COURSE DESCRIPTION

The world economy is becoming increasingly integrated. Goods, money, information, and services are all being traded across national boundaries and markets for more and more products and services are now global in structure. Advances in information and communication technologies allow instantaneous communication worldwide, facilitating coordination among all parts of an international enterprise. All these forces of change create a more complex international business environment. Many organizations now perform much of their business activities outside their home countries. Coupled with the growing interdependence of economic and political systems and the increase in international competition, we must now view management from a global perspective. Operating in a global environment creates for each organization a new and significantly more complex set of challenges. The growing interdependence of the global economic system and the important role of the MNEs create the need to study the global environment and the strategic issues, operating problems, and management challenges associated with operations across national boundaries.

This course introduces both the macro- and micro-level aspects of international business operations. We begin the course with a discussion on recent trends in globalization. We then move on to discuss the country level differences, the trade environment and the global monetary system affecting international operations of a firm. The balance of the course discusses firm level strategies pertaining to international business operations.

Course Objectives:

This course will provide a treatment of the scope, nature, opportunities and problems involved in conducting business in a dynamic global environment. By the end of the course, you should be able to:

2. Examine the international institutions and practices that impact international business.
3. Understand trade and investment theory, foreign exchange and the determination of foreign exchange rates.
4. Appreciate the interaction of business and government as they relate to international commerce.
5. Foster an appreciation of the external forces that influence and shape the business manager’s job in the global context.
6. Conduct an external and internal environmental analysis, and provide recommendations and justifications for a course of action taken by a firm expanding overseas.
7. Apply theories, techniques, and concepts to real world international business issues.
8. Understand the ethical and societal issues in your daily life as an international manager.

Required Text:

Please note that all students are required to purchase access to McGraw-Hill Connect materials related to the textbook through the course site which will be accessible from January 8th.

Please see “Accessing McGraw-Hill Connect” content item under Course Home (in “Modules”) in the course site for instructions on accessing the eBook and McGraw-Hill Connect.

**Cases:**

I have listed eleven cases that we will discuss during the course of the semester. All students are required to purchase these cases. You can purchase these cases at discounted rates from Harvard Business School Publishing website using the link below (You will need to register on the website to get student rates):

http://cb.hbsp.harvard.edu/cbmp/access/72988097

**Recommended Readings:**


**Online Platform Information**

The course is located on Canvas and can be accessed by logging in https://onlinelearning.rutgers.edu/canvas. If you need any tutorials regarding Canvas please use https://onlinelearning.rutgers.edu/canvas and for any technical questions related to Canvas please contact Help@canvas.rutgers.edu.

**CLASS COMMUNICATION**

All class communication will be conducted via Rutgers e-mail and our online learning management system, Canvas. You are expected to check your Rutgers e-mail at least (equally spaced) two or three times every week. Please forward your Rutgers email to your personal email if necessary, Not checking your Rutgers email is not an excuse for missing any communication. All announcements will also be posted in Canvas and can be accessed via the “Announcements” page in Canvas.

If you have any questions or concerns of a personal nature, please contact me via email. I will respond to you within 36 hours. Although, I check my e-mails few times a day, I may not be able to answer all e-mails immediately upon receiving them. If you do not hear from me within 48 hours, please re-send your email as I may have overlooked or accidentally deleted your e-mail.

For general questions, please use the “Virtual Office” under Course Home in the Canvas course site. For meeting me in my office, please make an appointment.

**Skype:**

I will be available by appointment only for audio or video conferencing via Skype. Please email me at deeksha.singh@rutgers.edu for an appointment.
Virtual Office:

If you have any general clarification questions, I encourage you to post them in the "General Questions" forum in the “Virtual Office” under Course Home in the Canvas course. My responses to the posted questions will help other students who have the same queries. The Virtual Office should be used only for general questions. For questions of a personal nature, please email me directly.

METHOD OF INSTRUCTION

This is an online course. Being successful in this course puts a great deal of responsibility in your hands. There are no scheduled meeting times, but deadlines are strictly enforced, as students work together to achieve learning objectives. The class follows a rigorous schedule and you should expect to put at least as many hours into this course as you do with a traditional, on-ground class. It is critical that you stay on pace with the reading material, take the online quizzes, and participate in online discussions each week. Please plan to log into Canvas and work almost every day to complete all the weekly learning activities.

As much as possible, we will try to stick with a consistent schedule during the week, which starts on Monday (Day 1) and ends on Sunday (Day 7).

- Monday–Tuesday (Day 1–Day 2)
  - Read and study the recommended chapter readings, assigned case and other materials. Watch lecture video(s).

- Wednesday (Day 3)
  - By 11:59 p.m. E.T., post your initial discussion contribution.

- Thursday–Sunday (Day 4–Day 7)
  - Submit your weekly quiz anytime during this period.
  - Post your responses to your classmates’ discussion posts. Post at least one response by Day 6.
  - Work on case report.

- Sunday (Day 7)
  - By 11:59 p.m. E.T.: submit quiz; upload case report.

ACTIVITIES AND ASSIGNMENTS

Chapter Notes:

Lecture videos and other reading materials for each chapter will be available to you from the outset of the course in every module. This not only will help you prepare for online discussions and complete the online chapter quizzes but will also allow you to study ahead, if you'd like.
Chapter Quizzes:

You will be required to take one quiz in every module. There are a total of 13 quizzes based on individual chapters. I will consider your best 11 of these 13 quizzes for your grades. Each quiz will be worth 20 points and will comprise 20 multiple choice and true/false questions. In each module, the quiz will be made available to you on Thursday (Day 4) morning at 12:00 a.m. E.T and will be due on Sunday (Day 7) by 11:59 p.m. E.T. You may take the quiz at any time during this time frame, but once you start the quiz, you will have only 25 minutes to complete it. Note that if you log-off before you have completed the quiz, you will not be able to submit your answers, and you will receive no credit.

With the exception of the Syllabus Quiz in Module 1, you will get only one attempt to complete the quiz in each module. Deadlines will be strictly enforced and there will be no make-up quiz for any missed quiz. You will be able to see your quiz score immediately after completing the quiz but all the detailed feedback only after the due date.

Case Discussion:

In any online course, participating in online discussions is a great way to share ideas and interact with fellow students without being in a classroom. Your participation in the discussions is crucial to successful learning. We will use Harvard Business School (HBS) cases to engage in meaningful and graded discussions every week. On Monday (Day 1) of every module, I will post 1–2 discussion questions based on the assigned case in the Discussion forum. I expect you to respond to these questions in a substantive initial post (300–500 words) by Wednesday (Day 3) as well as respond to at least one classmate’s post in a substantive response (100-200 words) by Saturday (Day 6). Please note that there are no cases assigned in Module 1 and Module 7. I will post questions related to the readings assigned in these Modules for discussion purposes. In addition, there will be no discussion assignments in Module 5 and Module 9 as you will submit your case reports for these two weeks. Please also note that you will be unable to see or respond to your classmates’ posts until you have made your own contribution to the discussion. Discussions for each module will close at 11:59 p.m. E.T. on Sunday (Day 7).

A substantive post/response meets the following criteria:

- **Relevance**: relates to, or expands on, the main theme of the discussion topic (is it on point?)

- **Quality of Expression**: demonstrates knowledge and insight in the analysis of issues raised; displays evidence that the implications of facts are clearly drawn and stated; uses models and techniques from the readings; support points with reasons, logic and examples; goes beyond recitation of the case facts; generates learning within the community by raising interesting questions (how much does it move the discussion forward and further the class understanding of issues discussed?)

- **Delivery**: Clear, grammatically correct, complete sentences with rare misspellings; postings done in the required time frame (how well do you say it?)

Participation in each Discussion is worth a maximum of 30 points. More details on the basis for evaluation of discussion posts can be found in the “Discussion Grading Rubric” under Course Home in the course site.

I will access the discussion forums regularly. I may post if I think it would be helpful, for instance, if I think students are proceeding in the wrong direction, but generally these topics are for you to help and engage each other and with the course materials by sharing ideas, examples, resources and experiences.

Your participation will be graded based on how well your discussion forum posts meet the relevance, quality of
expression, and delivery criteria. Participation grades will be assessed weekly; you can find your earned score in the online gradebook.

**Case Reports:**

Each student will submit written analyses for **two** cases. The scores of these two cases will count toward 20% of your final grade. You will submit your first case report on “Walmart around the World”. This case report must be submitted to the “Case Report: Walmart around the World” assignment located in Module 5 by **Sunday, February 18th (Day 7), 11:59 p.m. E.T.** The second case report should be submitted on “Kent Chemical: Organizing for International Growth”. This report must be submitted to the “Case Report: Kent Chemical: Organizing for International Growth” assignment located in Module 9 by **Sunday, March 25th (Day 7), 11:59 p.m. E.T.** Please note that you will not be able to submit your case reports after the above mentioned deadlines. The questions needed to be answered in each case will be posted in the relevant Module a week before the submission deadline.

In your analysis, you must answer the questions assigned for each case. Reports will be graded on originality, creativity, analysis, and the ability to integrate different topics covered in class. Each case will be graded out of **100 points**, according to the “Case Report Grading Rubric” under Course Home. You will receive detailed feedback on your case analysis.

Please keep in mind the following suggestions when writing your case report:

1. Your analysis must address all the questions listed for the case.
2. Cases should be analyzed solely on the basis of the information given in the case. You should not research additional sources for more information on the case. In addition, your recommendations for the case question(s) should not consider events that occurred after the end of the case.
3. The length of your analysis should be **1500–2000 words** (excluding any tables and exhibits). You should not simply repeat material and facts from the cases. You may use tables, exhibits and number crunching (where applicable) to support your analysis.
4. Your recommendations and analysis of the issues raised by the case questions should be supported by strong, clear and coherent arguments. Many times there are no right answers to the questions, only good/bad arguments supporting recommendations.
5. Your writing should be clear, articulate, well-organized, with no grammatical or spelling errors.

**Note:** All case analyses will be processed through Turnitin anti-plagiarism software. A plagiarized case report will earn a failing grade.

**Final Project Report:**

**Details:**

This project report is a group assignment. Each group will have two students who will collaborate to complete this project. I have randomly assigned you to your groups. Please note that only one member from each group needs to submit their final project report. All students that belong to the same group will receive the same grade.

This project will give you exposure in exploring and analyzing international investment opportunities for a U.S.-based firm of your choice. For this project, you take the position of a consultancy firm that has been hired by this U.S.-based firm (that you chose) to prepare a report on the attractiveness of a foreign country for investment. You (along with your group partner) will select the U.S.-based firm and its target country in consultation with me. You should email me your choice of the firm and target country by 11:59 p.m. E.T. on February 11th to get my approval. For this project, you need to write a comprehensive report on the business environment in the target country in general and on the international competitiveness of an industry in the target country specifically.
This project is not designed to be a term paper in which the views of others are simply summarized. You are the analyst, and it is your job to integrate relevant information and to form your own opinions and views. This project will require you to analyze data. Potential data sources for the project are available at the end of this assignment.

In order to provide a comprehensive analysis of the business environment in the target country, each report must address the business opportunities and challenges presented by each of the contextual dimensions listed below. The analysis should cover the last five years, or as constrained by information limitations. The primary focus should be on more recent events (Present to 2 years).

The full report should be between 3000-4000 words. You can attach any analysis or data in appendices, which will not be counted towards word limit. The report should include the following sections:

1. **Introduction:**
   In this section you should give a brief description of the client firm, its industry base and the general background information of the target foreign country (i.e., location, size, population, resources etc.). This section should include a brief time-line of the main historical events in the foreign country. It should also include basic economic and financial market issues such as monetary policy, exchange rates, sovereign debt or defaults, major imports and exports or other important market background. This section should not exceed two pages.

2. **Political-legal analysis of the country’s attractiveness for FDI:**
   In this section, provide a brief description of the target country’s political-legal structure and its stability. Describe the type of government and recent political developments that could influence the economic and business environment of the country. Be sure to also carefully cover political risk ranking measures for the target country. Identify formal and informal trade barriers (tariffs and other taxes, foreign exchange controls, ownership restrictions) that might require a company to adapt its business strategy. Analyze the rules and regulations that apply to foreign owned firms including ownership rules and repatriation of profits in the target country. Analyze host government efforts to attract foreign investment. Discuss the country’s regulations to protect intellectual property, such as brand names, copyrights, patents, software, music, videos. Please also discuss the legal risks of doing business in the country. This section should not exceed three pages.

3. **Economic analysis of the country’s attractiveness for FDI:**
   In this section, assess the country’s recent economic conditions related to GDP, inflation, interest rates, currency value, personal income, and employment. Suggest how these economic factors may attract or deter foreign investment. Analyze the infrastructure of the country with regard to availability of transportation, communication, and utilities. Examine the ease of starting a business, registering property, dealing with construction permits, employing workers, and paying taxes in the target country. These factors interact for time and cost to start and run a business and help to shape the local business environment. This analysis should not exceed two pages.

4. **Socio-cultural analysis of the country’s attractiveness for FDI:**
   In this section identify demographic trends (such as birth rates, literacy rates) that might influence business activities in the country. Using Hofstede’s measures on business culture, the GLOBE study, and the World Values Study and other country level data provide an analysis of the different aspects of the target country’s culture such as do’s and don’ts, negotiation strategies, business specific cultural practices, and compare them with those in the American culture. Foreign chambers of commerce and the US Commercial regularly provide information on the local business culture. Check their publications that focus on the local business experiences of foreign firms and workshops of doing business in the country you have chosen. This analysis should not exceed three pages.

5. **Currency policy analysis of the country’s attractiveness for FDI:**
   In this section analyze the present and historical performance of your country’s financial markets including both equity and debt markets and the foreign exchange market. In this section you should analyze financial risk profile of the country. This analysis should not exceed two pages.
6. **International Competitiveness and Innovation Potential:**
In this section provide an analysis of the country level competitiveness as measured by the World Economic Forum (WEF). This analysis should include how the country fares with regard to the current pillars of competitiveness identified by WEF. Highlight competitive advantages the country has along with those areas where the country lags significantly behind.

In addition, also provide a detailed analysis of the target country’s international competitiveness in the industry in which the U.S. firm (your client) seeks to invest. Utilizing Porter’s Diamond of National Competitiveness framework list the country’s factor endowments, the existence of related and supporting industries, demand conditions, and the structure and rivalry inherent in the particular industry. This analysis should not exceed three pages.

The third part of this section - an analysis of the innovation potential of the country – is not mandatory. The relevance of this section will depend on your choice of the firm, industry and the target country. Sustainable competitiveness depends on innovation and when a firm decides to enter and invest into a country its innovation system plays a role in its long term success by facilitating local innovation and value creation. The analysis of the country level innovation competitiveness may be based on national level indicators of innovation including expenditures on research and development, the rate of domestic and international patenting, resources and infrastructure provided by government to support innovation.

The INSEAD – Cornell – WIPO Global Innovation Index provides a comprehensive database of innovation indicators and country level analysis and provides an excellent resource for understanding innovation at the country and regional level.

7. **Recommendations:**
In the final section you should integrate your analysis of the country-level factors and industry-level factors related to the business environment and provide recommendations to your client. This section should provide a clear picture of the future outlook, investment opportunities, and how a US firm should approach, enter and operate in the market. The types of questions that should be consider include the following:

1. What are your investment recommendations?
2. How should a firm do business in the country?
3. What are the near future performance prospects?
4. In answering these questions examine the business climate, political, economic, socio-cultural, financial, innovation and competitiveness conditions of the country under study.

The report will be evaluated based on the following criteria:
- The analysis is logical and well argued.
- The analysis incorporates original research findings.
- The analysis incorporates relevant concepts/frameworks/research findings from course materials.
- The report is well organized, written, and professionally prepared.

This report will be graded out of 200 points. The report is due by 11:59 p.m. on April 29, 2018 and should be submitted to both “Final Project Details and Group Submission” and “Final Project Details and Submission” assignments in Module 14 of the Canvas course. It is important that you submit your group report to both these assignments. Please note that only one person per group needs to submit their report to both assignments. You submission to “Final Project Details and Group Submission” will help me grade your report as a group assignment. Your submission to “Final Project Details and Submission” will help to process your report through Turnitin (anti-plagiarism software). A plagiarized project report will earn a failing grade.
Please provide a list of complete sources of information used during your research at the end of the report. In addition, make sure to cite the information sources at relevant places in the report. Please feel free to discuss any questions with me during the progress of your project.

**Final Exam:**

The final exam will be made available to you at 12:00 a.m. on May 5th and will close at 11:59 p.m. on May 6th. The final exam will comprise multiple-choice, True-False and short essay type questions and will account for 20% of your final grade. It will cover all the chapters listed in the syllabus. Please note that you will get only one attempt to complete this exam. Once you open the exam, you will have to complete it within the specified time frame; if you log off, you will not be able to submit the answers.

**Note:** There will be no new materials to review and no assignments due during the Spring break. Please use the break time to review the course materials uploaded so far.

**Assignments and Exam Make-up Policies:**

The deadlines for all assignments (weekly quizzes, case reports, and case discussions) are strictly enforced and no late submissions will be accepted. If, for a university approved reason, you cannot take the final exam at the scheduled time you must give the professor written notice at least one week in advance so that other arrangements can be made. If the situation does not allow for advance notification (for example, emergency hospitalization), contact the professor as soon as possible after the missed exam. Make-up exams for non-university approved reasons are not guaranteed. Any student who missed the exam without prior approval of the instructor or a compelling reason will receive a zero grade for that exam. The professor reserves the right to request written documentation to support your absence (such as a doctor's note, an obituary, or military orders).

**COURSE GRADING**

**Grade Breakdown:**

Weighted values (as percentage of final grade) for each assignment category are as follows:

<table>
<thead>
<tr>
<th>Assignment Type</th>
<th>Weight</th>
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<tbody>
<tr>
<td>Online Case Discussions</td>
<td>25%</td>
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<tr>
<td>Quizzes (best 11 of 13)</td>
<td>15%</td>
</tr>
<tr>
<td>Case Reports (2 cases)</td>
<td>20%</td>
</tr>
<tr>
<td>Final Project Report (group assignment)</td>
<td>20%</td>
</tr>
<tr>
<td>Final Exam</td>
<td>20%</td>
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<tr>
<td><strong>Total</strong></td>
<td><strong>100%</strong></td>
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</table>
Grading Scale:

Final grades will be based on the percentage earned of the total number of points possible, using this scale:

- A (90 - 100)
- B+ (85 - 89)
- B (80 - 84)
- C+ (75 - 79)
- C (70 - 74)
- D (60 - 69)
- F (Below 60)

NETIQUETTE AND STUDENT CODE OF CONDUCT

Rutgers University is committed to providing courses that meet the highest standards of excellence with the mission of preparing students to become productive members of society and good citizens of the world (University Code of Student Conduct, Rutgers University at [http://studentconduct.rutgers.edu/university-code-of-student-conduct](http://studentconduct.rutgers.edu/university-code-of-student-conduct)). As such, students are expected to maintain a standard of conduct. Violations of the Student Code of Conduct are considered serious infractions of student behavior and subject to penalties relative to the level of the matter. A challenge in the online classroom is understanding the meaning of communications without the visual and auditory clues from the speaker. Please remember that this is an academic course where much of the work is taking place online. In general, you should treat others as you would like others to treat yourself. Be mindful that what is acceptable in a text or chatroom with friends may not be appropriate in a classroom or in an online conversation with an instructor.

General Netiquette Rules:

All students taking this course should adhere to the following netiquette guidelines during the term of this course.

- **Make the Connection:** Electronic communication (email, discussion forums, etc.) is how you share ideas with other participants in this course. Online environments can separate the person from the ideas received in this course. Remember, like you, someone is on the other side of an email or discussion posting. Communicate with fellow participants as you would in a face-to-face course.

- **Be Professional:** Your coursework is more than learning facts; you are preparing for a career. You are learning to interact with your fellow course participants as you would in your future professional life. Your conduct in this course should reflect this. Your communication should follow standard rules for grammar and spelling (unless in an online chat) and be clear, concise and intelligent. Please do not send a message that are written all in upper case because that represents the vocal equivalent of SHOUTING.

- **Have Opinions:** Everyone is entitled to have an opinion. In discussion forums, everyone is encouraged to share them.

- **Respect Disagreement:** People have the right to disagree with you. However, disagreement should never be personal. Online discussions are a means to share ideas and practice the skill of persuasion. Persuasive speech cannot be achieved with hurtful, hateful or inappropriate language. Review your posts before you publish and reread them for unintended meanings.
• **Ask Questions:** Cultural influences can influence communication in terms of phrasing and word choice. The lack of visual and auditory clues may affect meaning, as well. Before jumping to conclusions, ask for clarification.

• **Be Forgiving:** For the majority of participants, online communication is straightforward. Sometimes unintended meanings are conveyed.

Online behavior is not always perfect. In fact it can venture into disrespectful and hurtful areas and needs to be addressed. If you experience any questionable or outright inappropriate behavior from your fellow course participants, please let me know.

*This Netiquette policy was adapted from "Netiquette—Often-Overlooked Policy." Please carefully review the Discussion Board Netiquette video for discussion forum netiquette.*

**ACADEMIC INTEGRITY AND PLAGIARISM**

Students are responsible for understanding the principles of academic integrity as outlined in the Rutgers University Academic Integrity Policy and abiding by them in all aspects of their work at the University. Students are also encouraged to help educate fellow students about academic integrity and to bring all alleged violations of academic integrity they encounter to the attention of the appropriate authorities.

It is especially important that you represent only your own work as your own and that all other materials or references are duly noted and cited. Any unauthorized or uncited use of material constitutes plagiarism. Engaging in plagiarism is a serious violation of academic integrity and is grounds for a failing grade in the course for the individual or group concerned.

The general principles of academic integrity require that every Rutgers University student:

- properly acknowledge and cite all use of the ideas, results, or words of others.
- properly acknowledge all contributors to a given piece of work.
- make sure that all work submitted as his or her own in a course or other academic activity is produced without the aid of unsanctioned materials or unsanctioned collaboration.
- obtain all data or results by ethical means and report them accurately without suppressing any results inconsistent with his or her interpretation or conclusions.
- treat all other students in an ethical manner, respecting their integrity and right to pursue their educational goals without interference. This requires that a student neither facilitate academic dishonesty by others nor obstruct their academic progress.
- uphold the canons of the ethical or professional code of the profession for which he or she is preparing.

Adherence to these principles is necessary in order to ensure that:

- everyone is given proper credit for his or her ideas, words, results, and other scholarly accomplishments.
- all student work is fairly evaluated and no student has an inappropriate advantage over others.
- the academic and ethical development of all students is fostered.
- the reputation of the University for integrity in its teaching, research, and scholarship is maintained and enhanced.
Failure to uphold these principles of academic integrity threatens both the reputation of the University and the value of the degrees awarded to its students. Every member of the University community therefore bears a responsibility for ensuring that the highest standards of academic integrity are upheld.

If there are questions on how to comply, please contact Mary Flaherty in the Rutgers-Camden Dean of Students office: marykreb@camden.rutgers.edu or contact the appropriate Associate Dean or Area Head at the School of Business.

DISABILITY ACCOMMODATION

Rutgers University welcomes students with disabilities into all of the University's educational programs. In order to receive consideration for reasonable accommodations, a student with a disability must contact the appropriate disability services office at the campus where you are officially enrolled, participate in an intake interview, and provide documentation: https://ods.rutgers.edu/students/documentation-guidelines.

If the documentation supports your request for reasonable accommodations, your campus’s disability services office will provide you with a Letter of Accommodations. Please share this letter with your instructors and discuss the accommodations with them as early in your courses as possible. To begin this process, please complete the Registration form on the ODS web site at: https://ods.rutgers.edu/students/registration-form.

Any student who has already received a letter of accommodation should contact the instructor privately to discuss implementation of his or her accommodations immediately. Failure to discuss implementation of accommodations with the instructor promptly may result in denial of accommodations.

Please note that the documentation review process may be lengthy. Thus, students are encouraged to initiate the process as early as possible. Additional information can be obtained from the Office of Rutgers-Camden Disability Services.

Ajeenah Nuriddin-Little
Rutgers-Camden Disability Services:
Rutgers-Camden Learning Center
Armitage Hall, Room 240
311 North Fifth Street
Camden, NJ 08102-1405
Web page: http://learn.camden.rutgers.edu/disability-services
Phone: 856.225.2722
E-mail: Ajeenah.nuriddin-little@camden.rutgers.edu

IMPORTANT ADMINISTRATIVE DATES

First day of Spring 2018 semester: Tuesday, January 16th, 2018
Last day to drop a class without a “W”: Tuesday, January 23rd, 2018
Last day to withdraw from a class with a “W”: Monday, April 2nd, 2018
Spring Break: Saturday, March 10th – Sunday, March 18th, 2018
Last day of classes: Monday, April 30th, 2018
Final Exam period: Thursday, May 3rd – Wednesday, May 9th, 2018
NOTE: I reserve the right to change any aspect of this syllabus at any time. I will make adjustments to the class calendar and/or assignment schedules as required by class progress or outside events.

<table>
<thead>
<tr>
<th>Course Schedule</th>
<th>Weekly Topics/Chapters</th>
<th>Discussion Case</th>
<th>Weekly Assignments</th>
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</thead>
</table>
| Week 1 (Module 1) | Chapter 1: Globalization | No Case Assigned; Discussion on a question. | • Reading: Chapter 1  
• Self-Introduction  
• Syllabus Quiz  
• Discussion on a question |
| Date: 1/16-1/21 Tues-Sun | | | |
| Week 2 (Module 2) | • Chapter 2: National Differences in Political, Economic, & Legal Systems  
• Chapter 3: National Differences in Economic Development  
• Chapter 4: Differences in Culture | Hong Kong Disneyland (Case# 907M13-PDF-ENG) | • Readings: Chapters 2, 3, 4  
• Quiz: Chapters 2, 3, 4 |
| Date: 1/22-1/28 Mon-Sun | | | • Case Discussion |
| Week 3 (Module 3) | • Chapter 6: International Trade Theory | Collision Course in Commercial Aircraft Industry: Boeing-Airbus-McDonnell Douglas (Case# 391106-PDF-ENG) | • Reading: Chapter 6  
• Quiz: Chapter 6  
• Case Discussion |
| Date: 1/29-2/4 Mon-Sun | | | |
| Week 4 (Module 4) | • Chapter 7: Government Policy and International Trade  
• Chapter 9: Regional Economic Integration | International Lobbying and the Dow Chemical Company (A) (Case# 710027-PDF-ENG) | • Readings: Chapters 7, 9  
• Quiz: Chapters 7, 9  
• Case Discussion |
| Date: 2/5-2/11 Mon-Sun | | | |
| Week 5 (Module 5) | • Chapter 8: Foreign Direct Investment | Walmart around the World (Case# 714431-PDF-ENG) Case report 1 | • Reading: Chapter 8  
• Quiz: Chapter 8 |
| Date: 2/12-2/18 Mon-Sun | | | |
| Week 6 (Module 6) | • Chapter 10: The Foreign Exchange Market | China: To Float or not to Float? (A) (Case# 706021-PDF-ENG) | • Reading: Chapter 10  
• Quiz: Chapter 10  
• Case Discussion |
| Date: 2/19-2/25 Mon-Sun | | | |
| Week 7 (Module 7) | • Chapter 11: The International Monetary System  
• Chapter 12: The Global Capital Market | No Case Assigned; Discussion on a question. | • Readings: Chapters 11, 12  
• Quiz: Chapters 11, 12  
• Discussion on a question |
| Date: 2/26-3/4 Mon-Sun | | | |
| Week 8 (Module 8) | • Chapter 13: The Strategy of International Business | Lundbeck Korea: Managing an International Growth Engine (Case# 910M12-PDF-ENG) | • Reading: Chapter 13  
• Quiz: Chapter 13  
• Case Discussion |
<p>| Date: 3/5-3/9 Mon-Fri | | | |
| Week 9 | Spring Break | No new materials to review and no assignments due. | |</p>
<table>
<thead>
<tr>
<th>Week 10 (Module 9)</th>
<th>Week 11 (Module 10)</th>
<th>Week 12 (Module 11)</th>
<th>Week 13 (Module 12)</th>
<th>Week 14 (Module 13)</th>
<th>Week 15 (Module 14)</th>
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<td>• Chapter 14: The Organization of International Business</td>
<td>• Chapter 15: Entry Strategy and Strategic Alliances</td>
<td>• Chapter 18: Global Marketing and R&amp;D</td>
<td>• Chapter 17: Global Production and Supply Chain Management</td>
<td>• Chapter 5: Ethics, Corporate Social Responsibility, and Sustainability</td>
<td>• Final Project Submission</td>
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<td>Kent Chemical: Organizing for International Growth (Case# 4409-PDF-ENG)</td>
<td>Jollibee Foods Corporation (A): International Expansion (Case# 399007-PDF-ENG)</td>
<td>United Cereal: Lora Brill’s Eurobrand Challenge (Case# 4269-PDF-ENG)</td>
<td>LEGO Group: An Outsourcing Journey (Case# 910M94-PDF-ENG)</td>
<td>IKEA’s Global Sourcing Challenge: Indian Rugs and Child Labor (A) (Case# 906414-PDF-ENG)</td>
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