

**CHAMINADE UNIVERSITY**  
**COURSE SYLLABUS**

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**COURSE TITLE:** BU 402, International Business Management  
**TERM:** January 13, 2002 - May 8, 2002  
**TIMES:** Monday, Wednesday and Friday, 9:00 - 9:50  
**PLACE:** Henry Hall, 107

**INSTRUCTOR:** Caryn Callahan, Ph.D.  
**OFFICE HOURS:** By Appointment  
**OFFICE PHONE:** 735-4615 (Kieffer Hall)  
**HOME PHONE:** 395-0541  
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**COURSE DESCRIPTION**

The course will focus on business activities that cross national boundaries, including foreign direct investment, international trade, regional trade blocks, international financial institutions, etc. The objective of the course will be to develop a familiarity with the theories and practices of international business management.

**COURSE PROCEDURES**

A mixed lecture and seminar format will be used, requiring class discussion and participation. Classes will include lectures, case discussions and oral presentations.

**GRADING**

Midterm Examination	25%
Final Examination	25
Group Case Write Ups (2 per group)	25
Oral Presentation and Research Paper	25

**ASSIGNMENTS**

Reading assignments will be taken from the assigned textbook and, occasionally, from supplementary material.

**TEXTBOOK**

International Business, Environments and Operations, John D. Daniels and Lee H. Radebaugh, Addison-Wesley.

**CASE PRESENTATION (25%)**

Each student will join a team which will write up and submit a case analysis of two of the end-of-chapter cases. Your team's cases will be assigned after classes begin. All students are expected to read the weekly cases, which are listed in the syllabus under each week's heading, and be prepared to discuss them orally, but only the assigned team will submit a written case analysis. Your group write up should not exceed six pages in length.

See the attached document, "How to Write an Abbreviated Case Analysis" for the format that you should use in your case analysis. In addition to the analysis, your team must also answer the questions that follow the case.

Case presentation and write-up is due on Friday of the week assigned.

**ORAL PRESENTATION (25%)**

Each student will do an oral presentation of 10 minutes in length. Each presentation should analyze in depth one issue in contemporary international management. The oral presentation should be professionally prepared and delivered. You will be expected to use PowerPoint or to prepare visual aids and handouts. Once the dates of the presentations are announced, you will be penalized if you do not give one week's notice if you want to change the date of your presentation.

The report 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 write up your oral report, including Bibliography, in the format of a research report and submit it for grading. Length should be five to eight pages. In order to give all students the same amount of preparation time, the written reports are all due on the last day of class, Friday, April 30, rather than on the date that the student makes his/her individual presentation.



## 2002 SCHEDULE AND ASSIGNMENTS

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**WEEK 1: Monday, January 13, Wednesday, January 15 and Friday, January 17**

**Week 1 Assignment: Textbook, Chapters 1 and 2**  
"International Business: An Overview"  
"The Cultural Environments Facing Business"

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**WEEK 2: Wednesday, January 22 and Friday, January 24**

**Week 2 Assignment: Textbook, Chapters 3 and 4**  
"The Political and Legal Environments Facing Business"  
"The Economic Environment"

**Monday, January 20 is the Martin Luther King holiday**

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**WEEK 3: Monday, January 27; Wednesday, January 29 and Friday, January 31**

**Week 3 Assignment: Textbook, Chapters 5 and 6**  
"International Trade Theory"  
"Governmental Influence on Trade"

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**WEEK 4: Monday, February 3; Wednesday, February 5 and Friday, February 7**

**Week 4 Assignment: Textbook, Chapter 7 and 8**  
"Regional Economic Integration and Cooperative Agreements"  
"Foreign Direct Investment"

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**WEEK 5: Monday, February 10; Wednesday, Feb. 12 and Friday, February 14**

**Week 5 Assignment: Textbook, Chapter 9**  
"The Foreign Exchange Market"

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**WEEK 6: Wednesday, February 19 and Friday, February 21**

**Week 6 Assignment: Textbook, Chapter 10**  
**"The Determination of Exchange Rates"**

**Monday, February 17<sup>th</sup> is a holiday (Presidents' Day)**

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**WEEK 7: Monday, February 24; Wednesday, February 26 and Friday, February 28**

**Week 7 Assignment: Textbook, Chapter 11**  
**"Government Attitudes Towards Foreign Exchange"**

**Review for Midterm**

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**WEEK 8: Monday, March 3; Wednesday, March 5 and Friday, March 7**

**WEDNESDAY, MARCH 5: MIDTERM EXAMINATION**  
**(Covers Chapters 1 through 11)**

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**WEEK 9: Monday, March 10; Wednesday, March 12 and Friday, March 14**

**Week 9 Assignment: Textbook, Chapters 12 and 13**  
**"International Business Negotiations and Diplomacy"**  
**"Country Evaluation and Selection"**

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**WEEK 10: Monday, March 17; Wednesday, March 19 and Friday, March 21**

**Week 10 Assignment: Textbook, Chapters 14 and 15**  
**"Collaborative Strategies"**  
**"Control Strategies"**

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**SPRING BREAK March 24 to 28.**

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**WEEK 11: Monday, March 30; Wednesday, April 2 and Friday, April 4**  
**Week 11 Assignment: Textbook, Chapters 16 and 17**  
**"Marketing"**  
**"Export and Import Strategies"**

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**WEEK 12: Monday, April 7; Wednesday, April 9, and Friday, April 11**  
**Week 12 Assignment: Textbook, Chapter 18**  
**"Global Operations Management and Sourcing Strategies"**

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**WEEK 13: Monday, April 14; Wednesday, April 16**  
**Week 13 Assignment: Textbook, Chapter 19**  
**"Multinational Accounting and Tax Functions"**

**Friday, April 18 is the Good Friday holiday.**

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**WEEK 14: Monday, April 21; Wednesday, April 23 and Friday, April 25**  
**Week 14 Assignment: Textbook, Chapter 20**  
**"The Multinational Finance Function"**

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**WEEK 15: Monday, April 28, Wednesday, April 30 and Friday, May 2**  
**Week 15 Assignment: Textbook, Chapter 21**  
**"Human Resource Management"**

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**FINAL EXAM: Monday, May 5<sup>th</sup>, 10:30-12:30**

**FINAL EXAM WILL COVER CHAPTERS STUDIED SINCE THE MIDTERM**

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## HOW TO WRITE AN ABBREVIATED CASE ANALYSIS

Developing greater ability to identify and solve business problems lies at the heart of successful management. Many of the functions managers perform and roles they fill require a substantial amount of problem solving. Identifying problems and solving them effectively requires that managers put all their skills to work. Case studies are a time-honored method for getting practice in managerial problem solving. The following suggested outline should help you prepare your case study.

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### Abbreviated Case Study Outline

#### Case Summary (1/2 page)

No matter how involved, the relevant case features can usually be summarized in half a page. Your mission is not to rewrite the case, but to solve the problems. Please keep this section as short as possible.

#### Diagnosis: 1-2 pages

Summarize the major problems in the case in a problem statement. Writing a diagnosis or problem statement requires you to use a mix of textbook theories, experience and intuition to discover what is wrong. You will need to analyze the meaning of a variety of symptoms before formulating a problem statement.

#### Identifying Alternatives and Choosing the Best (1 page)

Solving a problem is a process of identifying alternative solutions to resolve the problem discovered during the diagnosis, and choosing the best one. Organizational problems are often multifaceted and there is usually more than one way to solve a given problem. Managers prescribing solutions must resist the urge to satisfice (to choose the first alternative that seems workable), but must instead push themselves to consider several potential solutions and choose the best available alternative.

Briefly list up about three alternatives and choose the best. Each alternative should be described in a brief paragraph. Please do not exceed one page for this portion.

#### Action Plan: 1-2 pages

The Action Plan describes how to set in motion a proposed solution. In this step, you must stipulate the specific activities you believe are needed to solve a particular problem, then describe the implementation of these activities. Sometimes it is possible to solve the problem by better implementation of a program already in place. At other times it is necessary to start from scratch, creating a new sequence of activities.

Adapted from Organizational Behavior, Case and Exercise Book, Wagner and Hollenbeck, Prentice Hall, 1998.