



International Business

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Spring 2025

Mode of delivery: In class; In-person

This course requires in-class attendance/class meetings. Regular, in person class attendance is required by all students in meeting all the requirements for the course, for example, readings of text, completion of text related quizzes, online quizzes, discussions and other assignments as announced weekly.

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Office Hours: Tuesdays and Thursdays 9.00 am – 10.00 am or by appointment.

Key Fall 2024 Dates

Spring 2025 classes begin

Last day to withdraw with a "W"

Last day of classes

Final Exam period

Tuesday, January 21st

Monday, April 21st

Monday, May 5th

Thursday, May 8th – Wednesday, May 14th

Course Description

International Business (3 credits)

International Business is a senior-level undergraduate management course. It lays out the theoretical and the practical frameworks to analyze how firms operate in a global setting. These frameworks specify the modifications necessary to conceptualize economic choices when working closely with or in an external environment. Most of these frameworks are built upon or inspired by the success of multinational enterprises that have effectively operated across national borders, and they highlight the frequently encountered contexts, challenges, risks, and opportunities for profitable operations. In building a broader understanding, the course assists in the translation of generalized frameworks to contexts that are more consistent with student career aspirations.

This course covers the theoretical and practical aspects of a firm operating in an international environment, problems and risks that may be encountered, and various bases for profitable operations.

Course Learning Objectives

1. To gain an understanding of the challenges and opportunities that arise in managing international business operations in global environments.

2. To analyze how managers deal with strategic decisions in overseas markets such as modes and timing of entry, location selection, and foreign partnerships.
3. Become proficient in vocabulary relating to international business including common terms.
4. Examine the various economic, political, cultural, social, and legal issues that impact international business.
5. Examine key international institutions and how they affect international business practices and operations.
6. Analyze trade and investment theory, foreign exchange, and the determination of foreign exchange rates.
7. Appreciate the interaction between business and government as they relate to international business.
8. Develop insights into the management implications of international business strategy and operations.

School of Business-Camden Program Learning Goals

Goal #1: General Management Knowledge

Students will demonstrate an understanding of the basic functions of business and functional area concepts.

Goal #2: Critical Thinking and Analytical Decision Making

Students will be able to critically use information and data to analyze, interpret, and solve business problems.

Goal #3: Teamwork and Interpersonal Relations

Students will develop interpersonal skills and demonstrate the ability to work effectively in teams.

Goal #4: Communication Impact and Effectiveness

Students will demonstrate effective oral presentation and written language skills.

Goal #5: Global Perspective

Students will demonstrate an ability to identify and analyze global factors (political economic, culture, legal, demographic) that impact the management of business operations in the global environment.

Goal #6: Ethical Reasoning

Students will realize that organizations and their actions affect different stakeholders; they will demonstrate the ability to identify and weigh the ethical implications of these actions.

Goal #7: Technology Fluency and IT Literacy

Students will demonstrate conceptual knowledge and practical application of information technology.

Course Materials

TEXTBOOK:

International Business: A Managerial Perspective 9th edition by Griffin and Pustay access card, myLab and e-book. Pearson. Link is available in the Canvas Shell.

OTHER:

Wall Street Journal, Financial Times, The Economist as a supplement.

Diversity Statement

This class strives to be an inclusive community, learning from the many perspectives that come from having differing backgrounds and beliefs. As a community, we aim to be respectful to all. We reject all forms of prejudice and discrimination, including but not limited to those based on age, color, disability, gender, gender identity, gender expression, national origin, political affiliation, race, religion, sexual orientation, and veteran status. Faculty and students are expected to commit to creating an environment that facilitates inquiry and self-expression, while also demonstrating diligence in understanding how others' viewpoints may be different from their own.

Our goal as a learning community is to create a safe environment that fosters open and honest dialogue. We are all expected to contribute to creating a respectful, welcoming, and inclusive environment. To this end, classroom discussions should always be conducted in a way that shows honor, respect, and dignity to all members of the class. Moreover, disagreements should be pursued without personal attack and aggression, and instead, should be handled with grace and care. This will allow for rigorous intellectual engagement and a deeper learning experience for all.

Pronouns

This course affirms people of all gender expressions and gender identities. Feel free to correct me on your preferred gender pronoun. If you have any questions or concerns, please do not hesitate to contact me.

COMMUNICATION and USE OF CANVAS

EMAIL- USE YOUR RUTGERS EMAIL ADDRESS

All communications to students will be done using the Rutgers email address provided to you. Please forward your Rutgers email to your personal email if necessary.

Not checking your Rutgers email is not an excuse for missing any communications.

CANVAS

Canvas is the learning management system used for this course. Posted will be the syllabus, resources, Power Point slides, announcements, guides, etc. To access this system, go to <http://canvas.rutgers.edu> log in, and click on the course in the dashboard. For technical support 833-648-4357 or help@camden.rutgers.edu.

CLASSROOM POLICIES

Exam, Quizzes, Assignment Make-up Policy

Make-up Work Policy: If, for a university-approved reason, you cannot complete a quiz, assignment, or exam during the scheduled time, you must give me written notice via email (xxxx@camden.rutgers.edu) at least one week in advance so that other arrangements can be made. If the situation does not allow for advance notification (e.g., emergency hospitalization), contact me as soon as possible after the missed work and provide written documentation. The ability to make up work for non-university approved reasons is 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).

Late Work Policy: All work must be completed and uploaded to Canvas by the specified due date (with the exception of a university-approved, documented, and professor or Dean of Students verified reason; see Make-up Work Policy above). Any work submitted after the due date and time will receive a reduction

of one full letter grade for each day that it is late.

Incompletes: "Incompletes" will only be given through prior consultation, under extreme circumstances, and when completion of the course requirements in question would substantially improve your grade. In the rare event when an "incomplete" is given, you must submit all of the agreed-upon work to me by the Rutgers registrar deadline to avoid the "incomplete" converting to an "F": <https://registrar.camden.rutgers.edu/gradeinstruction#incomplete>.

Assessments

Weekly Pearson MyLab Quizzes

These quizzes are due at the end of every week. Your instructor will assign the chapter quizzes every week. It may include 1 or 2 chapters every week.

Perspective, Critique and Response (PCR) Assignments (5)

There will be 5 PCR Assignments throughout the semester. More details will be provided to you as the semester progresses.

Mid-term Exam

The Mid-term Exam will be conducted online during week 8. It will cover chapters 1 through 10.

Final Exam

The Final Exam will be conducted online during the final week of the semester. It will cover chapters 11 through 19.

Country Paper(s)/PESTEL Simulation Project:

The PESTEL Project is a simulation of a multinational business operation with another nation. It is an individual project, and the 6 parts of the project are spread throughout the semester. The final presentation is due during the last week of the semester as a video upload. 1 Presentation and Report (6 parts)

Course Grading

Item	Points
Weekly MyLab Quizzes (prorated from 475 points to 200)	200
Perspective, Critique and Response (PCR) Assignments (50 points x 5 assignments)	250
Mid-term Exam	100
Final Exam	100
PESTEL Simulation Project (6 report parts and 1 presentation, 7 x 50 points)	350
Total	1,000

Final Grade Ranges

A Highest grade (90% and above)

B+ Work of distinction (84.5% to 89.4%)

B Work of distinction (79.5% to 84.4%)

C+ Average work (74.5% to 79.4%)

C Average work (69.5% to 74.4%)

D Passing, but unsatisfactory (60% to 69.4%)

F Failure without credit (Below 60%)

Disability Services/Accommodations

The University is committed to supporting the learning of all students and faculty will provide accommodations as indicated in a Letter of Accommodation issued by the Office of Disability Services (ODS). If you have already registered with ODS and have your letter of accommodations, please share this with me early in the course. If you have or think you have a disability (learning, sensory, physical, chronic health, mental health or attentional), please contact <https://success.camden.rutgers.edu/disability-services>.

Accommodations will be provided only for students with a letter of accommodation from ODS. Their services are free and confidential. Letters only provide information about the accommodation, not about the disability or diagnosis.

Academic Integrity

The Academic Integrity policy can be found at <https://studentconduct.rutgers.edu/processes/university-code-student-conduct> <http://studentconduct.rutgers.edu/student-conduct-processes/academic-integrity/>

Students are responsible for understanding the principles of academic integrity 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.

Academic Integrity means that you (the student) must:

- 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 your own in a course activity is your own and not from someone else
- obtain all data or results by ethical means and report them accurately
- treat all other students fairly with no encouragement of academic dishonesty

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 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.

Artificial Intelligence Use

The use of generative AI tools (such as ChatGPT, DALL-E) is not permitted in this class. Any use of AI tools for work in this class WILL be considered a violation of Rutgers University's Academic Honesty policy and Student Conduct Code, since the work is not your own. If you have questions, please ask your instructor for clarification.

Code of Student Conduct

Rutgers University-Camden seeks a community that is free from violence, threats, and intimidation; is respectful of the rights, opportunities, and welfare of students, faculty, staff, and guests of the University; and does not threaten the physical or mental health or safety of members of the University community, including in classroom space.

As a student at the University, you are expected adhere to the Code of Student Conduct.

To review the code, go to the Office of Community Standards:

<https://deanofstudents.camden.rutgers.edu/student-conduct>

Note that the conduct code specifically addresses disruptive classroom conduct, which means *"engaging in behavior that substantially or repeatedly interrupts either the instructor's ability to teach or student learning. The classroom extends to any setting where a student is engaged in work toward academic credit or satisfaction of program-based requirements or related activities."*

Expectations of Classroom Civility (online or in-person)

(source: the Assoc of College and University Educators)

The following protocols on the codes of behavior reflect professional business norms on manners, courtesy, and respect. ***(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.)***

This could also include a statement regarding what your students can expect from you (*example: I will be prepared and on time for class; I will respect you and your opinions*).

- Classroom attendance is a necessary part of this course; therefore, (include specific requirements and any impact on grades).
- You are expected to do your own work. Cheating, plagiarism, and any other form of academic dishonesty will not be tolerated and will result in (include consequences).
- Meaningful and constructive dialogue is encouraged in this class and requires a willingness to listen, tolerance for different points of view, and mutual respect from all participants. All course members will be expected to show respect for individual differences and viewpoints at all times.
- The use of electronic devices can be disruptive to those around you. As a result, the use of such devices should be limited to class-related tasks.

Course Outline and Assignments

Module	Section 1	Lectures and Assessment
1	1/21	Ch 00 Lec 1 Introduction to the course, syllabus, and class
2	1/23	Ch 01 Lec 2 An Overview of International Business
3	1/28	Ch 02 Lec 3 Global Marketplaces
4	1/30	Ch 03 Lec 4 Legal, Technological and Political Environments
5	2/4	Ch 04 Lec 5 The Role of Culture
6	2/6	Ch 05 Lec 6 Ethics and Social Responsibility
7	2/11	Ch 06 Lec 7 International Trade and Investment
8	2/13	Ch 07 Lec 8 International Monetary System
9	2/18	Ch 08 Lec 9 Foreign Exchange and International Financial Markets
10	2/20	Ch 09 Lec 10 National Trade Policies
11	2/25	Ch 10 Lec 11 International Cooperation among Nations
12	2/27	Ch 11 Lec 12 International Strategic Management
13	3/4	Ch 12 Lec 13 Foreign Market Entry Strategies
14	3/11	Exam 1 – This will cover chapters 1 through 10.
15	3/25	Ch 13 Lec 14 International Strategic Alliances
16	3/27	Ch 14 Lec 15 International, Organization, Design, and Control
17	4/1	Ch 15 Lec 16 Leadership and Employee Behavior in International Business
18	4/3	Ch 16 Lec 17 International Marketing
19	4/8	Ch 17 Lec 18 International Operations Management
20	4/10	Ch 18 Lec 19 International Financial Management
21	4/13	Ch 19 Lec 20 International Human Resource Management
22	4/15	Ch 20 Lec 21 Presentations
23	4/17	Ch 21 Lec 22 Presentations
24	4/22	Ch 22 Lec 23 Presentations
25	4/24	Ch 23 Lec 24 Presentations
26	4/29	Ch 24 Lec 25 Presentations
27	5/1	Exam 2 – This will cover chapters 11 through 19.

Final Exam: May 8 to May 14, 2025