

# CHAMINADE UNIVERSITY

## Course Syllabus, MBA 708, Winter 2011

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COURSE TITLE: MBA 708, International Business  
TERM: January 10 – March 23, 2011  
TIMES: Online  
INSTRUCTOR: Caryn Callahan, Ph.D.

OFFICE HOURS: By Appointment  
TELEPHONE: 395-0541 (Home. Call before 9:00 P.M.)  
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### **COURSE DESCRIPTION**

The course will focus on business transacted across national boundaries, including foreign direct investment, international trade, regional trade blocks, international financial institutions, etc. Major focus will be placed upon the environmental context of international business and upon the issues and problems confronting managers in an international business. The objective of the course is to enable students to develop a familiarity with the theories and practices of international business management.

### **COURSE OBJECTIVES**

The main objectives of this course are to enable the student to understand:

- ❑ The cultural environments facing business.
- ❑ The political and legal environments facing business.
- ❑ The international economic environment.
- ❑ International trade theory.
- ❑ Governmental influence on trade.
- ❑ Regional economic integration and cooperative agreements.
- ❑ Foreign direct investment.
- ❑ The foreign exchange market.

- ❑ The determination of exchange rates.
- ❑ Governmental attitudes toward foreign direct investment.
- ❑ International business negotiations and diplomacy.
- ❑ Country evaluation and selection.
- ❑ Collaborative strategies.
- ❑ Control strategies.
- ❑ Operations: Managing business functions internationally.
- ❑ Export and import strategies.
- ❑ Global manufacturing and supply chain management
- ❑ Multinational accounting and tax functions.
- ❑ The multinational finance function.
- ❑ International human resource management.

### **ASSIGNMENTS AND TEXTBOOK**

Reading assignments will be taken from the assigned textbooks and, occasionally, from supplementary material. Here is the textbook information:

***International Business, the Challenges of Globalization***, Wild, Wild, Han, Pearson/Prentice Hall, 5<sup>th</sup> Edition, 2010. (Available in the Chaminade Bookstore) You may also purchase an electronic copy online for about half the price. For more information or to purchase access to the e-textbook, visit [www.coursesmart.com](http://www.coursesmart.com). This site is not affiliated with Chaminade and I cannot help you if you have any tech problems.

### **GRADING**

Weekly Homework (nine worth 5 points each)	45
Group Assignments	28
Video Reports and Video Presentation	7
Weekly Participation (2 points per week)	20
Total	100%

### **WEEKLY HOMEWORK (45%)**

There will be nine weekly homework assignments, each worth 5 percentage points. Homework assignments are posted in the Conferences for each week. Please e-mail your answer to me at [caryncallahan@yahoo.com](mailto:caryncallahan@yahoo.com).

### **GROUP ASSIGNMENTS (28% of Grade)**

You will be assigned to a team of three students on the first week of class and will work together on the following two group projects.

#### **Week 5 Group Assignment: Emerging Markets Project: Research Paper**

Select an emerging market (other than China or India) that your team wants to learn more about. Start by compiling fundamental country data, and then do additional research to flesh out the nature of the market opportunity offered by this country or its suitability as a manufacturing site. Follow the steps outlined in Chapter 12 in the description of “Screening Potential Markets and Sites” on pp 326-338. Include as many of the items on pages 334-335 as possible as well as the other criteria.

List up the international companies pursuing market opportunities in the country, and identify the products or brands that the companies are marketing. Are their reasons for doing business in the country consistent with the market opportunity as you have researched it? Determine whether these companies have established facilities for manufacturing, sales or both.

Submit your report as a 10-to-15 page paper. It is due by 11:59 p.m. on Sunday, February 13.

### **Week 10, Team Research Paper on China or India**

Each team should analyze in depth one issue concerning doing business in China or India. Please clear your topic with me by January 25 before beginning work.

--Each team will submit a research paper of 10-to-15 pages in length at the end of the semester.

Previous topics have included intellectual property rights, pollution, the auto industry, the electronics industry, agrarian discontent, land rights, the caste system, China and the World Trade Organization, urban migration, infrastructure and real estate development.

Your research paper should not repeat material from our textbook or any other textbook. Please use books, magazines, journals and the Internet to do your research rather than textbooks. Please include a Bibliography with *at least* 10 citations.

### **VIDEO REPORT (7% of Grade)**

Each student will be assigned a video to watch and summarize in a report which you will post to our online classroom for your classmates to enjoy.

#### **How to do the video reports**

First of all, to find each of your assigned video, visit the textbook's channel on YouTube at <http://www.youtube.com/myibvideos>. Click on "Playlists" near the top of the page, click on the relevant chapter and then click on the link to your assigned video.

- 1) For your video, prepare a three-page report to submit for grading to me and also to post to our online classroom.
- 2) In your paper:
  - a) Summarize the video.
  - b) Comment upon how the video illuminates concepts in its related chapter; and,
  - c) Explain how a company could act on the information contained in the video.

Your summary should take up one-third of your report and your response to questions (b) and (c) above should take up about one-third each.

### **CONFERENCE PARTICIPATION (20%)**

Participating actively in the Weekly Conferences is an essential part of this class. You cannot pass this course without meeting the participation requirements mentioned below since this part of the class counts for 20 points of your grade.

Every week, four Discussion Questions will be presented to facilitate useful discussion among the class members, guided by the professor. The assigned discussion questions can be found posted in the online Discussion Conference for each week. To gain full credit for participation (2 points per week), you should provide at least two responses to each one of the four Discussion Questions. That means at least eight notes per week. One of the two notes that you post for each discussion question should be your original answer to the question and the other can either be a response to another student's posting or another original insight on your part. The notes should be a minimum of 300 words. To give you an idea of the length of a 300-word post, see the blue, italicized section of the syllabus immediately below. It equals exactly 300 words. (Be sure to read the content of the section too since it is a key part of the syllabus.)

*The Weekly Discussion Conference is designed to resemble a classroom discussion. You need to actively participate to get credit for participation. You do not get credit if you just log on and read others' comments. Your comments must be significant to count for participation credit. A significant comment is one that contributes a new insight, or which adds useful comments, suggests alternative solutions or gives good reasons for disagreeing with other's comments in an ongoing discussion. In the course of the ongoing discussion, you may frequently reply with one-phrase comments; however, it does not count towards your participation grade when you just comment, "I agree," or "Good point."*

*Our online classroom exists only because of active participation by class members. It is entirely created by us. Your comments on one day could generate many responses. The online environment is something like an ongoing conversation.*

*A Note on Late Postings: Students who post all or most of their notes at the end of the week will be penalized. The class will be discussing the assigned questions throughout the week and building upon each others insights. If a student posts all of his or her notes on the last day or so, classmates will not have a chance to benefit from the late-poster's ideas and also have little time to respond to these notes. This contradicts the aim of a "discussion" assignment. The late poster gets a "free ride" on the shoulders of those who have worked through the answers in collaborative discussion throughout the week. Consequently, late-posters will lose points. I know there are weeks when it is impossible for a student to post earlier. For those weeks, please work ahead. The Conferences are all available in the classroom, so students who plan to be traveling can post before they leave.*

The Conference is like any other assignment and students will unfortunately lose points if they cannot do the assignment as directed.

**QUESTIONS AND ANSWERS:** When you have a question, please post your question in the "Ask the Prof" Conference for the week or e-mail me at [caryncallahan@yahoo.com](mailto:caryncallahan@yahoo.com) and I will answer as quickly as I can. I really enjoy getting questions.

## WINTER 2011 SCHEDULE AND ASSIGNMENTS

### MBA 708, International Business Online

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#### **Week 1 (January 10-January 16)**

Reading Assignments:

-- *Textbook, Chapters 1 and 15*

Chapter 1 "Globalization."

Chapter 15 "Managing International Operations"

Homework 1 will be due by 11:59 p.m. on Sunday, January 16.

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#### **Week 2 (January 17-January 23)**

Reading Assignments:

-- *Textbook, Chapters 2 and 13*

Chapter 2 "Cross-Cultural Business."

Chapter 13 "Selecting and Managing Entry Modes"

Homework 2 will be due by 11:59 p.m. on Sunday, January 23.

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#### **Week 3 (January 24-January 30)**

Reading Assignments:

-- *Textbook, Chapters 4 and 12*

Chapter 4 "Economics and Emerging Markets."

Chapter 12 "Analyzing International Opportunities"

Homework 3 will be due by 11:59 p.m. on Sunday, January 30.

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#### **Week 4 (January 31-February 6)**

Reading Assignments:

-- *Textbook, Chapters 3 and 5*

Chapter 3 "Politics, Law and Business Ethics."

Chapter 5 "International Trade"

Homework 4 will be due by 11:59 p.m. on Sunday, February 6.

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#### **Week 5 (February 7-February 13)**

Reading Assignments:

-- *Textbook, Chapters 6 and 7*

Chapter 6 "Business-Government Trade Relations."

Chapter 7 "Foreign Direct Investment"

Homework 5 will be due by 11:59 p.m. on Sunday, February 13.

--**GROUP PROJECT #1 is due by 11:59 pm on Sunday, February 13. E-mail to [caryncallahan@yahoo.com](mailto:caryncallahan@yahoo.com)**

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#### **Week 6 (February 14-February 20)**

Reading Assignments:

-- *Textbook, Chapters 8 and 11*

Chapter 8 "Regional Economic Integration."

Chapter 11 "International Strategy and Organization"

Homework 6 will be due by 11:59 p.m. on Sunday, February 20.

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### **Week 7 (February 21-February 27)**

Reading Assignments:
-- <i>Textbook, Chapters 9 and 10</i>
Chapter 9 "International Financial Markets."
Chapter 10 "International Monetary Systems"
Homework 7 will be due by 11:59 p.m. on Sunday, February 27.

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### **Week 8 (February 28-March 6)**

Reading Assignment:
-- <i>Textbook, Chapter 14</i>
Chapter 14 "Developing and Marketing Products"
Homework 8 will be due by 11:59 p.m. on Sunday, March 6.

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### **Week 9 (March 7 – March 13)**

Reading Assignment:
-- <i>Textbook, Chapter 16</i>
Chapter 16 "Hiring and Managing Employees"
Homework 9 will be due by 11:59 p.m. on Sunday, March 13.

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### **Week 10 (March 14 – March 20)**

Group Project #2 is due by Sunday, March 20. Be sure to participate in the classroom discussion this week.

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