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Fu Jen Catholic University

BUS 201 Introduction to International Business

Summer 2019

Class hours: Monday through Thursday, 2 hours each day

Review and Discussion: Friday, 2 hours

Office hours: Thursday/Friday, 1 hour or by appointment

Field trip: According to Professors' teaching plan

Credit: 3

Total contact hours: 54 hours

Instructor: TBA

Course Description

The objective of this course is to introduce students to the many important and diverse issues related to international business. Students will learn what it takes to compete in the international marketplace and identify the major similarities and differences between doing business domestically and internationally. Students will learn the language of international business and its basic elements, while being able to identify, define, and examine the world's marketplaces from broader international business issues, such as the international environment, to specific functions within international firms. Finally, students will be able to explain how business managers gain competitive advantage internationally within a socially responsible and ethical environment.

Learning Objectives

At the end of the semester, students should be able to:

- Identify and describe the basic forms of international business activities, the causes of globalization, and the growing role of emerging markets in the global economy.
- Evaluate the impact of the political and economic characteristics of the world's various marketplaces on opportunities available to international businesses.
- Discuss North America, Western Europe, and Asia as major marketplaces and business centers in the world economy.
- Assess the development challenges facing African, Middle Eastern, and South American countries.
- Describe the major types of national legal, accounting, political, and technological systems confronting international businesses, and identify ways firms can resolve international business disputes.
- Describe the various elements of culture and provide examples of how various cultures influence international business, while being able to describe major cultural clusters



- Understand and discuss social responsibility and ethics in cross-cultural and international contexts and how to manage them across borders given key regulations
- Summarize and discuss the differences among the classical country-based theories of international trade versus the modern, firm-based theories to describe global strategies
- Summarize how supply, demand, and political factors influence foreign investment.
- Discuss the role of the international monetary system in international trade and investment including summarizing the role of the World Bank Group and International Monetary Fund
- Explain the evolution of the flexible exchange rate system and describe the function and structure of the balance of payments accounting system.
- Discuss supply and demand and the role of international banks in the foreign-exchange market, while assessing the spot and forward markets to settle international transactions.
- Identify the advantages and disadvantages of adopting an industrial policy, and specify the techniques countries use to promote and restrict international trade.
- Explain the importance of GATT and the WTO in international businesses.
- Contrast the different forms of economic integration among cooperating countries into major trading blocs
- Identify and analyze the major components of international strategy, the international strategic management process, and levels of international strategies.
- Outline the process by which firms choose their mode of entry into a foreign market.
- Identify the basic issues in exporting, international licensing, franchising, contract manufacturing, management contracts, turnkey projects, foreign direct investment, and joint ventures and discuss the advantages and disadvantages of each.
- Identify and describe key issues in global organization design including management decisions, the flow of information, and levels of control.
- Characterize the nature of marketing management in international business.
- Describe the nature of international operations management including supply chain management and vertical integration decisions
- Discuss the primary forms of payment in international trade and sources of investment capital available to international businesses.
- Explain how international businesses manages human resource issues
- Demonstrate and improve your oral communication skills.

Required Materials

1. **International Business**, Griffin & Putsay (2015), Pearson Publishing, ISBN-13: 9780133506297 with MyManagementLab.
2. **Twitter Account** – Sign up for an account on Twitter at www.Twitter.com and follow me at @GetTheDisease.

Structure of the Course

Lectures and Discussions

I plan to lecture while spending the majority of our class time discussing the questions and cases that are in our text in open and free flowing discussions about them, along with additional supplemental materials that I will provide from time to time. The time we spend in class is precious, and I would rather not ‘waste’ it going through the readings in the book, except to the extent that I will go over the concepts you should be understanding from each chapter and answer any outstanding questions



you have from your readings. **Marketing is not hard to learn, but it is hard to practice.** Ideally, I would like to use this valuable resource to tap into the many thoughts and opinions of your fellow students, including their (and your own) unique perspectives on what they have read. I think this is the best use of both of our time, and will maximize learning.

Case Studies

Case studies will help reinforce the marketing mix variables and give you an opportunity to develop your analytical skills. You should be prepared to present and defend your recommendations, as well as challenge your classmates' recommendations.

Written and Oral Communication

I am a big believer that the better and more professionally you communicate the better the results, and the further you will get, in your marketing and sales and business career. So I plan to provide you with several opportunities to generate written materials, presentation materials, and to present to your fellow students and me, using outlines, templates and other documents that I will provide.

Expectations and Policies

As an instructor of a college course and a 25-year professional in the field of marketing, I treat teaching and my other obligations to you and the rest of the class as I would any serious professional arrangement. I expect the same from any student learning to become a business professional and expecting to successfully complete this course. This includes:

- Being prepared for each class including reading any assigned material before class.
- Being to class on time.
- Being attentive and participating in class discussions.
- Being dependable to fellow classmates and the instructor.
- Only use electronic devices in class when directed by me.

Class Attendance and Participation

Class attendance is very important. Class participation will be evaluated based on demonstrating you have read any assigned materials prior to class and have prepared any assigned cases or discussion questions. The quality of your participation in discussions will also count toward your participation grade.

Personal Electronics

In order that your attention not be divided and everyone give proper respect to whomever is speaking in class at the time, I would ask that you only use your electronic devices in class when directed by me (or step outside of class if there is some type of emergency or other need to use them).

Team Assignment Responsibility

All team assignments should represent relatively equal inputs of all members and the final product should reflect the work of all participants. All members of a team will provide confidential feedback as to the contribution of each team member.

Academic Integrity

Academic integrity is essential to maintaining an environment that fosters excellence in teaching, research, and other educational and scholarly activities. The University expects that all students will complete all academic assignments with fairness and honesty. Students must recognize that failure to follow rules and guidelines may constitute academic misconduct.

Examples of academic misconduct include (but are not limited to) plagiarism, collusion (unauthorized collaboration), copying the work of another student, and/or possession of unauthorized materials during an examination.



If I suspect that a student has committed academic misconduct in this course, I am obligated to report it. If it is determined that you have committed academic misconduct, the sanctions could include a failing grade in this course and suspension or dismissal from the University. If you have any questions about the above policy or what constitutes academic misconduct in this course, please contact me.

Evaluation

While maximum learning about marketing is the goal of this course, the ability to **DEMONSTRATE** that learning is the basis for how you will be evaluated. You can demonstrate that learning in 6 ways this semester to earn up to 1600 points (except where noted all assignments are due by 12 midnight on the due date; late submissions can only receive up to 50% credit):

Class Participation

You can earn up to 300 points for Class Participation. Given the many important discussions and cases that we will be doing during class time, including debating and learning from others opinions and thoughts, if you are absent from class or use your personal electronics for non-class purposes during class time more than **one time** (without a valid excuse or some type of prearrangement), your class participation grade will be greatly impacted for the semester.

Class Participation will be graded using the following Rubric:

Attendance	0 Points More than 1 unexcused absence	100 Points Had 1 unexcused absence	150 Points No unexcused absences
Participation	0 Points Rarely participates	50 Points Sporadically participates	100 Points Regularly participates
Quality	0 Points No comments or comments off base	25 Points Comments contributed to the discussions	50 Points Comments propelled discussions forward

Tweeting a Real World Example

You can earn 100 points by signing up for a Twitter account, if you don't already have one, following me at @GetTheDisease, and Tweeting, or Re-Tweeting, a link to an article, picture, or other real world example of a concept or tenet we are learning in class and then leading a few minute discussion in class concerning your Tweet. During the first week of the semester, please sign up on for a specific chapter/week during the semester on a different week than when you are presenting a case. (Twitter is one of the digital marketing tools of the present/future, and so it's the perfect venue to provide you supplemental materials to enhance our class discussions, while also giving all students a forum to comment on my posts, make their own posts, and comment on each other's posts/comments).

Case Presentations

You can earn up to 100 points by preparing and presenting one of the cases listed in the syllabus this semester. The presentation need only last a few minutes and cover the salient facts and issues from the chapter that are represented in the case, with a tie back to the chapter teachings, and your recommendations on what to do. Then with my help (and a Class Presenter that I will designate during class), we will lead the class in a discussion about that case and the pros and cons of your approach and others that are offered from your classmates. During the first week of the semester, please sign up for the case that you want to present (International Business requires you to analyze situations and present your recommendations in a group setting to others, so it is critical for your success overall to develop and practice those skills). The Class Presenter can earn up to 100 points for their analysis.



Quizzes

You can earn up to 400 points from quizzes given on Thursday each week to ensure that everyone is staying up with the reading, and so we can have high quality discussions in class. Each quiz will be 30 questions in 60 minutes, and you can use one page of study notes during the quiz.

Group International Marketing Plan

You can work with your group to earn up to 200 points by assuming the role of a manager at a company you select, picking one of their products to market internationally, and creating a write up of your international marketing plan for that product (containing information on the company, product, target market, competition, your recommendations, etc. based on an outline I provide). I will ask your group to submit your idea proposing the company and product/service you have selected for review (so I can ensure that it is appropriate in subject and scope). The full international marketing plan will be due at the end of the semester.

Final Exam

There will be a comprehensive final exam based on the reading assignments on the last day of the course. This exam will be worth 400 points.

Course Grades

The grading system is as follows: A is superior, B is very good, C is average, D is inferior, and F is failure.

To get an A is unusual since it means you must outperform the vast majority of the others in class. That means meeting all of the Syllabus requirements for being on time and ready for class each day and getting almost all of the points that are available to you. But you also have to be a very polished, professional Marketing person who can demonstrate your mastery of the concepts of Marketing. **As are awarded a 4.0 GPA for 90-100 percent of the possible points.**

To get a B, you must do above average work in meeting the Syllabus requirements for being on time and ready for each class day, while earning a very large percentage of the points that are available to you. You must be a polished, professional Marketing person who can demonstrate your abilities in all class activities. **Bs are awarded a 3.3 GPA for 80-89 percent of the possible points.**

To get a C, you must do average work and earn most of the points that are available to you. You must show that you can be a marketer in most of the activities we are doing in the class throughout the semester. **Cs are awarded a 2.8 GPA for 70-79 percent of the possible points.**

To get a D, you will have shown me that you are not grasping the concepts behind Marketing, are not acting in a professional manner, and are earning a little more than half or less of the points that are available to you. **Ds are awarded a 2.4 GPA for 60-69 percent of the possible points.**

To get an F, you will have shown me that you are not grasping the concepts behind Marketing and are not acting in a professional manner. **Fs are awarded a 0 GPA for less than 60 percent of the possible points.** Any plagiarism will receive an automatic 'F' grade.

I welcome discussions about any grading mistakes that you think I might have made, why you are receiving the grades you are receiving, any perceived inequity that you might feel is occurring, and generally any concerns you have about how you are doing in class; however, **I don't negotiate grades.**

Tentative Schedule/Class Assignments—ALL ASSIGNMENTS TO BE SUBMITTED ON BLACKBOARD EXCEPT WHERE NOTED



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Week beginning	Topic	Assignments
Monday, Jul 8 th	Introduction to Course	-Chapter 1 -Case Presentations -Sign up for Twitter and Follow @GetTheDisease by Wednesday
Tuesday, Jul 9 th	Global Marketplaces and Business Centers	-Chapter 2 -Case Presentations
Wednesday, Jul 10 th	Legal, Technological, Accounting, and Political Env.	-Chapter 3 -Case Presentations and Tweets
Thursday, Jul 11 th	The Role of Culture	-Chapter 4 -Case Presentations and Tweets -Quiz 1 on Chapters 1 - 4
Friday, Jul 12 th	Review and Discussion	-Review and Discussion
Monday, Jul 15 th	Ethics and Social Responsibility in International Business	-Chapter 5 -Case Presentations and Tweets
Tuesday, Jul 16 th	International Trade and Investment	-Chapter 6 -Case Presentations and Tweets
Wednesday, Jul 17 th	The International Monetary System and Balance of Payments	-Chapter 7 -Case Presentations and Tweets
Thursday, Jul 18 th	Foreign Exchange and International Financial Markets	-Chapter 8 -Quiz 2 on Chapters 5 - 8 -Case Presentations and Tweets
Friday, Jul 19 th	Review and Discussion	-Review and Discussion
Monday, Jul 22 nd	Formulation of National Trade Policies	-Chapter 9 -Case Presentations and Tweets
Tuesday, Jul 23 th	International Cooperation Among Nations	-Chapter 10 -Cases Presentations and Tweets -Group Intl Marketing Plan idea due
Wednesday, Jul 24 th	International Strategic Management	-Chapter 11 -Case Presentations and Tweets
Thursday, Jul 25 th	Strategies for Analyzing and Entering Foreign Markets	-Chapter 12 -Quiz 3 on Chapters 9 - 12 -Case Presentations and Tweets
Friday, Jul 26 th	Review and Discussion	-Review and Discussion
Monday, Jul 29 th	International Strategic Alliances	-Chapter 13 -Case Presentations and Tweets
Tuesday, Jul 30 th	International Organization Design and Control	-Chapter 14 -Case Presentations and Tweets
Wednesday, Jul 31 st	Leadership and Employee Behavior in International Bus.	-Chapter 15 -Case Presentations and Tweets
Thursday, Aug 1 st	International Marketing	-Chapter 16 -Quiz 4 on Chapters 13-16 -Cases Presentations and Tweets
Friday, Aug 2 nd	Review and Discussion	-Review and Discussion
Monday, Aug 5 th	International Operations Management	-Chapter 17 -Case Presentations and Tweets
Tuesday, Aug 6 th	International Financial Management	-Chapter 18 -Case Presentations and Tweets
Wednesday, Aug 7 th	International HR Management and Labor Relations	-Chapter 19 -Case Presentations and Tweets
Thursday, Aug 8 th	Final Exam	-Final Exam
Friday, Aug 9 th	Group International Mktg Plans	-Group Intl Mktg Plans due