

**Rutgers University**  
**School of Business - Camden**  
**Managing in the Global Economy 53:620:506**  
**Term: Fall 2024**

Instructor:	Deeksha Singh	Phone:	856-225-6873
E-mail:	deeksha.singh@rutgers.edu	Online Platform:	Canvas
Office Hours (in-person):	By appointment only	Office:	BSB – 261

---

### **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 increased international competition, we must now view management from a global perspective. Operating in a global environment creates a new and significantly more complex set of challenges for each organization. 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 the international operations of a firm. The balance of the course discusses firm-level strategies pertaining to international business operations.

### **Course Learning Objectives:**

This course will provide an overview of the scope, nature, opportunities, and challenges involved in conducting business in a rapidly changing global environment. At the end of the course, you should be able to:

1. Describe the interdependent nature of business in modern society across national boundaries.
2. Identify and analyze the impact of national differences in political economy and socio-cultural systems on international business operations.
3. Describe how the global monetary system and the global trade and investment environment affect the operations of international businesses.
4. Analyze international firms' strategic decisions such as their global expansion strategies, location and entry mode choices, and organizational structures.
5. Interpret how the interaction between business and government impacts international business.
6. Reflect on the ethical and social issues multinational firms face in their global operations.
7. Apply theories and concepts to real-world international business issues.

### **Program Learning Goals:**

1. Global perspective- Students will demonstrate an ability to understand and evaluate diverse business environments in which firms operate globally.
2. Critical thinking and analytical decision-making - Students will be able to critically interpret and synthesize information and data to solve business problems.

3. Written communication, impact, and effectiveness - Students will demonstrate strong written language skills.

### **Required Text:**

Hill, C. W. L., *International Business: Competing in the Global Marketplace*, 14<sup>th</sup> Edition, McGraw-Hill Education.

Please note that all students are required to purchase access to McGraw-Hill Connect materials related to the textbook. Please see the “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 eight cases that we will discuss during the semester. All students are required to purchase these cases. You can purchase these cases at discounted rates from the Harvard Business School Publishing website using the link below (You will need to register on the website to get student rates):

<https://hbsp.harvard.edu/import/1204613>

### **Recommended Readings:**

The Economist, Wall Street Journal, Fortune, Financial Times, New York Times, Foreign Affairs Magazine, BusinessWeek, Forbes, Thunderbird International Business Review, etc.

### **Online Platform Information**

The course is located on Canvas and can be accessed by logging in at <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](mailto: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 on 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 24 hours. Although I check my e-mails a 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.

If you do not receive a response from me within the above listed time frame, please send the email again. I will do my best to adhere to these guidelines; I ask that you do the same if I contact you directly. While I will make every effort to be responsive to your needs, please be respectful of my availability.

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

### **Zoom:**

I will be available **by appointment only** for audio or video conferencing via Zoom. Please email me at [deeksha.singh@rutgers.edu](mailto: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.

### **Weekly Conference (Office Hour):**

I will hold conferences on most Thursdays from 7:30 p.m. E.T. to 8:30 p.m. E.T. I will use the 'BigBlueButton' tool in Canvas for the purpose. This tool helps the participants to communicate synchronously using audio and video modes. I will be available live during this hour to answer any questions you may have. You should email me in advance if you plan to attend the conference in a particular week. Please note that you are NOT required to attend these weekly conferences. However, I would encourage you to attend these sessions if you want to discuss any course-related topics/materials with me or ask any questions. You must have a functioning microphone if you plan to attend these weekly conferences. The monthly conference schedule is given below. If the listed dates and conference times don't work for you, please email me to schedule an alternate time for a ZOOM meeting.

September: 5<sup>th</sup>, 12<sup>th</sup>, 26<sup>th</sup>

October: 10<sup>th</sup>, 24<sup>th</sup>

November: 7<sup>th</sup>, 21<sup>st</sup>

December: 5<sup>th</sup>

### **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 online tests, complete application-based activities, 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–Wednesday (Day 1–Day 3)**

- Read and study the recommended chapter readings, assigned case and other materials. Watch lecture video(s).

- **Thursday (Day 4)**

- Read the HBS case and prepare your discussion posts (if assigned).

- **Friday–Sunday (Day 5–Day 7)**

- By 11:59 p.m. E.T., Friday, post your initial discussion contribution.
  - Complete the mid-term exam (if assigned) during this period.
  - Post your responses to your classmates' discussion posts. Post at least one response by Day 7.
- **Sunday (Day 7)**
    - By 11:59 p.m. E.T.: complete mid-term exam (if assigned); complete application-based activity; submit discussion posts.

## **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 will not only help you prepare for weekly online discussions and other assignments but will also allow you to study ahead if you would like.

### **Syllabus Quiz:**

There is only one quiz in this course –the syllabus quiz. You are required to take this quiz in the first week of the semester. This quiz is based on the information in the course syllabus and is worth 1% of your final grade. It will comprise 20 multiple-choice and true/false questions (20 points). You may take this quiz as many times as you want to reach a score of 100%.

### **Mid-term Exam:**

You will take a mid-term exam during the third week of October so that I can assess your progress. This exam is worth 15% of your final grade and will cover Chapters 2, 4, 6, 7, 8, 10, 11 & 12. It will comprise multiple-choice, matching, true/false, and open-ended questions. This exam is in Module 7 of the Canvas course site.

The exam will open on **Friday (October 18<sup>th</sup>)** at 12:00 a.m. E.T. and will be due on **Sunday (October 20<sup>th</sup>)** by 11:59 p.m. E.T. You may take the exam at any time during this time frame, but once you start the exam, you will have only **the “exam allotted time” to complete** it. Note that if you log off before you have completed the exam, you will not be able to submit your answers, and you will receive no credit.

The mid-term exam is a closed book exam and will be **proctored** using McGraw-Hill Connect’s “Proctorio” feature. The exam will use Proctorio’s “Browser Lockdown” feature, limiting your ability to access other websites, programs, and extensions during the test duration. You will **not** need a webcam or microphone. You can only take this proctored exam on a PC, Mac or Chromebook. In addition, this exam will only work on Google Chrome and Microsoft Edge browsers. Before the exam starts, you will be prompted to download the Proctorio extension.

I have made a **zero-credit** assignment for you to view the “Proctorio Orientation” video. The assignment is in the “Course Home” module. The “Proctorio Orientation” assignment has a six-minute video explaining the requirements for a proctored quiz/test. Although this is not a compulsory assignment, if you have never taken a proctored test/quiz on Connect, you should complete this video assignment before taking the mid-term exam.

You will get ***only one attempt*** to complete the exam. The deadline will be strictly enforced and there will be no make-up for missing the mid-term exam. You will be able to see your score immediately after completing the exam 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 weekly discussions is crucial to successful learning. We will use Harvard Business School (HBS) cases to engage in meaningful and graded discussions every week (except Week 1, Week 6, Week 7, Week 10, and Week 13). 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 all the posted questions in a substantive initial post (300-500 words) by **Friday (Day 5)**, as well as respond to *at least one* classmate's post in a substantive response (100-200 words) by **Sunday (Day 7)**. **The word limits are strictly enforced.** Please note that no cases are assigned in Module 1, Module 6, Module 7, Module 10, and Module 13. Also, you will be unable to see or respond to your classmates' posts until you have made your own contribution to the discussion. Each module's discussion 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 central 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; supports 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 forum is worth a maximum of **30 points**. The first post will be graded for 20 points and the responses to others' posts will be graded for 10 points. More details on the basis for the evaluation of discussion posts can be found in the "Discussion Grading Rubric" under Course Home on 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 grade book. Late submission of the first posts (after Friday of assigned week) to the discussion forums will be **penalized by 5 points**. **A plagiarized discussion post will earn a zero grade.**

### **Application-based Activities:**

You will be required to take one application-based activity (ABA) in every module (except in Module 2). Please note that for Module 2 (Week 2), you must complete two assigned application-based activities. These 14 ABAs are worth 14% of your final grade. You will have time from Monday to Sunday (7 days; except for the last ABA) to complete an ABA assigned during that week. Since Chapter 5 (Ethics, CSR and Sustainability) is assigned during Thanksgiving week, the "ABA: Ethics and CSR" will open on November 25<sup>th</sup> and close on December 4<sup>th</sup>, so you have extra time to complete the activity.

An application-based activity is a role-playing activity where you will respond to scenario prompts like a text message conversation. It will help you practice your problem-solving skills by applying your knowledge and

understanding in realistic scenarios. You will get detailed feedback on your performance after completing the activity in Connect. You will get two attempts at completing each activity and your best score will count toward your final grade. There are 14 ABAs, and each activity is worth 100 points. The estimated time to complete each activity is 10-15 minutes, and they are not timed. If you exit an activity before completion, you will be able to return to where you left off when you re-enter. But you will not be able to go back and change your answers.

## **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 in the same group will receive the same grade unless there is a documented free-rider problem. For more information, please read the “Policy on Group Work” at the end of this section.

This project will give you exposure to 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. Please note that you should choose a country where your chosen firm has yet to make any foreign direct investment (via greenfield venture, joint venture, or acquisition). **You should email me your choice of firm and target country with a one-page description of your project by 11:59 p.m. E.T. on September 30<sup>th</sup> 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 form your own opinions and views. This project will require you to analyze data. 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**, written in an APA format. Please note that the word limit is strictly enforced. You can attach any analysis or data in appendices, which will not be counted towards the word limit. The report should include the following sections:

#### **1. Introduction:**

In this section, give a brief description of the client firm, its industrial base and the general background information of the target foreign country (i.e., location, size, population, resources etc.). This section should include a brief timeline 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 backgrounds. 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, and 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 the 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 with the 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 dos 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 on 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 the 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 is **compulsory** and 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 firm, industry and target country. Sustainable competitiveness depends on innovation and when a firm decides to enter and invest in 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 the 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 levels.

## **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. Since this is your report's most important section, it should be at least two pages long. The type of questions that should be considered 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 and is worth 25% of the final grade. The report is due by 11:59 p.m. on December 8<sup>th</sup>, 2024, 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 of these assignments. Please note that only one person per group needs to submit their report to both assignments. Your 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 process your report through Turnitin (anti-plagiarism software). A plagiarized project report will earn a failing grade. It is the responsibility of every member of a group to check the report before submission. Please read and understand Rutgers’ Academic Integrity policy at <https://studentconduct.rutgers.edu/processes/academic-integrity>.**

**Please note that you must 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 in the relevant places in the report.** Please feel free to discuss any questions with me during the progress of your project.

**Policy on Group Work-** No free riding will be tolerated in the final project assignment. Both team members need to contribute significantly to the project to be able to derive any learning benefits. Failure to make significant contributions in a timely manner toward completing the assigned group work cheats both you and your project partner. However, please note that it is your responsibility to eliminate free riding and other time management issues. If you realize that there is a free rider problem in your group or your partner is not responding/completing the assigned work in a timely fashion, you and your team member should first try to resolve the problem. If the problem cannot be resolved, please let me know as soon as possible so that corrective action can be taken in a timely manner. Please do not wait till the last week before the submission deadline to contact me with any group-related issues. Also, no corrective action can be taken once you have submitted your final project report. You will submit your evaluation of your team member's performance after completing the project. I will take this feedback into consideration while grading the final project report. You can find the feedback form in Canvas.

## **Final Exam:**

The final exam will be made available to you on **Saturday, December 14<sup>th</sup> at 12:00 a.m. E.T. and will close on Monday, December 16<sup>th</sup> at 11:59 p.m. E.T.** The final exam will be proctored (just like the mid-term exam) and



comprise multiple-choice, true-false and short essay type questions and will account for **15% of your final grade**. More information will be provided during the semester. Please note that you will only have 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.

### **Policies on Assignment and Exam Make-up, Late work, and Incompletes:**

**Assignment and Exam Make-up and Late Work Policy:** The deadlines for all assignments (application-based activities, and case discussions) and exams (mid-term and final exams) are strictly enforced and no late submissions will be accepted. If, for a university-approved reason, you cannot complete an assignment or exam during the scheduled time, you must give me written notice via email (deeksha.singh@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).

**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>.

### **COURSE GRADING**

#### **Grade Breakdown:**

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

<b>Assignment Type</b>	<b>Weight</b>
Syllabus Quiz	1%
Online Case Discussions (8 discussions)	30%
Mid-term Exam	15%
Application-based Activity (14 activities)	14%
Final Project Report (group assignment)	25%
Final Exam	15%
<b>Total</b>	<b>100%</b>

#### **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+ (84.5% – 89.4%)
- B (79.5% - 84.4%)
- C+ (74.5% - 79.4%)
- C (70% - 74.4%)
- F (Below 70)

## **ACADEMIC INTEGRITY AND PLAGIARISM**

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

Rutgers University takes academic dishonesty very seriously. **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.

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 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 his/her own in a course or other academic activity is his/her own and not from someone else.
- obtain all data or results by ethical means and report them accurately.
- 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 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. Violations are taken seriously and will be handled according to University policy.

If there are questions on how to comply, please consult the instructor.

### **Student Resources:**

Refer to <https://deanofstudents.camden.rutgers.edu/academic-resources> site for resources to assist you in preventing academic integrity issues. Some of the resources available to you are coaching from the Learning Resource Center, tips to help prevent academic integrity violations and other reference material for writing.

## **STUDENT CODE OF 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 to adhere to the Code of Student Conduct. To review the code, go to the Office of Community Standards: <https://camden.rutgers.edu/deanofstudents/community-standards>

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.*"

## **NETIQUETTE**

A challenge in the online classroom is understanding the meaning of communication without 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 you. 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 is 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 the 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.

## **POLICY ON THE USE OF ARTIFICIAL INTELLIGENCE**

The use of generative AI tools (such as ChatGPT, DALL-E, etc.) is not permitted in this class; therefore, any use of AI tools for work in this class may be considered a violation of Rutgers University's Academic Honesty policy and Student Conduct Code, since the work is not your own. If in doubt about permitted usage, please ask for clarification.

## **DISABILITY SERVICES/ACCOMMODATION**

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.

## **IMPORTANT ADMINISTRATIVE DATES FOR FALL 2024**

<b>First day of Fall 2024 semester:</b>	Tuesday, September 3 <sup>rd</sup>
<b>Last day to drop a class without a "W":</b>	Monday, September 16 <sup>th</sup>
<b>Last day to withdraw from a class with a "W":</b>	Monday, November 11 <sup>th</sup>
<b>Thanksgiving Break:</b>	Thursday, November 28 <sup>th</sup> – Sunday, December 1 <sup>st</sup>
<b>Last day of classes:</b>	Wednesday, December 11 <sup>th</sup>
<b>Final Exam period:</b>	Monday, December 16 <sup>th</sup> – Saturday, December 21 <sup>st</sup>

**NOTE:** *I reserve the right to change any aspect of this syllabus at any time. I will adjust the class calendar and/or assignment schedules as required by class progress or outside events.*

## Course Schedule

Date	Weekly Topics/Chapters	Discussion Case	Weekly Assignments
Week 1 (Module 1) Date: 9/3-9/8 Tues-Sun	<ul style="list-style-type: none"> <li>Chapter 1: Globalization</li> </ul>	No Case Assigned	<ul style="list-style-type: none"> <li>Reading: Chapter 1</li> <li>Self-Introduction</li> <li>Syllabus Quiz</li> <li>Application-based Activity</li> </ul>
Week 2 (Module 2) Date: 9/9-9/15 Mon-Sun	<ul style="list-style-type: none"> <li>Chapter 2: National Differences in Political, Economic, &amp; Legal Systems</li> <li>Chapter 3: National Differences in Economic Development</li> <li>Chapter 4: Differences in Culture</li> </ul>	Case 1: Hong Kong Disneyland (Case# 907M13-PDF-ENG)	<ul style="list-style-type: none"> <li>Readings: Chapters 2, 3, 4</li> <li>Application-based Activities (2)</li> <li>Case Discussion</li> </ul>
Week 3 (Module 3) Date: 9/16-9/22 Mon-Sun	<ul style="list-style-type: none"> <li>Chapter 6: International Trade Theory</li> </ul>	Case 2: Collision Course in Commercial Aircraft Industry: Boeing-Airbus-McDonnell Douglas (Case# 391106-PDF-ENG)	<ul style="list-style-type: none"> <li>Reading: Chapter 6</li> <li>Application-based Activity</li> <li>Case Discussion</li> </ul>
Week 4 (Module 4) Date: 9/23-9/29 Mon-Sun	<ul style="list-style-type: none"> <li>Chapter 7: Government Policy and International Trade</li> <li>Chapter 9: Regional Economic Integration</li> </ul>	Case 3: International Lobbying and the Dow Chemical Company (A) (Case# 710027-PDF-ENG)	<ul style="list-style-type: none"> <li>Readings: Chapters 7, 9</li> <li>Application-based Activity</li> <li>Case Discussion</li> </ul>
Week 5 (Module 5) Date: 9/30-10/6 Mon-Sun	<ul style="list-style-type: none"> <li>Chapter 8: Foreign Direct Investment</li> </ul>	Case 4: Walmart Around the World (Case# 714431-PDF-ENG)	<ul style="list-style-type: none"> <li>Reading: Chapter 8</li> <li>Application-based Activity</li> <li>Case Discussion</li> </ul>
Week 6 (Module 6) Date: 10/7-10/13 Mon-Sun	<ul style="list-style-type: none"> <li>Chapter 10: The Foreign Exchange Market</li> </ul>	No Case Assigned	<ul style="list-style-type: none"> <li>Reading: Chapter 10</li> <li>Application-based Activity</li> </ul>
Week 7 (Module 7) Date: 10/14-10/20 Mon-Sun	<ul style="list-style-type: none"> <li>Chapter 11: The International Monetary System</li> <li>Chapter 12: The Global Capital Market</li> </ul>	No Case Assigned	<ul style="list-style-type: none"> <li>Readings: Chapters 11, 12</li> <li>Application-based Activity</li> <li><b>Mid-term Exam (Due 10/20) – Chapters 2, 4, 6, 7, 8, 10, 11 &amp; 12</b></li> </ul>
Week 8 (Module 8) Date: 10/21-10/27 Mon-Fri	<ul style="list-style-type: none"> <li>Chapter 13: The Strategy of International Business</li> </ul>	Case 5: Lundbeck Korea: Managing an International Growth Engine (Case# 910M12-PDF-ENG)	<ul style="list-style-type: none"> <li>Reading: Chapter 13</li> <li>Application-based Activity</li> <li>Case Discussion</li> </ul>
Week 9 (Module 9) Date: 10/28-11/3 Mon-Sun	<ul style="list-style-type: none"> <li>Chapter 14: The Organization of International Business</li> </ul>	Case 6: Kent Chemical: Organizing for International Growth (Case# 4409-PDF-ENG)	<ul style="list-style-type: none"> <li>Reading: Chapter 14</li> <li>Application-based Activity</li> <li>Case Discussion</li> </ul>

Week 10 (Module 10) Date: 11/4-11/10 Mon-Sun	<ul style="list-style-type: none"> <li>Chapter 15: Entering Developed and Emerging Markets</li> </ul>	No Case Assigned	<ul style="list-style-type: none"> <li>Reading: Chapter 15</li> <li>Application-based Activity</li> </ul>
Week 11 (Module 11) Date: 11/11-11/17 Mon-Sun	<ul style="list-style-type: none"> <li>Chapter 18: Global Marketing and Business Analytics</li> </ul>	Case 7: United Cereal: Lora Brill's Eurobrand Challenge (Case# 4269-PDF-ENG)	<ul style="list-style-type: none"> <li>Reading: Chapter 18</li> <li>Application-based Activity</li> <li>Case Discussion</li> </ul>
Week 12 (Module 12) Date: 11/18-11/24 Mon-Sun	<ul style="list-style-type: none"> <li>Chapter 17: Global Production and Supply Chain Management</li> </ul>	Case 8: LEGO Group: An Outsourcing Journey (Case# 910M94-PDF-ENG)	<ul style="list-style-type: none"> <li>Reading: Chapter 17</li> <li>Application-based Activity</li> <li>Case Discussion</li> </ul>
Week 13 (Module 13) Date: 11/25-11/27 Mon-Wednesday (Thanksgiving Week)	<ul style="list-style-type: none"> <li>Chapter 5: Ethics, Corporate Social Responsibility, and Sustainability</li> </ul>	No Case Assigned	<ul style="list-style-type: none"> <li>Reading: Chapter 5</li> <li>Application-based Activity* (due 12/4)</li> </ul>
Week 14 (Module 14) Date: 12/2-12/8 Mon-Sun	<ul style="list-style-type: none"> <li><b>Final Project Submission</b></li> </ul>		
Week 15 (Module 14) Date: 12/9-12/11 Mon-Wed	<ul style="list-style-type: none"> <li><b>Final Exam Review</b></li> </ul>		