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CHAMINADE UNIVERSITY

COURSE SYLLABUS:

International Business Management,

BU 402

International Business Management's **Discussion Board**

STUDENT GROUPS

INDIVIDUAL PROJECTS-

CHAPTER 11 LECTURE NOTES

CHAPTER 12 LECTURE NOTE

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COURSE TITLE:	International Business Management, BU 442
TERM:	January 19, 2000 - May 11, 2000
TIMES:	Monday, Wednesday and Friday 1:00 - 1:50
PLACE:	H107
INSTRUCTOR:	Dean Anderson, M.S.J.B.S.; M.I.M
OFFICE HOURS:	By Appointment
OFFICE PHONE:	261-6996
HOME PHONE:	262-4556
HOME E-MAIL:	dean@alohaever.com www.AlohaFever.com/chaminade/syllabus

"Syllabus"

Maheker

Dean

Anderson

Course Overview

(CHECK BACK REGULARLY FOR UPDATES!)

- I. Course Description
- II. Course Procedures
- III. Course Goals and Objectives
- IV. Course Grading
 - a. Midterm Examinations
 - b. Group Case Write-Ups (5 Per Group)
 - c. Case Discussions
 - d. Oral Presentations and Written Reports
 - e. Final Examinations
- V. **2000** Schedule and Assignments
- VI. Student Contact Information
- VII. Links

Course Description ([back to course overview](#))

This course seeks to verse the student in the practices and theories of international management. Through the use of textbooks, videos, outside readings and lectures, topics such as foreign *direct investment*, international *trade*, *regional* trade *blocks*, international *financial institutions* etc. will be discussed and analyzed.

<u>Week I</u>	<u>Week 2</u>	<u>Week 3</u>	<u>Week 4</u>	<u>Week 5</u>
<u>Week 6</u>	<u>Week 7</u>	<u>Week 8</u>	<u>Week 9</u>	<u>Week 10</u>

<u>Spring Break</u>	<u>Week 11</u>	<u>Week 12</u>	<u>Week 13</u>	<u>Week 14</u>
<u>Week 15</u>	<u>Final Exam</u>			

Course Procedures [\(back to course overview\)](#)

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

Course Goals and Objectives [\(back to course overview\)](#)

The course integrates the concepts of international business into the students' personal experiences and existing knowledge. Students will leave the BU 402 with a fundamental understanding of business management is and how it impacts our lives.

Course Grading [\(back to course overview\)](#)

<u>Assignments/Tests</u>	<u>Percentage of Overall Grade</u>
<u>Mid-Term Examination:</u>	<u>20%</u>
<u>Group Case Write-Ups:</u>	<u>20%</u>
<u>Case Discussions</u>	<u>10%</u>
<u>Oral Presentations and W</u>	<u>20%</u>
<u>Final Examination</u>	<u>30%</u>

Mid-Term Examination

The Mid-Term Examination will be an in class multiple-choice/short answer test. "Survival Cases" are welcome, all other supporting materials are not.

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Survival Cards: Students will submit a 3" x 5" *survival* card at the **start** of each class. The card is to contain any notes from the reading that the student felt was relevant. The card will be checked and **graded** by the professor. The cards will be returned to the student one class prior to the Mid-Term Examination. **Students** ~~are not to use~~ **Survival** cards can be used on the Mid-Term Examination. If *a student hands in a card for each reading assignment*, **Mid-Term examination.**

Group Case Write-Ups (30%)

A case is assigned each week (for a total of 13 cases for the semester). Each **student** **analyzes** of five of these cases. Your team's cases will be assigned after classes begin. (All **students** ~~are to be prepared to discuss them orally, but only the assigned team will submit a written case analysis.~~) Your **case analysis** should not exceed six pages in length ("How to Write an Abbreviated Case Analysis"!) Case presentation and write-up is due on Friday of the week **assigned**.

Case Discussions (10%)

One case will be assigned for each week of the semester. Students are to be prepared to discuss the cases for part of the class on each and every Friday. All students will be **given** **the turn** a chip for each **thoughtful** response. **All chips** should be turned in by the end of **class** (at least three responses). **Warning:** chips will be accepted at the professor's discretion. "No chip, no answer", and **no chip, no answer**.

Oral Report and Presentation (25%)

Each student will do an oral presentation of 10 minutes in length. Each **presentation** **addresses** **in depth** one issue in contemporary international management. The oral presentation should be **professionally** delivered. You will be expected to use **PowerPoint** or visual aids and handouts. Once the dates of the presentations are a

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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 your oral report, including Bibliography, in the format of a research paper, 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. Each student makes his/her individual presentation.

Final Examination (30%)

The Final Examination will be a take home. The student will be given 6 days to complete the exam. Students may work with classmates on the test, but all essay questions must be written individually. The exam will be multiple-choice with several short essay questions. If all *survival* cards are collected, the student will receive an additional 5 percentage points onto his/her score.

2000 SCHEDULE

(back to course overview)

WEEK 1 (top)

Monday, January 17,	Wednesday, January 19, 2000	Friday, January 21, 2000
Holiday!	1. Student/Teacher Introduction	1. Chapter One Lecture 2. Euro Disney and

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- | | |
|--|------------------------|
| 2. Opening Discussion: The Field of International Business | Blockbuster Discussion |
|--|------------------------|

Week 1 Assignment Textbook, Chapters 1 (& 2- time permitting)

"International Business: An **Overview**"

"The Cultural Environments Facing Business"

Case #1:	<u>"Blockbuster Video," Chapter 1, page 34</u> ;o presenters this <u>week</u>
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WEEK 2 (top)

Monday, **January** 24,
2000

Wednesday, January 26,
2000

Friday, ..

1. Review Chapters 2 & 3

Read Chapter 3 and Prepare
for the Case Discussion

2. Case #2 Discussion:
Eddie and Joao

Week 2 Assignment

Textbook, Chapter: 2

"The Cultural Events Facing Business"

"The Political and Legal Environments Facing

Case #2:

"John Higgins," Chapter 2, P 92

Case Presenters

WEEK 3 (top)

Monday, January 31,
2000

Wednesday, **Februar**

Week 3 Assignment

extbook, Chapters 4

"The Economic Environment"

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Case #3:	"Pizza Hut in Brazil," Chapter 4, page 180
Case Presenters:	Michelle Cass
WEEK 4 (top)	
Monday, February 7, 2000	Wednesday, February 9, 2000
Assignment	Textbook, Chapters 5 & 6
	"International Trade Theory"
	"Governmental Influence on Trade"
Case Presenters:	"United States- Cuban Trade," page 271 Cecilia Sarah
WEEK 5 (top)	
Monday, February 14, 2000	Wednesday, February 16-2000
Case Discussion	Chapter 7 Lecture
Week 5 Assignment	Textbook, Chapters , "Economic Integration and Cooperative Agreements"
Case #5	"Crystal Lake Manufacturing," Chapter 7, page 23
Case Presenters	
WEEK 6 (top)	

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Monday, February 21, 2000	Wednesday, February 23, 2000	Friday, February 25, 2000
Lecture: Chapter 8	Lecture: Chapter 9	resentation: "Illusion Textiles and th
Week 6 Assignment	Textbook, Chapter 8 "Foreign Direct Investment"	
Case #6:		
Case Presenters:	Cass, Sarah, Joao & Michelle	
WEEK 7 (top)		
Monday, February 28, 2000	Wednesday, March 1, 2000	Friday, March 3, 2000
	<ul style="list-style-type: none">• Finish Chapter 9	<ul style="list-style-type: none">• Case, Mexican Peso Crisis, Distribute the Mid-Term
Week 7 Assignment	Textbook, Chapter 9 "Foreign Exchange" DISTRIBUTE MIDTERM <u>HAND-IN INDIVIDUAL PROJECT TOPICS</u> Textiles and the Mexican	
Case #7:	400	
Case Presenters:	<u>Cecilia</u>	<u>Joao</u>
WEEK 8 (to)		
Monday, March 6, 2000	Wednesday, March 8, 2000	Friday, March 10, 2000

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Return and correct the midterm; meet with Dean	Chapter 10 Lecture	Presentation
Week 8 assignment	Chapter 10 "N Determination of Interest Rates"	
Case: Case Presenters:	--"-The Japanese Yen", Chapter 10, page Cass Ioan	
WEEK 9 (top)		
Monday, March 13, 2000	Wednesday, tin . 15. 7 7	
Chapter I I discussion	No class: Chapter I I No Class No Class: Answer Questions No Class: Answer Questions On Discussion Board	
Case no.	Textbook, Chapter I I and Chapter 12	
No Case:	"The Impact of the Multinational Enterprise" "International Business Negotiations and Diplom Real Estate Holdings in the United States," Chapter 11, page 473	
WEEK 10 (top)		
Monday, March 20, 2000	Wednesday, March 22, 2000	
Chapter 12 Discussion	Chapter 13 Discussion	• Presentation

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Week 10 Assignment

Textbook, Chapter 12 & 13

"Collaborative Strategies"

"Control Strategies"

International Estate Holdings in the United States," Chapter

11, page 473

Case Presenters:

ec li

Case

SPRING BREAK WEEK! (top)

Monday, **March 27, 2000**

Wednesday,

March 29, 2000

NO CLASS: SPRING BREAK

MARCH 27 - MARCH 31

WEEK 11 (top)

Monday, April 3, 2000

Wednesday, April 5, 2000

Friday, April 7, 2000

Lecture

Presentation: Eddie and the EU

• Presentation

a Chapter 15 Lecture

Week 11 Assignment

Textbook, Chapter 14 & 15

"Collaborative Strategies"

"Control Strategies"

International Airline Alliances", Chapter 14,

Michelle, Sarah, Eddie &

Alliances", Chapter 14, page 599

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WEEK 12 (top)		
Monday, April 10, 2000	Wednesday, April 12, 2000	
ter 16 Lecture	Presentation: Joao and Oil, Michelle and China	Presentation
Week 12 Assignment	Textbook, Chapter 16	
Case #11:	"Avon," Chatter 16, 394	
Case Presenters:		
WEEK 13 (to)		
Monday, April 14, 2000		
Assignment	Textbook, Chapter 17	
	Export and Import Strategies"	
Case Presenters*		
WEEK 14 (top)		
Monday, April 14, 2000	Wed	
Assignment	Textbook, Chapter 20	
	"The Multinational Finance Function"	

Chapter 20, page 536

Case Presenters:

WEEK 15 (top)

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Monday April 14 2008

April 14, 2008

Week to Assignment

"Human Resource Management"

REVIEW FOR FINAL

Case #14

ce Equipment Company

Case Presenters:

FINAL EXAM (top)

(TO RE SCHEDULED)

W A %I WILL COVER THE ENTIRE BOOK!

Student Contact Information (back to course overview)

FINAL

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Bradley	brad- i	732-5154	Evening
Michelle Cheng	umeteki j@hotmail.co.m	x735-8920	From 7 p. w.. tu 1 iii, dii
C ass Dereas	l.co	721-7485	anytime on weekends
Oppenheim			anytime
Cecilia Williams	-cwillie 07610hamir IN edu		
Sarah Yamada	KickinRockz@		

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Links (back to course

- [The textbook for BUS 403, International Business: Environments and Operations by John D. Daniels and Lee H. Chaminade University](#)
[The New York Times](#)
- [The International Herald Tribune](#)
- [The Washington Post](#)
- [The Los Angeles Times](#)