



SUFFOLK UNIVERSITY

MADRID CAMPUS

SIB 321 M1 - INTRODUCTION TO INTERNATIONAL BUSINESS

Instructor Information:

Instructor: Professor Byrne

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Course Information:

Catalog Description: To provide students with an understanding of problems and opportunities associated with doing business across country and cultural boundaries and to encourage global business thinking and strategy formulation. Topics include the forms of international business involvement; economic, social, cultural and political conditions; national and multinational regulations of international transactions and investments; and global strategies for business operations.

Instructor's Additional Course Description: This course will cover an entire range of international business concepts and what companies must do to survive in a global market. The globalization of markets has altered the ways in which multinational companies conduct business across national boundaries and foreign direct investment. The course will provide the students with an insight into the causes, effects and impacts of globalization and all the external forces that an international business faces. Students will be exposed to international dynamic changes such as market convergence into regional groups (e.g., NAFTA, AEC, Mercosur), and the expansion of the European Union, emerging markets of the former Eastern countries, increased trade activity in Latin America and the Pacific Rim, and the rising economic powers of China, Brazil, Russia, India, Indonesia and Mexico. These dynamic changes have created both opportunities for and new challenges to the global economic players, and ways of doing international business have been adjusted to suit these new challenges. Also we will explore more recent moves towards protectionism including Brexit and the trade wars in which the United States is involved. The course will explore political, economic, financial, socio-cultural, and technological factors that continue to influence any international player expanding in the global marketplace.

Prerequisites: SIB 101 or HST 149 or HST 150 and sophomore standing or higher.

Credit Hours: 3

This course follows the US Federal Government's Credit Hour definition: "An amount of work represented in intended learning outcomes and verified by evidence of student achievement that is an institutional established equivalence that reasonably approximates no less than:

- (1) One hour of classroom or direct faculty instruction and a minimum of two hours of out of class student work each week for approximately fifteen weeks for one semester or trimester hour of credit, or ten to twelve weeks for one quarter hour of credit, or the equivalent amount of work over a different amount of time; or
- (2) At least an equivalent amount of work as required in paragraph (1) of this definition for other academic activities as established by the institution including laboratory work, internships, practica, studio work, and other academic work leading to the award of credit hours."

For full up-to-date statement:

https://cihe.neasc.org/sites/cihe.neasc.org/files/downloads/POLICIES/Pp111_Policy_On_Credits-And-Degrees.pdf

Course Materials:

Required: PowerPoint slides to be downloaded from BlackBoard prior to class

Optional but highly recommended: International Business – The Challenge of Global Competition - 13th Edition. D. Ball, J. Geringer, M. Minor and J McNett. It is highly recommended for students to purchase an ebook version of this book by registering on the following link:

<http://connect.mheducation.com/class/n-byrne-spring-2019-mw-1230-1400>

Required: Students should maintain a file of all the articles distributed in class and should use examples from these articles in the mid-term and final exams.

A very useful website is <http://globaledge.msu.edu> which allows you to research international business information by trade bloc, country, state and industry. This will be particularly useful for your final country presentation.

Course Goals & Learning Objectives:

Upon successful completion of this course, students will know/understand	Upon successful completion of this course, students will be able to	How the student will be assessed on these learning outcomes:
<ul style="list-style-type: none">the concepts of international business and the external forces that they will need to consider in their future professions as international business managers particularly in financial, economic and political areas.	<ul style="list-style-type: none">name and explain international business concepts, distinguishing among them;list the external forces, distinguishing among them;explain the components of each force;recognize the importance and effect of these forces through analysis of selected international business articles.	<ul style="list-style-type: none">Students through their final country presentations and group presentations on current international business themes will demonstrate their knowledge and application of international business concepts and the forces which international businesses are facing. Both the mid-term and final exam will test knowledge of these concepts and forces.
<ul style="list-style-type: none">the large array of reasons why companies choose to enter foreign markets	<ul style="list-style-type: none">list and explain the various reasons why companies enter into foreign markets giving examples of real companies that have entered for these reasons	<ul style="list-style-type: none">There may be a question on the mid-term exam relating to this.
<ul style="list-style-type: none">the causes and effects of globalization.	<ul style="list-style-type: none">identify the five forces causing globalization;explain the factors within each force and their effects.	<ul style="list-style-type: none">There may be a question on the mid-term exam testing this knowledge.
<ul style="list-style-type: none">how to explain the perceived advantages and disadvantages of globalization.	<ul style="list-style-type: none">list, explain and—as appropriate—refute the arguments in favor of and against globalization.	<ul style="list-style-type: none">A debate will take place in class with two teams, one in favor of globalization and one against so students fully understand the pros and cons of the issue. Some student presentations will also be geared to considering some of these ideas. There may also be a question on the mid-term exam testing this knowledge.
<ul style="list-style-type: none">trends in international trade and Foreign Direct Investment	<ul style="list-style-type: none">explain changes in international trade and Foreign Direct Investment and know who are the top exporters and importers as well as the countries that engage mostly in Foreign Direct Investment and where this investment is targeted	<ul style="list-style-type: none">There will be missing word questions on the mid-term related to this area and the students will be asked to perform a Foreign Direct Investment simulation by an American company in a choice of foreign countries

Upon successful completion of this course, students will know/understand	Upon successful completion of this course, students will be able to	How the student will be assessed on these learning outcomes:
<ul style="list-style-type: none"> the various non-equity and equity modes of entry into foreign markets 	<ul style="list-style-type: none"> explain and differentiate between the various modes of entry into foreign markets assessing the advantages and risks of each mode 	<ul style="list-style-type: none"> There may be a question on modes of entry either on the mid-term or final exam
<ul style="list-style-type: none"> realize the impact of international institutions and regional trade agreements on international business. 	<ul style="list-style-type: none"> explain, understand and appraise all of the major international institutions and regional trade agreements affecting international business. 	<ul style="list-style-type: none"> There will be a multiple-choice quiz on the international institutions and regional trade agreements. I will also distribute articles relating to some of these international institutions and agreements which students will be expected to cite in mid-term and final exams
<ul style="list-style-type: none"> in detail the various political forces affecting an international business 	<ul style="list-style-type: none"> appreciate all of the political forces affecting an international business including ideology, terrorism, expropriation and confiscation, corruption/bribery, privatization, the presence of state companies and protectionism in its various forms including both tariff and non-tariff barriers. 	<ul style="list-style-type: none"> There will be a question relating to political forces in the final exam
<ul style="list-style-type: none"> in detail the various financial forces affecting an international business 	<ul style="list-style-type: none"> appreciate all of the financial forces affecting an international business including the Balance of Payments, exchange rates, interest rates, inflation, taxation rates and foreign exchange controls. 	<ul style="list-style-type: none"> There will be a question relating to financial forces in the final exam
<ul style="list-style-type: none"> the basic concepts of international marketing 	<ul style="list-style-type: none"> realize the importance of international marketing and deal with the complexities involved 	<ul style="list-style-type: none"> There will be a question relating to international marketing in the final exam
<ul style="list-style-type: none"> be aware of the current issues in international business. 	<ul style="list-style-type: none"> analyze international business articles, applying all of the concepts learnt in class; understand linkages between the various international business themes; be up to date on what is currently happening in international business. 	<ul style="list-style-type: none"> The students will have at least two articles to read after each class. The main points of these articles will be presented by various students at random. Students will also be expected to illustrate examples from these articles in mid-term and final exams.
<ul style="list-style-type: none"> how to make presentations 	<ul style="list-style-type: none"> prepare and deliver presentations using a variety of visual formats: bullet points, tables, graphs, maps, etc. address an audience with confidence, answering follow-up questions related to what they have presented. 	<ul style="list-style-type: none"> Students in their respective groups will be asked in rotation to make one presentation on a current international themes chosen from a list of themes that I will provide. At the end of the semester they must make a longer presentation on a developing country of their choice in accordance with a briefing document which ensures that they cover all areas covered in the course and apply them to their country of choice.
<ul style="list-style-type: none"> how to deal with the challenges of teamwork and to seek solutions to any issues that arise 	<ul style="list-style-type: none"> share responsibilities equally; contribute to the shared goal; collaborate with teammates; provide and accept constructive criticism; fulfill assigned tasks in a timely fashion, respecting deadlines; solve conflicts as they arise. 	

Upon successful completion of this course, students will know/understand	Upon successful completion of this course, students will be able to	How the student will be assessed on these learning outcomes:
<ul style="list-style-type: none"> • how to debate effectively 	<ul style="list-style-type: none"> • present convincing arguments in defense of a position, regardless of whether they agree with the position or not. • respond to the arguments of other students; • develop a curiosity and interest in current issues affecting the international business world. 	<ul style="list-style-type: none"> • There will be several debates during the course, both in class (evaluated) and organized through the business club. During class debates and in discussions, when sharing their personal opinions on international business themes that we study, students will be expected to demonstrate the logic and relevance of their arguments.

The course objectives will be achieved through a teaching approach that emphasizes the importance of interactive methods of learning. Students will be expected to read the PowerPoint slides on each chapter prior to coming to class. The classes will consist of reviewing current events, comprehensive lectures on the theoretical material, analyzing business articles, international business-related videos, a quiz on international institutions, debates, simulations and in-class student presentations. Students in their respective groups will be asked in rotation to prepare one international business-related topic from a list I will provide and present them to the class. I will provide a separate document on what I expect from your presentations and how I am going to evaluate them. There will also be a final project briefing document for the final country presentation. I will be also asking groups to come up to the front of class at random and discuss the articles assigned for homework in each class.

Assignments/Exams/Grading and Evaluation:

Mid-Term Exam:	25%
In-Class presentation on current IB theme:	10%
Final Project –Country Presentation:	10%
Quiz on International Institutions:	10%
Attendance:	10%
Participation:	10%
Final Exam:	25%

Percentage	Grade	Percentage	Grade
94-100	A	77-79	C+
90-93	A-	73-76	C
87-89	B+	70-72	C-
83-86	B	60-69	D
80-82	B-	59 or less	F

Extra Credit Opportunities:

During the course there will be various extra credit opportunities including an end-of-course game in which the winning teams will earn extra credit. This extra credit opportunities will be made available to everyone, there will be no special extra credit assignments given to individual students to improve their grades as I view this as unfair to the other students who don't get this opportunity. You may also earn extra credit by being a member of the Business Club committee. However, I will only be selecting a total of four members from my courses this semester.

Course/Classroom Policies:

Make Up Exams

There will be no make-up exam for the mid-term. If a student misses the mid-term, the % allocated to it will be transferred to the final exam ONLY if that student has an excused absence which means a certificate from a doctor which must be brought in immediately after the mid-term. Failure to produce such a

certificate will result in loss of 10% of the 25% allocated to the mid-term with the other 15% transferred onto the final exam.

A make-up final exam will only be provided for a student if that student has three final exams on the same day or there are two coinciding exams. I will require evidence of such an event and I must be notified at least **TWO** weeks in advance of the final exam in order to arrange an alternative time to take the final exam.

Punctuality, Leaving Class and Respectfulness

Please do not be late for class, as it is extremely disruptive to both your classmates and the instructor. The door to the classroom will be shut fifteen minutes after the commencement of the class, and you will not be allowed to enter the class after this time. If you miss class because you have arrived too late to enter, your absence will be counted as unjustified. I prefer that no one leaves the class during the lesson, but if it is an absolute emergency, please raise your hand and ask for permission to leave. There will be zero tolerance of disrespectfulness, whether directed against the instructor or against classmates. Failure to comply with this norm will result in the offending student being asked to leave the class and to see me during my office hours to explain their behavior before being allowed back into class again. I consider the class to be a professional situation and I expect all students to act professionally both towards me and their classmates. All discussion of grades or academic performance will take place in my office during my office hours and not in the classroom.

Using Electronic Equipment in Class

It is strictly forbidden to use laptops, ipads, mobile telephones or any other electronic equipment in class without my specific permission so please switch them off prior to entering into class. You may download the power point slides to your laptop but please be aware that you will not be able to look at them in class as laptops are not allowed in the classroom. You may, however, use laptops to make a presentation in your respective groups but please make sure it is well set up in advance of making the presentation so there is no time delay or any technical issues.

Food or drink in class

It is strictly prohibited to bring food and drink (except water) into class. Water should be obtained prior to commencement of class; students should not leave during class to get it.

Participation/Attendance Policy:

The SUMC Student Handbook states the following:

Once a student is registered for a course, attendance at every meeting of every class is expected, including those held in the first week of the semester. A maximum of two unjustified absences is permitted. Each additional absence will cause the final course grade to be lowered by one-third of a letter grade, i.e., from A to A-; A- to B+; B+ to B, etc.

Excessive absences in a course will have a negative effect on the final grade. When a student is absent, the quality of his or her work in a course will deteriorate since material missed in class sessions can rarely be made up satisfactorily, even though the student remains responsible for that work.

Please note that even when a student has a justified reason for missing class, such as illness, the negative academic impact on learning will be the same as if the absence were for spurious reasons.

In this course, any absence due to illness should be justified by a note from the student's physician or other health professional confirming the day(s) on which the student was unable to attend class. A written excuse from a student's host parent or residence supervisor is also acceptable.

In the event that a class meeting is unexpectedly cancelled, students will be expected to continue with readings or other assignments as originally scheduled. Any assignments due or class activities (e.g., a quiz, exam or presentation) planned for such a cancelled class are due at the next class meeting unless other instructions are communicated.

More on Class Participation

Class participation is actively encouraged and will constitute part of the overall grading (10%). Therefore, students are expected to read journals, business magazines, newspapers and participate in classroom discussions, simulations and debates. I will choose at random one of your respective groups to come up in front of the class to discuss the main points of the articles that I have assigned for homework. Your participation grade will depend on how you perform with this task. The effectiveness of the class is our shared responsibility: the class will be much more interesting and enjoyable if students have read chapters and articles prior to coming to class and take an active role in the class. Also examples from these articles are needed in both the mid-term and final exams if students wish to get a very high grade. Participation also includes being on time for class, attentiveness, your ability to ask thoughtful and relevant questions, your ability to respond to questions when called upon and demonstration that you have read assigned articles and understood the concepts. Applying the knowledge learnt to real life companies and life experiences is especially welcome. I will also take into consideration any articles that students send to me by email related to the themes studied in class.

More on Attendance

The members of the Global Business Department feel that your attendance at every class meeting is necessary for mastery of our curriculum. Attendance and promptness are expected. Faculty will take attendance at every class, and your grade will be affected by a lack of compliance. For a class that meets twice a week, each student is allowed two unexcused absences. Any student who has more than two unjustified absences will have their attendance/participation grade reduced by one third of a grade for each absence in excess of the two allowed for example if you have three unjustified absences and you get a grade B, this will be reduced to a B-.

In rare instances, students may have to miss class for a valid, university-sanctioned reason. In general, an absence is considered "official" when: (a) the student is participating in an approved field trip or other official Suffolk University activity; (b) the absence is confirmed under doctor's orders; or (c) the student is granted a leave of absence from Suffolk for reasonable cause by an academic dean. Students are required to show official documentation indicating a university-sanctioned reason for absence. Tardiness and absence due to work-related responsibilities are not excused absences.

Statement on Accommodations for Students with Disabilities (CAS & SBS):

If you anticipate issues related to the format or requirements of this course, please meet with me. I would like us to discuss ways to ensure your full participation in my classroom.

If you determine that you need formal, disability-related accommodations, it is very important that you register with the Office of Disability Services (617.994.6820 / disabilityservices@suffolk.edu) and notify me of your eligibility for reasonable accommodations. We can then plan how best to implement your accommodations. For more information, look here: www.suffolk.edu/disability.

Student Resources

SUMC provides a range of student services, both academic and personal. To learn more about course-related tutorials and academic workshops, refer to the SUMC Student Handbook, Section 2 "Academic Policies and Services". Section 5, "Living in Madrid", contains information on the medical and mental health resources, including an English-speaking therapist, available to you.

Midterm Review

At midterm, around week 6, you will be given a midterm grade based on your progress to date and performance on presentations and the midterm exam. Midterm grades of C- or below will be reported to the Madrid Campus Academic Standing Committee, with an explanation of what I believe has contributed to that grade: excessive absences, poor time management or study skills, lack of effort, difficulty with the course material or with writing or language skills, etc. The Academic Standing Committee or I may contact

you to suggest strategies for addressing these difficulties. I strongly encourage you to visit me during my office hours so we may discuss how you can be successful in this class.

Academic Misconduct:

www.suffolk.edu/about/mission-history/policies-procedures/academic-misconduct-policy

Suffolk University expects all students to be responsible individuals with high standards of conduct. Students are expected to practice ethical behavior in all learning environments and scenarios, including classrooms and laboratories, internships and practica, and study groups and academic teams. Cheating, plagiarism, unauthorized collaboration, use of unauthorized electronic devices, self-plagiarism, fabrication or falsification of data, and other types of academic misconduct are treated as serious offenses that initiate a formal process of inquiry, one that may lead to disciplinary sanctions.

Student work will be thoroughly examined for academic integrity and may be scanned using plagiarism detection software. A faculty member suspecting academic misconduct will contact the student using the Suffolk email address to schedule a meeting and will make all effort to do so within five business days of detecting the incident. During the meeting, the faculty member will present the documentation that led to suspected academic misconduct. Resolution of the incident will be according to the procedures outlined in the SUMC Student Handbook.

Academic Grievances Policy:

www.suffolk.edu/student-life/student-services/student-handbook/university-policies-for-student-cas-sbs/grievances-academics

Course Schedule:

The schedule, policies, procedures and assignments in this course are subject to change in the event of extenuating circumstances, by mutual agreement, and/or to ensure better student learning.

Class 1:

Introductions, review of Syllabus, setting of expectations, assignments of groups, choosing of presentation themes, making effective presentations tips and evaluation criteria. Basic international business concepts

Class 2-5:

The Challenging World of International Business

Economic interdependence and the reduction of barriers to trade and Foreign Direct Investment
Recent global developments – Opening up of new markets, regional economic integration and emerging economies. External forces in the environment and internal forces to adapt to changes in external forces
What is globalization and what are its causes and its impact on international trade?

Advantages/disadvantages of globalization.

Ups and downs of globalization and recent moves back towards protectionism

Why companies enter foreign markets? – the driving factors

Section 1 and selected articles

Class 6-8:

International Trade and Foreign Direct Investment

Importance of trade and FDI for large companies

Levels of trade and changing trends in trade and growth forecasts

Leading exporters/importers

US major trading partners and how these have changed overtime

Foreign investment – Portfolio investment, FDI

Levels of FDI and changing trends in FDI inflows and outflows

Outsourcing and offshore service jobs

Maquiladoras and their importance

Section 2 and selected articles

Class 9, 10, 11 & 13:

Foreign Market Entry Modes

First mover advantage. Exporting (direct vs. indirect), turnkey projects, licensing, franchising, management contracts, contract manufacturing, setting up/buying a wholly-owned subsidiary, joint ventures, strategic alliances.

Analyzing the advantages and risks of each of these entry modes with real life examples.

Section 3 and selected articles

Class 12:

Mid-Term Exam (See date and time above)

To be studied outside of class with a quiz date which will be announced after mid-term exams

International Institutions from International Business Perspective

The influence of international organizations on international business and the roles of major institutions – United Nations, World Trade Organization, Organization of Petroleum Exporting Countries (OPEC), The International Monetary Fund (IMF), The World Bank, The European Union, North American Free Trade Agreement (NAFTA), The North Atlantic Treaty Organization (NATO), Mercosur, The Group of Eight (G8) and The Organization for Economic Cooperation and Development (OECD).

Chapter 3

Class 14-17:

Political Forces (Including Trade Restrictions)

Political forces affecting international business

Expropriation and confiscation

Corruption and Bribery

Public companies versus private companies

The advantages and disadvantages of privatization

Political risks

Arguments for Trade Restrictions

Types of trade restrictions – Tariffs, quotas, tariff-rate quotas, subsidies, government procurement policies

Tariff avoidance versus tariff evasion

Section 4 and selected articles

Class 18-20:

Understanding the International Monetary System and Financial Forces

The Balance of Payments and its effects

The Foreign Exchange Market, determinants of foreign exchange rates, quotations, hedging and exchange rate fluctuations.

Other financial forces – currency exchange controls, tariffs, taxation, inflation and interest rates

Section 5 and selected articles

Class 21-23:

Marketing Internationally

The importance of international marketing

Added complexities of international marketing

The international marketing mix, product, promotional, pricing and distribution strategies

Section 6 and selected articles

Class 24-26:

Final Country Presentations and Review for Final Exam
Final Exam