

MULTINATIONAL BUSINESS: 369

FALL 2017

Rutgers University
School of Business – Camden
Department of Strategic Management
52 620 369 (Section 40)

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Office Hours: Tuesday; 5-6 pm or by appointment

This course provides an overview of the global business environment in which multinational corporations operate. As the world is becoming more inter-connected, managers are increasingly working in organizations that function beyond just their home countries. To be a successful manager in such organizations, you need to develop an understanding of the unique challenges facing the organization as it ventures in newer countries abroad and the simultaneous opportunities that this inter-connected world offers. This course will help you identify and analyze the economic, socio-cultural, political and legal dimensions in which countries differ, and how these differences impact the management of an international or multi-national business. This course uses concepts, analytics and cases to build a broad understanding of the operation of multinational organizations.

Objectives and Expectations:

1. To **gain** an understanding of the internationalization of the world marketplace and its diversity.
2. To **understand** how international firms cope with economic conditions; marketing and advertising practices; local, national and international politics; and personnel and management problems arising from cultural and ethical differences.
3. To **analyze** strategic issues facing international businesses.
4. To **introduce** you to opportunities in international business.
5. To gain a “**Global Mindset**”

Materials:

Text: We will use some chapters of the textbook: “International Business”, by Charles Hill, 8th edition. Since this is not the latest edition, you will find a cheap copy online. We will use cases from this edition of the book, so it is highly recommended that you buy the 8th edition. Additional readings and material will be posted on blackboard throughout the course.

Recommended Readings: To enhance your learning experience in this class and to continuously see real life examples of concepts we learn in class, it is recommended that you follow international business news in at least one or two of these publications: The Economist, Wall Street Journal, World News, Financial Times, New York Times, Fortune, BBC, Foreign Affairs Magazine, Reuters, BusinessWeek, Forbes, etc. Doing so regularly will also help you identify the articles that you would like to base your class presentation upon (details on Page 3).

Course Material

This course follows a discussion oriented format, with strong emphasis on student participation. In addition to the book chapters and mini-cases, I will heavily augment course material with business articles that illustrate the concepts of international business that we are learning in class. Application of the class concepts to this material and to your group case analysis will help build critical managerial skills of analytical thinking, and public speaking, among others.

Course Structure

Examinations

- We will have two mid-term examinations. The exams will consist of multiple choice questions that draw from the text, cases and other material discussed in class. The exams are non-cumulative. *Note: that there will be no make-ups for exams. Do not miss an Exam! If, for a university-approved reason, you cannot take an exam at the scheduled time you must give the professor written notice 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.*

Quizzes

- We will have two or three short, in-class quizzes over the entire term. These will be announced quizzes. I have added these to help you prepare better for your exams – taking a quiz similar to the exam is good practice for the exam. Thus, each quiz will consist of multiple choice questions drawn from the material covered in class.

Class Participation

- It is expected that you attend class, arrive on time and contribute often to class discussions. Class participation provides an opportunity to develop and practice communication skills – a critical skill in the “real” world. The format of the course requires you to read the assigned material and come prepared to discuss your analysis and observations in class. Class participation will be evaluated based on your preparedness in each class, your ability to raise and clarify key issues, and to engage in a meaningful discussion with your class-mates.
- **You are expected to be on time for class and remain until the end.** If you anticipate missing a class, please alert me in advance, if possible, via email. Absence will only be excused in the event of medical reasons (and you have to provide a medical certificate) and/or at my discretion

Business Presentations

- To enhance the learning experience and to give you opportunities for practicing your public speaking skills, this course emphasizes an awareness of current international business events. Each class starts with a brief student presentation on a business event that impacts, or is an outcome of a firm's global strategy. I would like you to pick an event that interests/intrigues you and also links to the course concepts. In the beginning of the semester, we will discuss in detail how to pick an article, and also how to analyze it. I am more than happy to help you in your article selection and analysis. The event should have occurred roughly in the month prior to your presentation date.
- Each student makes one business presentation during the semester.
- Each presentation lasts *five to eight minutes*, followed by a short question and answer period. In addition to the presentation, each group hands in *a typed, one-page double-spaced report* to me

stating the issue and their analysis of it. A copy of the original article & of your slides must also be attached.

- Draw your material from the business section of the daily newspaper, or from one of the sources cited in suggested readings list. I ask that the source be “respectable”, e.g. a write-up from someone’s blog is not acceptable as the source of your news. It will save you time and trouble if you go to the suggested list of sources.

Team Project

- You will work in groups and analyze a case/company illustrating some international management challenge. This exercise will provide you an opportunity to apply the concepts we learn in class, and also develop our ability to analyze global strategies.
- Each group will present their analysis in class, and also submit a brief report of their analysis. The structure and content of the presentation will be discussed in detail in class.

Course Grading:

Grade Components:

• Quizzes	10%
• Midterm Exam 1	25%
• Midterm Exam 2	25%
• Business Presentations	10%
• Class Participation	10%
• Team Project	<u>20%</u>
Total	100%

Other Issues:

Office hours: Please take advantage of my office hours. I strongly encourage anyone who has specific or general questions to stop by my office during office hours or set up an appointment by email. Please don’t wait until the end of the semester if you are having problems that may prevent you from coming to class or hamper your learning.

Academic Integrity and Plagiarism:

“Academic integrity requires that all academic work be wholly the product of an identified individual or individuals. Joint efforts are only legitimate when the assistance of others is explicitly acknowledged.... The principals of academic integrity entail simple standards of honesty and truth. Each member of the university has a responsibility to uphold the standards of the community and to take action when others violate them... Students are responsible for knowing what the standards are and for adhering to them. Students should also bring any violations of which they are aware to the attention of their instructors.”¹

This class will ask you to work independently. In all cases, you are responsible for preparing your own work and documenting the work of others. Cheating, plagiarism, and other types of misconduct are not acceptable. Penalties can include expulsion from the University. A Policy on Academic Integrity was adopted by the Faculty Senate on September 2, 2008: <http://academicintegrity.rutgers.edu/integrity.shtml>. If there are questions on how to comply, please contact me immediately.

¹ Rutgers University Code of Academic Conduct, taken from the Student Advising Handbook <http://camden-sbc.rutgers.edu/CurrentStudents/students/advising.pdf>

Student Code 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. Academic integrity matters are handled directly by the academic units. Non academic matters are handled by the Associate Chancellor for Student Affairs. Student policies, including the Student Code of Conduct, procedures and definitions can be found at: <http://www.rei.rutgers.edu/~polcomp/judaff/ucsc.shtml>

Cell Phones: Students are required to either *turn off* their cell phones while they are in class.

Class Participation and Absences:

Your attendance and participation in class discussions are essential to the learning experience in class. Attendance at all scheduled class time is expected. .

Illness or Emergency:

Severe illness or an unplanned and unavoidable emergency situation is the only legitimate reason for not turning in a scheduled assignment. Legitimate documentation of the emergency must be presented before a makeup or late paper will be considered. Students are responsible for contacting me if they have been absent for more than two classes in a row.

Exam Make-Up Policy

If, for a university approved reason, you cannot take an 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 a missed exam. Make-up exams for non-university approved reasons are not guaranteed. The professor reserves the right to request written documentation to support your absence (such as a doctor's note, an obituary, or military orders).

Students with Disabilities

Students who are seeking an accommodation because of a disability are directed to the website <http://disabilityservices.rutgers.edu> or they can contact the Camden campus Disability Coordinator Associate Dean Tom DiValerio at tdivalero@camden.rutgers.edu by phone at 856-225-6161.

***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.*

Weekly plan on the next page:

DATES	CLASS BREAKDOWN – FALL 2013	
9/5	Introduction to course & Globalization; <i>Business presentation schedule will be given</i>	
9/12	Chap 1 Globalization	
9/19	Chap 2 National Differences	
9/26	Chap 3 Differences in Culture	Quiz 1 (Ch 1 & 2)
10/3	Chap 9 Foreign Exchange	
10/10	Exam 1 [Chapters 1, 2, 3, 9]	
10/17	Chap 12 Strategy of International Business	
10/24	Chap 13 The Organization of International Business	
10/31	Chap 14 Entry Strategy	Quiz 2 (Ch 12 & 13)
11/7	Chap 17 Global Marketing	Quiz 3 (Ch 12 & 14)
11/14	Exam 2 [Chapters 12, 13, 14, 17]	
11/28	Group project preparation	
12/5	Team project presentations	
12/12	Team project presentations	