Students will be able to present concepts and views clearly, professionally, and persuasively through effective written communication.
- Students will be able to locate, critically evaluate, appropriately document and apply information from external sources.

Personal Qualities:

- Students shall be made aware of the positive personal qualities and social skills that are essential to a successful business career, including: responsibility, creativity, adaptability, self-management and integrity.
- Students shall demonstrate a knowledge and application of professional business behavior and attire.

Workplace Competencies:

- Demonstrate the ability to think critically about business issues. (Integrate ideas from multiple sources, solve unstructured problems, have a holistic view of global business, and apply knowledge of global business fundamentals in creative and innovative ways).
- Work effectively in teams that include diverse individuals.
- Have information technology and knowledge management skills (use database tools, spreadsheet tools, presentation graphics, and online research queries for global business decision making and problem solving).
- Understand, identify, and address ethical circumstances and dilemmas and the responsibility of business professionals in society.
- Demonstrate an understanding of and appreciation for leadership (negotiation, persuasion skills, and strategic thinking are important elements).

TEXTBOOK

Global Business Today
[Charles W. L. Hill](#),
McGraw Hill, 8th ed.

"*Global Business Today UA + Connect*" with ISBN: 13:978-1-259-16988-5

TEACHING METHODOLOGY

This class utilizes a wide array of learning experiences that are meant to support the Learning Objectives noted above. These learning experiences include:

- Class Participation
- Quizzes
- Case Studies
- Videos
- Discussion around topics of current interest

COURSE PREREQUISITES

Prerequisites: 48 hours of college credit

DISABILITY NOTICE

If you have a disability and need assistance, please contact the Office of Accessibility at the university. More information on this may be located at <http://www.uakron.edu/access/>

RELIGIOUS HOLIDAYS

The University's policy on religious holidays as stated in the University Catalog and Student Handbook will be followed in this class. Any student may request to be excused from class to observe a religious holiday of his or her faith.

RULES, POLICIES, and ACADEMIC MISCONDUCT

Withdrawal Policy

1. Only two withdrawals permitted for the first 32 credits at UA and only two permitted for credits 33-64.
2. A single course can be withdrawn from only twice.
3. Students cannot withdraw from a class after the 7th week

Assignments from the text and other resources are listed below for each class session. Students are expected to pace their learning according to the posted course assignments.

It is expected that interaction will enrich the learning experience of all students. Student engagement is a necessary condition for an effective learning experience, and includes contributions to debate and discussion (if any), positive interactive learning with others, and an enthusiastic attitude towards inquiry.

Statement of Understanding between Professor and Student

Every student must respect the right of all to have an equitable opportunity to learn and honestly demonstrate the quality of their learning. Therefore, all students must adhere to a standard of academic conduct, demonstrating respect for themselves, their fellow students, and the educational mission of the University. As a student in the College of Business taking this class:

- I will not represent someone else's work as my own
- I will not cheat, nor will I aid in another's cheating
- I will be honest in my academic endeavors
- I understand that if I am found responsible for academic misconduct, I will be subject to the academic misconduct procedures and sanctions as outlined in the Student Handbook

For details on the policy and procedure go to Definition of Student Misconduct. (Section 3359-41-02)

NOTE: Intensive Auditing of the course will be conducted to prevent student misconduct.

At The University of Akron, students are responsible for learning the content of any course of study for which they are enrolled, and they shall comport themselves in a mature, responsible manner.....Such standards include avoiding plagiarizing the words or ideas of another and avoiding, aiding, or abetting the commission of plagiarism by another student. Plagiarism will not be tolerated and can lead to no credit for assessment, failing grade for course, or suspension from the University. (www.uakron.edu/studdev).

Plagiarism includes:

1. Submitting written work that includes the words, ideas, or research of others without citing properly.
2. Paper written by/for someone else
3. Same assignments by different students
4. Using the same assignment for more than one course without instructor permission
5. Purchasing, stealing, or borrowing the academic work of others
6. Student forging of signatures on drop/add forms.

A reference for this is recommended by the Office of Student Judicial Affairs is: **What Every Student Should Know About Avoiding Plagiarism by Linda Stern ISBN-13: 978-0-321-44689-3**. Note: This University policy on plagiarism will be strictly enforced and the concerned student will be reported to the Office of Student Conduct.

EXPECTATION OF THIS COURSE

Students must possess degree of self-motivation, and self-discipline to complete assignments in time. You will be expected to interact with the professor and your fellow students; to do assignments; to meet deadlines; and in many classes, to work in groups.

Students are responsible to note a quiz date and resolve the conflicts arising out of clash of these dates with their individual commitments. Students are responsible to resolve such problems themselves without involving the professor.

It is expected that students would have read the book chapter(s) and case(s) and/or other readings assigned for the day. It is also expected that each student will be prepared to discuss the case and would have conducted some analysis before class.

The professor recognizes that all subjects and scenarios cannot be covered in one course. Any student who wishes to have additional content covered may do so individually with the instructor. The instructor will make available any resources she has or can acquire in order to aid the student in meeting individual needs

Please keep your mobile switched off during the class.

GRADING

Course Requirements	Weights
2 in-class multiple choice close-book Tests (7% each) (Individual)	14%
<p>Case-based Question-Answer Interaction (Group-based) – Please form a group of six students and inform the professor your choice of ONE case and whether your group would like to present the case or ask questions on the case. On the scheduled day of your chosen case discussion, your group makes the presentation if you have decided to present the case OR your group asks questions if you have decided to ask questions. The presentation group will be asked questions by the question-asking group, and this question-asking group, in turn, is asked questions by professor. The group decides if they want to present OR ask questions. A group either makes presentation or asks questions. Once your group has played a role, you are done for this assignment.</p> <p>When making a presentation, please stick to the content of the case and summarize it. Kindly note that your summary MUST NOT read the case verbatim or it MUST NOT appear very similar to the case as such a presentation may tantamount to plagiarism. You are free to collect information outside of the case to increase your learning. However, the presentation MUST be based solely on the case contents as given in the text-book. Similarly, when asking questions, please stick to the contents of the case and the chapters covered in the class. The questions-to-be-asked by the question-asking group have to be different from the ones given in the book. Please write your presentation or questions-to-be-asked in a word document (no powerpoint), print it, and give it to professor on the day of your case discussion before the discussion begins.</p>	7%
Final Exam on May 1, 2014 – (close-book) (Individual) three questions will be asked from all chapters and cases covered during the semester. The exam will be held in CBA130. Kindly note that our final exam is not during the exam week but on May 1, 2014. (Exam Duration: 1:15 minutes)	25%
News Item Assignment (Group-based) (due date: Apr 10)	6%
How to do Business assignment (Group-based) (due Feb 20)	8%
Country Location Assignment (individual) (Feb 27) – Refer to the customized book for more instructions on the assignment.	10%
A half-page report on any video watched in the class (individual) (due Apr 22)	5%
Connect Home Work assignments - (individual) (due Feb 13, Apr 22)	20%
Attending an in-class guest lecture (individual)	5%
TOTAL	100%

We will follow the UA Grade Scheme. A sample is given below. In case of any discrepancy, the UA Grade Scheme will supersede the Grade scheme given below.

Letter Grade	Range	Letter Grade	Range	Letter Grade	Range
A	93-100%	B-	80-83	D+	67-70
A-	90-93	C+	77-79	D	63-67
B+	87-90	C	73-77	D-	60-62
B	83-87	C-	70-73	F	<60

The grades will not be rounded off. For example, if you have received a total of 92.9, your grade will be recorded as A-.

Kindly note that there is no make-up assignment in this course. If you fail to write any quiz on the due date, you do not get any credit for the assignment. Students are solely responsible for noting the due-date for each quiz and submitting the assignment by the due date. A case-by-case relaxation to this policy may only be provided if the student is (i) under medical exigency, for which the student will be required to furnish a valid proof such as medical certificate and/or insurance claim or (ii) involved in some important university-related activity, the date of which clashes with the quiz-date - the student, in this case, will be required to furnish a proof as asked by the professor.

Policy reg. late submission of an assignment: If you submit your assignment within its due date, you will be graded out of 100% grade for this assignment. If you fail to submit within the due date; however, submit it within a week after the due date, you will be graded out of 75% grade for the assignment. Any assignment not submitted even by then is considered late and will receive a zero.

You must include citations along with your assignments. A work submitted without citation is incomplete and will result in a failing grade for you.

ATTENDANCE

A large part of the learning in this course comes from class discussions. Hence, you are expected to attend classes. There are no marks for attendance.

COMMUNICATING WITH THE INSTRUCTOR

All communication to the professor should be routed through the UAkron email. **Kindly allow professor upto 48 hours to respond to your email.**

The professor will only accept and answer emails regarding this class that are sent from UAkron email addresses. The students may seek clarifications in order to understand any course material or any lecture in the class. If a student seeks any clarification, the professor may ask the student to write an email regarding that matter and may reply to the query by email.

All emails to professor (njain@uakron.edu) MUST bear 91514 in the subject-line to ensure that your email reaches him and is read by him.

The above-mentioned assignment is to be submitted using appropriate dropbox on Springboard. Kindly do look for Springboard confirmation once you submit your assignment in order to ensure that your assignment has really been uploaded on Springboard. If you do not receive the confirmation, it indicates that your submission may not have been uploaded. In that case, try uploading again OR simply email your assignment to professor using your uakron email id.

“Connect Home Work”

Please complete all home-work assignments and quizzes for Chapters 1 and 4 by Feb 13, 2014 and for Chapters 12, 13, and 17 by April 22, 2014 on Connect.

“Video Assignment” (due date: Apr 22 by 23:55 EST)

Please submit a half-page, single-spaced write-up on any in-class video watched by you. Kindly use the designated drop-box on Springboard to submit your word doc.

Multiple Choice Tests (Duration: 1:15 hours)

There will be 2 multiple-choice tests each constituting 7% of the final grade. Each test has 21 questions. These tests will be based on the chapters, cases, and videos covered in the class.

These are multiple choice tests. Some test questions may have Yes/No as choices. The degree of difficulty of these tests is such that it is very easy to mark a wrong answer if the concerned chapters have not been read properly. These are in-class tests and have only one attempt.

Kindly check dates for each test because there is no make-up test. In case, a student is unable to write a test on its due date as a result of a medical exigency, s/he should be ready to bear the risk of writing a test version different from the one originally given to other students on the due date. This new test may or may not be more difficult than the original version of the test.

The professor **will not approve excuses that are within a student's control** (*e.g., not enough time to study, headache, car wouldn't start, I had to go for a job interview, I was caught up in an unplanned emergency work assignment, I did not wake up early, traffic was terrible, someone met with an accident, someone in my family is sick, my book was stolen, my laptop or car was stolen, my boss gave me additional task, I have a company assignment to finish, electricity went off, computer crashed, someone known to me is graduating, or any medical condition for which proof is not submitted etc.*).

Policy reg. make-up test: If you take a test before or after its due date and if you do not have a medical certificate or a valid, documented evidence for your absence of on the test day, please be ready to take a different version of the test and you will be graded out of 75% grade for that test.

“HOW TO DO BUSINESS” ASSIGNMENT (due date: Feb 20 by 23:55 EST)

Your group of six students should pick a country by the first week of the semester. Email the names of your team-members and the country to professor and seek his approval before you proceed with this assignment. Professor's approval for country name is a must as each group's country should be different from other groups. This allows us to learn collectively about many countries. (Failure to adhere to these guidelines creates confusion and results in lower grade for the group).

Prepare 1-page report on the following:

- Business Dress Etiquette for men and women in your chosen country
- Business Meeting Etiquette & Protocol in your chosen country
- Protocols for Business Negotiations
- Protocols for gift-giving

A format showing the content for this assignment will be brought in the class and you are suggested to follow similar format to write your assignment.

There should be only one submission per group.

The above-mentioned assignment is to be submitted using appropriate

dropbox on Springboard. Once again, do look for Springboard submission confirmation.

Please prepare a one-page report (as per the format given in the class) (7 points) and present it to the class (1 point). If you fail to attend the class on the day your group goes for presentation, you do not get the point for presentation.

On the presentation day, each member of the presenting group must be in attendance to earn the points towards presentations in all assignments that require presentations. There is only medical excuse with proper documents for absence.

“NEWS ITEMS” ASSIGNMENT (due date: Apr 10 by 23:55 EST)

Your group of six students collects five news items that you find **most significant** for the country of your choice. Please have professor's concurrence on the country name before you proceed, failing which your assignment will not be graded. These news items should have been published any time between Jan 1, 2010 and April 1, 2014. Some useful sources you may use to collect these news items are The Wall Street Journal, other newspapers, internet, and magazines etc.

Against each news item, please do mention the date on which this item appeared.

Please prepare a one-page report on these five news items.

The relevant topics for the five news items could be any subject you study in this course, for example FDI, culture, economy, or any news item related to a multinational company operating in the country of your choice.

COURSE CALENDAR

The following schedule may be subject to change in the event of opportunities or external events that preclude the material for a particular class. The changes will be announced in the class and a revised syllabus will be posted on Springboard.

Date	Topic	Assignment
Jan 14 – Mar 20	Jan 14: Review and fully familiarize yourself with the course.	Jan 21: Email the chosen country name to professor for How to Do Business Assignment and News Item Assignment (by email)
	Jan 16: Chapter 1: Globalization	

	<p>Jan 21: Video: The people's Republic of China</p> <p>Jan 23: Case Discussion (Legal Outsourcing)</p> <p>Jan 23, 28: Chapter 4: Differences in Culture</p> <p>Jan 30: Case discussion (Do Blondes have more fun in Japan?) – please collect this case from Professor as it is not given in the book).</p> <p>Feb 4, Feb 6: Chapter 2, 3 National Differences in Political Economy + Political Economy and Economic Development</p> <p>Feb 6, Feb 11: Chapter 7: The Political Economy of International Trade</p> <p>Feb 13: Chapter 8: Foreign Direct Investment</p> <p>Feb 20, Feb 25: Presentations on How to Business Assignment</p> <p>Feb 27: Country Location Test</p> <p>Mar 4: Video on Chinese FDI in Africa</p> <p>Mar 6: Case discussion (Walmart)</p> <p>Mar 6, 11: Review of Chapters 1, 2, 3, 4, 7, 8</p> <p>Mar 13: Guest Lecture by Todd Schriener on Chinese culture</p> <p><u>Mar 18: Test 1 from Chapters 1, 2, 3, 4, 7, 8</u></p> <p>Mar 20: Ch 17: Global Human Resource Management</p>	<p>Jan 23: Case Discussion: Legal Outsourcing (page 35 of the text-book)</p> <p><i>Feb 20: How to do Business assignment due (to be submitted online on Springboard by 11:55 p.m. EST)- one submission per group</i></p> <p>Jan 30: Case Discussion: Do Blondes have more fun in Japan?</p> <p>Feb 27: Country Location Test</p> <p>Mar 6: Case Discussion: Walmart in Japan (page 245 – 246 of the text-book)</p>
Mar 24 – Mar 30	Spring Break	

Apr 1 – Apr 24	<p>Apr 1, 3: Chapter 12: The Strategy of International Business</p> <p>Apr 3: Video on Chapter 12</p> <p>Apr 8: Chapter 13: Entering Foreign Markets</p> <p>Apr 10: Case discussion Avon Products Apr 10: Case discussion GM in China</p> <p>Apr 10: Chapter 14: Video on Export, Import and Countertrade (Only the video will be on the test, there will be no test from the contents of Ch 14)</p> <p>Apr 15: Review of Chapters 12, 13, 17</p> <p>Apr 17: <u>Test 2 from Chapters 12, 13, 17 and the video for Ch 14</u></p> <p>Apr 22: Chapter 15: Global Production, Outsourcing, and Logistics Apr 22: Chapter 10: The Foreign Exchange Market</p> <p>Apr 24: Video on Call Centers in India</p>	<p>Apr 10: Case Discussion: Avon Products (page 364 - 365 of the text-book)</p> <p>Apr 10: Case discussion: General Motors in China (Page 387 – 388 in the book)</p> <p>Apr 10: News item assignment due on Springboard by 11:55 p.m.</p> <p>Apr 22: Case Discussion: The rise of Indian automobile industry (Page 433 - 434)</p> <p>Apr 22: Half-page write-up on a video watched in the class due on Springboard by 11:55 p.m. EST</p>
April 29	April 29: Review for Final Exam (from all chapters and case discussions)	
May 1	Final Exam	

