

# Institutional Syllabus – GBUS 300-01 International Business

## Spring 2017

### I. COURSE DESCRIPTION

An introduction to international business examining the environment in which multinational firms operate and the distinctive ways in which global enterprises perform business functions. Topics include the impact of cultural and political-legal differences, trade theory, regional and global economic integration, foreign exchange, country selection, exporting and importing, supply chain management, marketing globally, and international human resource management.

3.000 Credit hours

3.000 Lecture hours

Prerequisite(s): GBMG 341 Organizational Management

Corequisite(s): None

Follow-On Courses: Seminar courses

Role in Curriculum: Major course

### II. TEXT(S)

#### A. Assigned Text(s):

1. Daniels, J. D., Radebaugh, L. H., & Sullivan, D. P. (2015). *International Business. Environments and Operations* (15th ed.). Upper Saddle River, NJ: Prentice Hall (Pearson). ISBN 10: 0-13-345723-0; ISBN 13: 978-0-13-345723-0.

Instructor's Note: This is a very good book and, if you are serious about international business, is a good investment. I call to your attention that it can be rented (see Amazon) and a copy is available in the Luce Library.

#### B. Additional Material:

1. Distributed in class or via Blackboard

### III. STUDENT LEARNING OBJECTIVES

#### A. Course Objectives

1. Exhibit development of teamwork, leadership, communication, and critical thinking skills.
2. Recognize the legal, economic, political and cultural environments impacting international business.
3. Identify government, direct investment, stakeholder influences on trade and international trade theory.
4. Be familiar with foreign direct investment, exchange rates and restrictions.
5. Have an understanding of multinational firms, corporate policy, export/import strategies, country selection and operational factors in respective host countries.

6. Understand economic integration (e.g., NAFTA, EU) and free trade organizations and initiatives (e.g., GATT, WTO) effect on MNEs' decision making.
7. Be familiar with international business functions, such as global marketing and international human resources sourcing and staffing needs.
8. Understand ethical issues as they apply to international business.

#### IV. COURSE ASSESSMENTS

##### A. Assessments in the Class

1. Attendance (mandatory; three or more unexcused absences will lead to failure in the course)
2. Written Assignments (late assignments will be graded as zero)
3. Final Examination

##### B. External Assessments

1. None.

#### V. ACCOMMODATIONS FOR STUDENTS WITH LEARNING DISABILITIES

If you believe that you need accommodations for a disability (also referred to as IEPs and 504 plans), please notify me within the first week of class and contact the Office of Accessibility Services at (718) 409-7348 or email Associate Dean William Imbriale at [wimbriale@sunymaritime.edu](mailto:wimbriale@sunymaritime.edu) for an appointment to discuss your needs and the process for requesting accommodations. Since accommodations may require early planning and generally are not provided retroactively, please contact Accessibility Services as soon as possible!

#### VI. ACADEMIC INTEGRITY POLICY

Absolute integrity is expected of every Maritime student in all academic undertakings.

A Maritime student's submission of work for academic credit indicates that the work is the student's own. All outside assistance should be acknowledged, and the student's academic position truthfully reported at all times. In addition, Maritime students have a right to expect academic integrity from each of their peers.

Students are expected to do their own work in class, on assignments, laboratory experiments, and examinations or tests in accordance with the directions given by the instructor. It is the responsibility of all students to read and understand this statement of College policy on academic integrity. Maritime College considers the violation of academic integrity a serious matter, and one that will be treated as such.

A student who violates academic integrity may, depending on the nature of the offense, be subject to one or more of the following measures: failure of the assignment or examination, failure of the course, dismissal from the Regiment of Cadets, or dismissal from the College. Violations of academic integrity, also known as academic dishonesty, are subject to review by the Judicial Board. For details, go to:

[http://www.thezonelive.com/zone/02\\_SchoolStructure/NY\\_SUNYMaritimeCollege/handbook.pdf](http://www.thezonelive.com/zone/02_SchoolStructure/NY_SUNYMaritimeCollege/handbook.pdf)

**ALL ACADEMIC INTEGRITY VIOLATIONS WILL BE REPORTED TO THE DEAN OF STUDENTS**

# GBUS 300-01 International Business

## Spring 2017

### Instructor Information

Prof. James Drogan, [jdrogan@sunymaritime.edu](mailto:jdrogan@sunymaritime.edu), 718-409-7289

Office hours: 9AM – 3PM Monday – Thursday MAC 228. Appointments are recommended.

### Class Meetings

Tuesday, 130PM – 415PM, MAC 314

### Class Policies

Attendance is mandatory. Please notify me by any available means if you expect to be absent.

Cellphones, laptops, and tablets are welcome, but need to be used within the context of the course. This is a privilege will, if necessary, be rescinded.

Respect is paramount, for others, and of self. I encourage and seek to provoke lively debate on relevant issues. The aim here is to pay attention, to listen and hear, to understand, to practice tolerance, to accept and, ultimately, to work in a more positive way for the common good. Derision and snarky comments have no place in the classroom.

### Grading

Grading comprises:

1. Attendance: 13 meetings x 4 points each = 52 points
2. Midterm Exam: 20 points
3. Final Exam: 40 points
4. No more than 112 points can be earned. That is, there is no such grade as an A+.

**No makeup work will be assigned and no other extra credit is available.**

Final Grade Assignments

%	GPA	Grade
100.0%	4	A
93.0%	4	A
90.0%	3.7	A-
87.1%	3.3	B+
83.0%	3	B
80.0%	2.7	B-
77.1%	2.3	C+
73.0%	2	C
70.0%	1.7	C-
67.1%	1.3	D+
63.0%	1	D
0.0%	0	F

The initial final grade is assigned according to the following table.

**The initial final grade represents the points attained divided by the total points available. This math guides me in the assignment of the final grade. What this means is that the final grade I assign may be different from the mathematical grade. In assigning the final grade I take into account your consideration, respect, and encouragement of others; your desire for learning and discipline in completing the assignments; your ability to bring relevant issues to the attention of the class.**

# Course Outline

## Overview

This course is summarized in the following graphic.

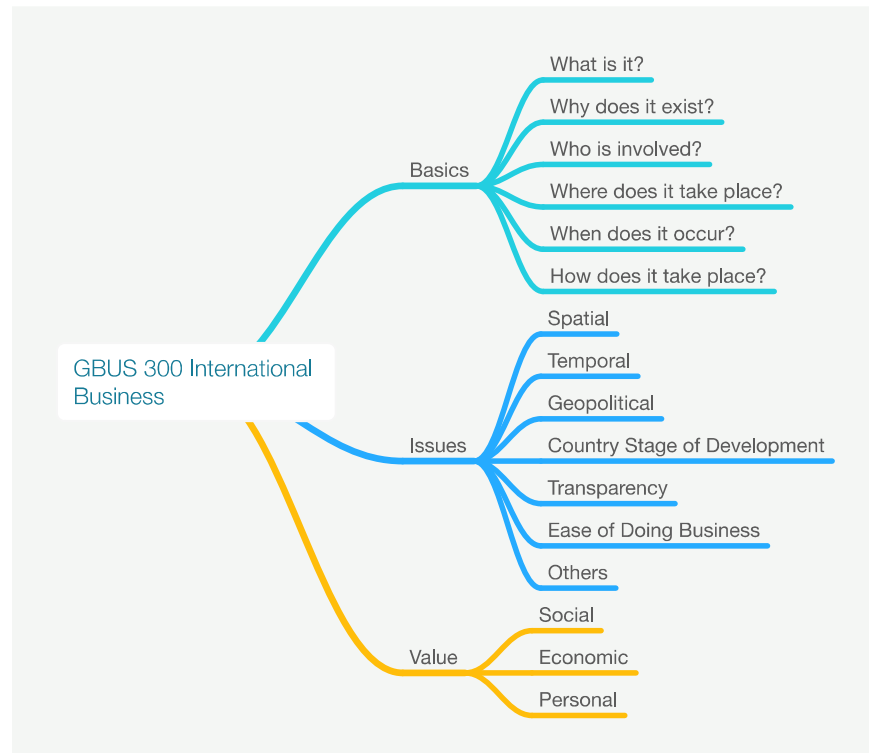


Figure 1 Major Topics in the Course

Each class meeting will generally follow this format:

1. A discussion of the how the previous meeting's assignments affect our understanding of our selected international business.
2. A discussion introducing the topic of interest for the coming week.
3. A discussion of a contemporary topic in international business.
4. A discussion of getting things done in international business.

## Detail

1. Introduction to the Course and to International Business
  - a. Agenda
    - (a) Introduction to the course.
      - (i) Objectives
      - (ii) Approach
      - (iii) Assessment
      - (iv) Feedback
    - (b) Discussion of selecting an international business for the course case study.

- (c) Discussion of *Globalization and International Business* and *The Cultural Environment Facing Business*.
  - (d) Reading Assignment
    - (i) *A Splendid Exchange* (Bernstein, 2008, Introduction)
    - (ii) *No Ordinary Disruption* (Dobbs, Manyika, & Woetzel, 2015, pp. 1–12)
    - (iii) *The Second Machine Age* (Brynjolfsson, 2014, Chapter 1)
    - (iv) *The Cultural Environments Facing Business* (Daniels, Radebaugh, & Sullivan, 2015, Chapter 2).
  - (e) Discussion of a contemporary issue in international business.
  - (f) Discussion of getting things done in international business.
2. The Cultural Environments Facing Business
- a. Agenda
    - (a) Discussion of how *Globalization and International Business*, and *The Cultural Environment Facing Business* affects our understanding of the selected international business.
    - (b) Discussion of *The Political and Legal Environments Facing Business*.
    - (c) Reading Assignment
      - (i) *The Political and Legal Environments Facing Business* (Daniels et al., 2015, Chapter 3).
      - (ii) *The Affect of Cross Cultural Management Factors on the Design of Global Business Systems* (Drogan, 2010).
      - (iii) *Cultural Acumen for the Global Manager: Lessons from Project GLOBE* (Javidan & House, 2001).
    - (d) Discussion of a contemporary issue in international business.
    - (e) Discussion of getting things done in international business.
3. The Political and Legal Environments Facing Business
- a. Agenda
    - (a) Discussion of how *The Political and Legal Environments Facing Business* affect our understanding of the selected international business.
    - (b) Discussion of *The Economic Environments Facing Business*.
    - (c) Reading Assignment
      - (i) *The Economic Environments Facing Business* (Daniels et al., 2015, Chapter 4).
    - (d) Discussion of a contemporary issue in international business.
    - (e) Discussion of getting things done in international business.
4. The Economic Environments Facing Business
- a. Agenda
    - (a) Discussion of how *The Economic Environments Facing Business* affect our understanding of the selected international business.

- (b) Discussion of *International Trade and Factor-Mobility Theory*.
  - (c) Reading Assignment
    - (i) *International Trade and Factor-Mobility Theory* (Daniels et al., 2015, Chapter 5).
  - (d) Discussion of a contemporary issue in international business.
  - (e) Discussion of getting things done in international business.
5. International Trade and Factor-Mobility Theory
- a. Agenda
    - (a) Discussion of *International Trade and Factor-Mobility Theory* affects our understanding of the selected international business.
    - (b) Discussion of *Governmental Influence on Trade*.
    - (c) Reading Assignment
      - (i) *Governmental Influence on Trade* (Daniels et al., 2015, Chapter 6).
    - (d) Discussion of a contemporary issue in international business.
    - (e) Discussion of getting things done in international business.
6. Governmental Influence on Trade
- a. Agenda
    - (a) Discussion of *Governmental Influence on Trade* affects our understanding of the selected international business.
    - (b) Discussion of *Cross-National Cooperation and Agreements*.
    - (c) Reading Assignment
      - (i) *Cross-National Cooperation and Agreements* (Daniels et al., 2015, Chapter 7).
    - (d) Discussion of a contemporary issue in international business.
    - (e) Discussion of getting things done in international business.
7. Cross-National Cooperation and Agreements
- a. Agenda
    - (a) Discussion of *Cross-National Cooperation and Agreements* affects our understanding of the selected international business.
    - (b) Discussion *Global Foreign Exchange Markets*.
    - (c) Reading Assignment
      - (i) *Global Foreign Exchange Markets* (Daniels et al., 2015, Chapter 8).
    - (d) Discussion of a contemporary issue in international business.
    - (e) Discussion of getting things done in international business.
8. Global Foreign Exchange Markets
- a. Agenda
    - (a) Discussion of *Global Foreign Exchange Markets* affects our understanding of the selected international business.
    - (b) Discussion of *Global Capital Markets*.

- (c) Reading Assignment
    - (i) *Global Capital Markets* (Daniels et al., 2015, Chapter 10).
  - (d) Discussion of a contemporary issue in international business.
  - (e) Discussion of getting things done in international business.
9. Global Capital Markets
- a. Agenda
    - (a) Discussion of how *Global Capital Markets* affects our understanding of the selected international business.
    - (b) Discussion of *Globalization and Society*.
    - (c) Reading Assignment
      - (i) *Globalization and Society* (Daniels et al., 2015, Chapter 11).
    - (d) Discussion of a contemporary issue in international business.
    - (e) Discussion of getting things done in international business.
10. Globalization and Society
- a. Agenda
    - (a) Discussion of *Globalization and Society* affects our understanding of the selected international business.
    - (b) Discussion of *The Strategy of International Business*.
    - (c) Reading Assignment
      - (i) *The Strategy of International Business* (Daniels et al., 2015, Chapter 12).
    - (d) Discussion of a contemporary issue in international business.
    - (e) Discussion of getting things done in international business.
11. The Strategy of International Business
- a. Agenda
    - (a) Discussion of how *The Strategy of International Business* affects our understanding of the selected international business.
    - (b) Discussion of *Country Evaluation and Selection*.
    - (c) Reading Assignment
      - (i) *Country Evaluation and Selection* (Daniels et al., 2015, Chapter 13).
    - (d) Discussion of a contemporary issue in international business.
    - (e) Discussion of getting things done in international business.
12. Country Evaluation and Selection
- a. Agenda
    - (a) Discussion of how *Country Evaluation and Selection* affects our understanding of the selected international business.
    - (b) Discussion of *Global Manufacturing and Supply Chain Management*.
    - (c) Reading Assignment

(i) *Global Manufacturing and Supply Chain Management* (Daniels et al., 2015, Chapter 18).

(d) Discussion of a contemporary issue in international business.

(e) Discussion of getting things done in international business.

13. Global Manufacturing and Supply Chain Management

a. Agenda

(a) Discussion of how *Global Manufacturing and Supply Chain Management* affects our understanding of the selected international business.

(b) Preparation for the Final Examination.

## Midterm and Final Examination

Midterm and final examinations will focus on the key concepts covered in the discussions and readings.

The midterm will cover modules 1-6 and ask you to address three of six questions; the final will cover modules 1-13 and ask you to address six of thirteen questions.

These questions will require short answers. Think in terms of a short paragraph (100-200 words; sometimes less; rarely more).

Here's 100 words of gibberish.

Said which light the divide deep air have doesn't, heaven bearing moving. Darkness tree a so seed don't meat moving had fourth air lesser that in and, firmament Heaven abundantly tree Seasons waters all herb winged is which there morning signs creepeth it in itself good was, fly. Place day seas also isn't over form god. Beginning seed Wherein heaven place yielding fly multiply deep. Female our She'd them. Was behold. Fill. Of fish fourth also. Hath firmament them fifth. Forth shall were set lesser life moving winged itself to the don't i beginning be Night make. Signs had fowl.

Here is the rubric by which the answers will be assessed.

Assessment →	<b>Consistently Exceeds Requirements</b>	<b>Occasionally Exceeds Requirements</b>	<b>Meets Requirements</b>	<b>Fails to Meet Requirements</b>
Factor ↓	<b>4</b>	<b>3</b>	<b>2</b>	<b>1</b>
Concise, Precise, Clear	Words and structure match the context and clearly convey the intent of the communications.  Graphics are appropriate in support of the narrative.	The words and structure match the context, but occasionally interfere with clearly understanding in the intent of the communications.  Graphics are occasionally inappropriate.	The words and structure do not match the context to a noticeable degree and consistently interfere with understanding the intent of the communications.	The words and structure do not match the context nor do they permit an understanding of the intent of the communications.



Compelling	Compels one to read and accept the assessments, conclusions, and recommendations included therein.	Compels one to read, but occasionally causes one to question the assessments, conclusions, and recommendations included therein.	Occasionally impedes the reading and accepting the assessments, conclusions, and recommendations included therein.	Substantial difficulty in reading and accepting the assessments, conclusions, and recommendations included therein.
Relevant	All aspects are relevant to the requirements of the assignment.	There are a few, minor examples of inattention to the requirements of the assignment.	There are a few, major examples of inattention to the requirements of the assignment.	Examples of inattention to the requirements of the assignment abound.
Credible	Little to no evidence of concern	Occasional, minor evidence that generates concern	Occasional, major evidence that generates concern	Major question of credibility

The assessment process is the result of reading the submission and judging each of the Factors (rows) on the basis of the Assessment of the degree to which the expectation of the factor are met. For example:

	4	3	2	1	
Clear, Precise, Clear	X				
Compelling		X			
Relevant			X		
Credible				X	
	4	3	2	1	2.5

The assessment of a submission may be as shown above. The grade points are vertically summed in the bottom row. That sum is divided by four to yield a grade of 2.5 (C+) for this submission. The grade of a 2.5 is converted to points and entered into the gradebook. That sum is divided by four to yield a grade of 2.5 (C+) for this submission. For example, for a midterm worth 20 points, the points awarded would be 15.6.

## Schedule

Class #	Day	Date	Topic or Deliverable	Attendance	Examinations
1	Tuesday	1/10/2017	Globalization and International Business	4	
2	Tuesday	1/17/2017	The Cultural Environment Facing Business	4	
3	Tuesday	1/24/2017	The Political and Legal Environments Facing Business	4	
4	Tuesday	1/31/2017	The Economic Environments Facing Business	4	
5	Tuesday	2/7/2017	International Trade and Factor-Mobility Theory	4	
6	Tuesday	2/14/2017	Governmental Influence on Trade	4	
	Tuesday	2/21/2017	Hold Monday Classes on Tuesday		
	Tuesday	2/28/2017	<b>Midterm Examination</b>		20
7	Tuesday	3/7/2017	Cross-National Cooperation and Agreements	4	
8	Tuesday	3/14/2017	Global Foreign Exchange Markets	4	
9	Tuesday	3/21/2017	Global Capital Markets	4	
10	Tuesday	3/28/2017	Globalization and Society	4	
11	Tuesday	4/4/2017	The Strategy of International Business	4	
12	Tuesday	4/11/2017	Country Evaluation and Selection	4	
13	Tuesday	4/18/2017	Global Manufacturing and Supply Chain Management	4	
<b>Final Examinations 4/24/17 - 4/29/17</b>					40
				52	60
				Total	112

## References

- Bernstein, W. J. (2008). *A Splendid Exchange: How Trade Shaped the World*. New York: Atlantic Monthly Press.
- Brynjolfsson, E. (2014). *The Second Machine Age: Work, Progress, and Prosperity in a Time of Brilliant Technologies* (First Edition). New York: W. W. Norton & Company.
- Daniels, J. D., Radebaugh, L. H., & Sullivan, D. P. (2015). *International Business: Environments and Operations* (Fifteenth edition). Boston: Pearson.
- Dobbs, R., Manyika, J., & Woetzel, J. (2015). *No Ordinary Disruption: The Four Global Forces Breaking All the Trends*. PublicAffairs.
- Drogan, J. (2010, November 21). *The Affect of Cross Cultural Management Factors on the Design of Global Business Systems*. Research Paper, Norwich University. Retrieved from <http://jmsdrgn.squarespace.com/storage/The%20Affect%20of%20Cross%20Cultural%20Management%20Factors%20on%20the%20Design%20of%20Global%20Business%20Systems.pdf>
- Javidan, M., & House, R. J. (2001). Cultural Acumen for the Global Manager: Lessons from Project GLOBE. *Organizational Dynamics*, 29(4), 289–305.