



ROBERT H. LEDBETTER COLLEGE OF BUSINESS (ONLINE)
INTERNATIONAL BUSINESS MANAGEMENT
BUS 6750 ONLINE

Course Title: International Business
Course Number: BUS 6750
Credit Hours: 3

COURSE DESCRIPTION

The course analyzes the similarities and differences in the management functions, processes, and structures in the international environment. Emphasis is given to the knowledge and attitudes required for the development of effective, intercultural management skills.

COURSE OBJECTIVES

Upon completion of the International Business course, each student will be able to:

- Research and critically analyze the major economic, social/cultural, technological, and political/legal aspects of the international business environment to evaluate opportunities and threats for a company's operations. (Educational Principles I, III, IV, and VIII).
- Evaluate how conducting international business influences key decisions in human resources, marketing, finance, and operations. (Educational Principles I, III, V, and VIII).
- Create a framework for conducting international business operations and decision making regarding social responsibility, economic development, and ethical behavior. (Educational Principles I, IV, V, and VIII).
- Assess the impact of international trade-related organizations and multinational trade agreements on global business operations. (Educational Principles I, III, V, and VIII).
- Access, evaluate, and integrate ideas and perspectives from published information relevant to international business management. (Educational Principles I, III, IV, and VIII).
- Formulate effective business strategies based on analysis of the global environment, market dynamics, and internal capabilities. (Educational Principles I, III, IV, and VIII).

COURSE MATERIALS

The following materials are required for the International Business:

Textbook

Hill, C. W. L., and Hult, G. T. M. (2018). Global business today (10th ed.). New York, NY: McGraw-Hill Education.

LCCN: 2016040841

ISBN: 978-1-259-68669-6 (alk. paper)

ISBN: 1-259-68669-8 (alk. paper)

Library

Shorter University library on-campus and Online for peer reviewed

articles: <http://www.shorter.edu/libraries/>

Once you're on the library's webpage, click on any relevant button for research and downloading peer reviewed articles: Library Catalog, Galileo, Shorter Libguides, EBSCO, etc.

Additional materials

Guidelines for APA format academic papers: <https://owl.english.purdue.edu/owl/section/2/10/>

How to avoid plagiarism: <http://owl.english.purdue.edu/owl/resource/589/01>

Useful Articles from Galileo

- Alves Martins, A. R. (2017). The special drawing right: a formal critic to the dollar dominance in the international monetary system. *Brazilian Journal Of Political Economy / Revista De Economia Política*, 37(2), 401-416. doi:10.1590/0101-31572017v37n02a08
- Amy, W., & Sixl-Daniell, K. (2017). Examining the Effectiveness of Corporate E-Learning in Global Talent Management. *International Journal Of Advanced Corporate Learning*, 10(2), 4-18. doi:10.3991/ijac.v10i2.7305
- Beumer, C., Figge, L., & Elliott, J. (2018). The sustainability of globalisation: Including the 'social robustness criterion'. *Journal Of Cleaner Production*, 179704-715. doi:10.1016/j.jclepro.2017.11.003
- Chakravarty, D., Hsieh, Y., Schotter, A. P., & Beamish, P. W. (2017). Multinational enterprise regional management centres: Characteristics and performance. *Journal Of World Business*, 52296-311. doi:10.1016/j.jwb.2016.12.011
- Djelic, M., & Etchanchu, H. (2017). Contextualizing Corporate Political Responsibilities: Neoliberal CSR in Historical Perspective. *Journal Of Business Ethics*, 142(4), 641-661. doi:10.1007/s10551-015-2879-7
- Greaney, T. M., & Li, Y. (2017). Multinational enterprises and regional inequality in China. *Journal Of Asian Economics*, 48(Trade, Growth and Economic Inequality in the Asia-Pacific Region), 120-133. doi:10.1016/j.asieco.2016.09.003
- Imtiaz, S., & Bashir, M. F. (2017). Economic freedom and foreign direct investment in South Asian countries. *Theoretical & Applied Economics*, 24(2), 277-290.
- Johennesse, L. C., & Te-Kuang, C. (2017). Employee Perceptions of Talent Management Effectiveness on Retention. *Global Business & Management Research*, 9(3), 46-58.
- Kacowicz, A. M. (2018). Regional Governance and Global Governance: Links and Explanations. *Global Governance*, 24(1), 61-79.
- Kehoe, R. R., & Collins, C. J. (2017). Human resource management and unit performance in knowledge-intensive work. *Journal Of Applied Psychology*, 102(8), 1222-1236. doi:10.1037/apl0000216
- Krishnan, T., & Scullion, H. (2017). Talent management and dynamic view of talent in small and medium enterprises. *Human Resource Management Review*, 27431-441. doi:10.1016/j.hrmr.2016.10.003
- Makarevich, A. (2017). Right partner for the right venture. Successful collaboration with new and old partners in new and existing markets. *Organizational Dynamics*, 46148-156. doi:10.1016/j.orgdyn.2017.04.009
- Mäkinen, J., & Kasanen, E. (2016). Boundaries Between Business and Politics: A Study on the Division of Moral Labor. *Journal Of Business Ethics*, 134(1), 103-116. doi:10.1007/s10551-014-2419-x
- Mukherjee, D., & Dutta, N. (2018). What determines governance across nations: Do economic and social globalization play a role?. *Economic Modelling*, 69103-113. doi:10.1016/j.econmod.2017.09.010
- Nguyen, Q. T., & Almodóvar, P. (2018). Export intensity of foreign subsidiaries of multinational enterprises: The role of trade finance availability. *International Business Review*, 27231-245. doi:10.1016/j.ibusrev.2017.07.004
- Ning, W. (2017). CHINA'S FUTURE AND THE DETERMINING ROLE OF THE MARKET FOR IDEAS. *CATO Journal*, 37(1), 149-165.
- Seunghoo, L., Tae Kyu, W., & Soo-Young, L. (2017). Shedding New Light on Strategic Human Resource Management: The Impact of Human Resource Management Practices and Human Resources on the Perception of Federal Agency Mission Accomplishment. *Public Personnel Management*, 46(2), 91-117. doi:10.1177/0091026017704440
- Tomashevskiy, A. (2017). Investing in Violence: Foreign Direct Investment and Coups in Authoritarian Regimes. *Journal Of Politics*, 79(2), 409-423. doi:10.1086/688356

Williams, K. (2017). Foreign Direct Investment, Economic Growth, and Political Instability. *Journal Of Economic Development*, 42(2), 17-37.

Useful Websites

- European Union: https://europa.eu/european-union/index_en
- Export.gov: <https://www.export.gov/welcome>
- International Monetary Fund: <http://imf.org>
- International Trade Administration: <https://www.trade.gov/>
- The Economist: <http://www.economist.com>
- The U.S. Census Bureau: <http://www.census.gov/foreign-trade/top/>
- Transparency International: <https://www.transparency.org/>
- World Bank: <http://www.worldbank.org>
- World Economic Forum: <https://www.weforum.org/>
- World Export-Import Bank of the United States: <http://www.exim.gov>
- World Fact book: <http://www.cia.gov/cia/publications/factbook>
- World Intellectual Property Organization: <http://www.wipo.int/portal/en/>
- World Trade Organization: <https://www.wto.org/>

Recommended Online International Business News Websites

NOTE: These websites are not recommended for citing/referencing, they are only to be used for cross-checking current international business affairs, and relating their contents to peer reviewed articles you may pull from Library Catalog, Galileo, Shorter Libguides, EBSCO, etc.

- Bloomberg: <https://www.bloomberg.com/>
- British Broadcasting Corporation (BBC): <http://www.bbc.com/>
- Business Insider: <http://www.businessinsider.com/>
- Forbes: <https://www.forbes.com/#4d1bc2e82254>
- Reuters: <https://www.reuters.com/>
- US Today: <https://www.usatoday.com/>
- Wall Street Journal: <https://www.wsj.com/>
- Washington Post: <https://www.washingtonpost.com/>

All the above news sites are also available at “Online Newspapers”: <http://www.onlinenewspapers.com/>

METHODS OF INSTRUCTION

This course includes the following methods of instruction:

- Textbook reading assignments
- Prepared lecture materials
- Instructional videos
- Written case assignments
- Reflective question discussion forums
- Quizzes

Sessions

1. Session 1 (Week 1) – Monday to Sunday (11:55 pm)
2. Session 2 (Week 2) – Monday to Sunday (11:55 pm)
3. Session 3 (Week 3) – Monday to Sunday (11:55 pm)
4. Session 4 (Week 4) – Monday to Sunday (11:55 pm)
5. Session 5 (Week 5) – Monday to Sunday (11:55 pm)
6. Session 6 (Week 6) – Monday to Sunday (11:55 pm)
7. Session 7 (Week 7) – Monday to Sunday (11:55 pm)
8. Session 8 (Week 8*) – Monday to Friday (11:55 pm)

*Do take note that Session 8 is short, it ends on a Friday. All work must be posted in Canvas before 11:55 pm on this day, work posted after 11:55 pm will not be graded.

Late Assignments

Generally, late assignments may not be accepted. This does not include extenuating verifiable circumstances such as certain health issues (must be verified by a physician), death, tornadoes, etc. There is a 5% point loss per day for lateness (up to five days). Whether you are one minute late or 23 hours late, you are late. Please do not get yourself in this position. Write your papers well in advance of the deadline.

Discussions Protocol

1. Post your original discussion (initial post) no later than two days of the beginning of the **Session/Week – “Monday”**. Follow up with two responses and/or additional posts to your classmates before discussion forum closing time (**Sunday 11:55 pm**). However closing time for Week 8 is **Friday 11:55 pm**.
2. Discussions posted after closing time will not be graded. All posts and responses must comply with APA writing conventions.
3. Initial posts must have a minimum of two references (the textbook and one peer reviewed article from Galileo online library).
4. Responses must have a minimum of one reference (the textbook or a peer reviewed article from Galileo online library).
5. Responses can be to Part 1, Part 2, or both Parts of colleague's posting:
 - a. Expand on the colleague's posting with additional insight and resources.
 - b. Offer polite disagreement or critique, supported with evidence.
 - c. Offer and support an opinion.
 - d. Validate an idea with your own experience.
 - e. Make a suggestion or comment that guides or facilitates the discussion.
6. Points will be deducted for grammar and spelling issues.

Case Studies Protocol

Case studies are due no later than the specified time (Sunday 11:55 pm – Session 1 to Session 7 and Friday – 11:55 pm Session 8).

1. Quality answers that show mastery of the case and questions asked using clear logic and supporting facts. Also, the answers must directly answer the questions posted in the case.
2. Must use citations with references to document ideas that come from others. Case studies are research papers, therefore, they must have a minimum of two references from Galileo beside the textbook (a minimum total of three). Your answers in the case studies, must address some of the “key concepts” of this course. These key concepts are found in every chapter just before the case studies. The key concepts must be substantiated with references from Galileo, the textbook, websites of MNCs, and the “Useful Websites” listed in this syllabus.
3. Grammatically correct paper, no typos, and must have obviously been proof read for logic.
4. Questions must be typed out as headings, with follow up answers in paragraph format, and a summary or conclusion at the end of all answers as set in the outline (Outline provided in Canvas).
5. Case studies must be in APA format.

Assignments Protocol

Write-up and/or Questions on International Business Concepts. They are due no later than the specified time (Sunday 11:55 pm – Week 1 to Week 7 and Friday – 11:55 pm Week 8).

1. The write-up and/or Questions on concepts must show quality definitions of the concepts, relating to current international business affairs using clear logic, and supporting facts.
2. You must use citations with references to document ideas that come from others. These assignments are research papers, therefore, they must have a minimum three references from Galileo and the textbook.
3. Grammatically correct paper, no typos, and must have obviously been proof read for logic.

4. Concepts and/or Questions must be typed out as headings, followed by a write-up in paragraph format, and a summary or conclusion at the end of the paper as set in the outline (Outline provided in Canvas).
5. The paper must be in APA format.

The Final Project Protocol

This is the concluding project for this Graduate International Business course. It offers the students the opportunity to show mastery of all of the key concepts covered in the course and the mastery of designing a successful international business strategy.

Final Project Phase I *Multinational Selection* – In Session 2, you must select a multinational corporation for your final project. The project involves a plan for the expansion of business to another country (with no current presence) and you are required to present the plan to the Board of Directors for approval. You will submit in Canvas a one page background of your multinational corporation of choice for grading and approval by the professor. The short paper must be in APA format.

Final Project Phase II *Premise* – Having chosen the multinational corporation in *Final Project Phase I*, having passed, and approved by your professor, you will write a premise in Week 3. A premise is a short write-up on your project topic:

- a. A brief background of the company that was approved by your professor.
- b. A brief analysis of the multinational corporation's current position and global strategy
- c. The chosen two countries in which the company is not currently present and briefly discuss the possibilities of the intended expansion.
- d. Suggest the most effective market entry strategy to enter that market and provide a brief supporting rationale.
- e. Include a short SWOT analysis about your firm.

The premise must have references – especially from the firm's website, Galileo, and the textbook.

The premise must be in APA format.

Final Project Phase III *Complete Project* – Integrate information from Phase I and Phase II, assess the situation, and conduct further research. The project must embody the following: marketing, currency factors, legal factors, human resources considerations, trade agreements, strategic factors, cultural factors, and risks.

Your research, must be guided by asking and answering the following questions:

1. What are the political, cultural, environmental, social, economic, and trade risks present in the two countries?
2. What is the mode of entry into these countries, you are going to use and why?
3. What is the company's international strategy?
4. What are the objectives for the company's expansion?
5. What are some of the opportunities and strengths of doing business in the countries?
6. What are some of the foreign trade issues you will have to deal with in the countries?
7. What other concerns would you have in the countries?
8. What is the role of human resource management?
9. How does the globalization of the world economy affect your firm?
10. What is required for your firm to efficiently coordinate a globally dispersed production system?
11. What are your projections for the future?

Your written plan must have:

1. **Cover page**
2. **Abstract**
3. **Introduction**
4. **Multinational Background**
5. **Body:**
 - a. International Strategy
 - b. Objective for expansion
 - c. How the Globalization of the World Economy is Affecting the firm

- d. SWOT analysis of firm
- e. The two Foreign Countries the firm is not currently present
 - i. Political and Cultural Aspects
 - ii. Environmental Aspects
 - iii. Social and Economic Aspects
 - iv. Trade Risks
- f. Entry Mode in Foreign Country and Why
- g. The Opportunities and Strengths of Doing Business in the two Foreign Countries
- h. The Foreign Trade Issues to be Faced When Expanding to the two Foreign Countries
- i. Human Resource Management in the two Foreign Countries
- 6. **Plan Conclusion** - Summation of the best country for expansion based on the two presented countries
- 7. **Conclusion or Summary** of the paper
- 8. **References**

Your project must be in APA format.

Grading Criteria

Discussion Forums: 20 points – 8 weeks (Initial post 10 points, two responses 5 points each)	160
Case Analyses: 50 points each – 4 weeks (Weeks: 1, 3, 5, & 7)	200
Assignments: 70 points each – 3 weeks (Weeks: 2, 4, & 6)	210
Quizzes: 20 points each – 7 Sessions (Week 2 to 8)	140
Mandatory Introduction (Week 1)	5
Final Project Phase I <i>Multinational Corporation of Choice</i> (Week 2)	15
Final Project Phase II <i>Premise</i> (Week 3)	50
Course Reflections (Week 8)	20
Final Project Phase III <i>Complete Project</i> (Week 8)	200
Total Points	1000

Grading Scale

The following scale will determine grades:

90-100 percent	A
80-89 percent	B
70-79 percent	C
60-69 percent	D
Below 60 percent	F

Grades will be calculated as a percent of the total points available for all graded assignments.

OURSE POLICIES

Academic Integrity

Shorter University is committed to fostering an educational environment characterized by honesty and integrity. Students are expected to understand their rights and responsibilities, and to behave accordingly. Refer to the “Shorter University Honor Code,” posted in the introductory course materials, for specific policies and procedures:

On my honor, I will abstain from all deceit. I will neither give, receive, nor use any unauthorized aid in my academic work, nor will I permit such action by any member of this community. I will respect the persons and property of the community and will not condone discourteous or dishonest treatment of these by my peers. In my every act, I will seek to maintain a high standard of honesty and truthfulness for myself and for the university.

Plagiarism

All work submitted must represent the student’s original work. Every resource used to complete an assignment must be in APA format and reveal the extent to which the source was used. Plagiarism and/or falsification are serious matters and may result in the student being required to revise and resubmit the assignment, receiving a grade of F for the assignment, or receiving a failing grade for the course.

Class Participation and Attendance

Participation and attendance are determined by completion of discussion forums, case studies, quizzes, and term project timely fashion.

Writing Expectations

Shorter University emphasizes the importance of employing proper grammar, composition, and writing style across the curriculum. All papers should demonstrate appropriate writing skills and adherence to APA formatting guidelines.

WEEKLY CONTENT OUTLINE AND LEARNING OBJECTIVES

Week 1: Globalization and National Differences in Political, Economic, and Legal Systems (pp. 2-57)

Objectives:

Upon completion of Week 1, you will understand, and be able to articulate:

- The term *globalization* and the main drivers of globalization
- The global economy and the impact of globalization
- The different political systems, economic systems, and legal systems of countries
- The implications for management practice of national difference in political economy

WEEK 1 – ITEMS TO BE COMPLETED		DUE DAYS AND TIME
Reading	Hill & Hult (2018), Chapters 1-2	N/A
Mandatory Introduction	Introduce yourself to your fellow students and instructor. Share your college degree plans, briefly explaining what degree you are pursuing, why, and how you think taking this course will assist you in achieving your personal or professional goals in life.	Week 1 – Sunday 11:55 PM
Lecture PPTs	View all slides in the Week 1 Lecture PPTs found in Canvas course resources, expand your knowledge with the chapter readings, useful articles from Galileo, useful websites, online news, and pull relevant articles from Galileo for reading and citing in your Case analyses.	Week 1 – Sunday 11:55 PM
Discussion	Post your original discussion (initial post) no later than two days of the beginning of the week. Follow up with two responses and/or additional posts to your classmates before discussion forum closing time on Sunday	Week 1 – Sunday 11:55 PM
Case Studies	Medical Tourism and the Globalization of Health Care (pp. 32-33) Venezuela Under Hugo Chavez and Beyond (pp. 56-57) Write both cases in one paper and must be in APA format (view sample outline in Canvas course resources).	Week 1 – Sunday 11:55 PM

Week 2: National Differences in Economic Development and Differences in Culture (pp. 58-121)**Objectives:**

Upon completion of Week 2, you will understand, and be able to articulate:

- The level of economic development of a nation
- The macropolitical and economic changes occurring worldwide
- The transition economies moving toward market-based systems
- The implications for management practice of national difference in political economy
- The culture of a society and the forces that lead to differences in social culture
- The business and economic implications of differences in culture
- The economic and business implications of cultural change

WEEK 2 – ITEMS TO BE COMPLETED		DUE DAYS AND TIME
Reading	Hill & Hult (2018), Chapters 3-4	N/A
Lecture PPTs	View all slides in the Week 2 Lecture PPTs found in Canvas course resources, expand your knowledge with the chapter readings, useful articles from Galileo, useful websites, online news, and pull relevant articles from Galileo for reading and citing in your Case analyses.	Week 2 – Sunday 11:55 PM
Discussion	Post your original discussion (initial post) no later than two days of the beginning of the week. Follow up with two responses and/or additional posts to your classmates before discussion forum closing time on Sunday	Week 2 – Sunday 11:55 PM
Assignment	The paper must show quality definitions of the concepts, relating to current international business affairs using clear logic, and supporting facts. The paper must be in APA format. (View sample outline in Canvas course resources).	Week 2 – Sunday 11:55 PM
Quiz	Covering Chapters 1-4	Week 2 – Sunday 11:55 PM
Final Project Phase I	<i>Multinational Corporation of Choice.</i> You must select a multinational corporation for your final project, write a brief one page background of the multinational corporation (must be in APA format), and submit in Canvas.	Week 2 – Sunday 11:55 PM

Week 3: Ethics, Corporate Social Responsibility, Sustainability and International Trade Theory (pp. 122-185)

Objectives:

Upon completion of Week 3, you will understand, and be able to articulate:

- The ethical issues faced by international businesses and ethical dilemmas
- The causes of unethical behavior by managers and the different philosophical approaches to ethics
- How to incorporate ethical considerations into decision making
- Why nations trading with each other and the different theories explaining trade flows between nations
- Why unrestricted free trade between nations raises the economic welfare of countries that participate in a free trade system
- The arguments of those who maintain that government can play a proactive role in promoting national competitive advantage in certain industries
- The important implications that international trade theory holds for management practice

WEEK 3 – ITEMS TO BE COMPLETED		DUE DAYS AND TIME
Reading	Hill & Hult (2018), Chapters 5-6	N/A
Lecture PPTs	View all slides in the Week 3 Lecture PPTs found in Canvas course resources, expand your knowledge with the chapter readings, useful articles from Galileo, useful websites, online news, and pull relevant articles from Galileo for reading and citing in your Case analyses.	Week 3 – Sunday 11:55 PM
Discussion	Post your original discussion (initial post) no later than two days of the beginning of the week. Follow up with two responses and/or additional posts to your classmates before discussion forum closing time on Sunday	Week 3 – Sunday 11:55 PM
Case Studies	Making Toys Globally (p. 149). Creating the World's Biggest Free Trade Zone (p. 180). Write both cases in one paper and must be in APA format (view sample outline in Canvas course resources).	Week 3 – Sunday 11:55 PM
Quiz	Covering Chapters 5-6	Week 3 – Sunday 11:55 PM
Final Project Phase II	<i>Premise</i> (Instructions in syllabus and Canvas). Having chosen the multinational corporation, having passed and given an approved by your professor, you will write a premise (must be in APA format), and submit in Canvas.	Week 3 – Sunday 11:55 PM

Week 4: Government Policy, International Trade, and Foreign Direct Investment (pp. 186-239).

Objectives:

- Upon completion of Week 4, you will understand, and be able to articulate:
- The policy instruments used by governments to influence international trade flows
- Why governments sometimes intervene in international trade
- The arguments against strategic trade policy
- The development of the world trading system and the current trade issue
- The implications for managers of developments in the world trading system
- The current trends regarding foreign direct investment (FDI) in the world economy and the different theories of FDI
- How political ideology shapes a government's attitudes toward FDI
- The benefits and costs of FDI to home and host countries
- The range of policy instruments that governments use to influence FDI
- The implications for managers of the theory and government policies associated with FDI

WEEK 4 – ITEMS TO BE COMPLETED		DUE DAYS AND TIME
Reading	Hill & Hult (2018), Chapters 7-8	N/A
Lecture PPTs	View all slides in the Week 4 Lecture PPTs found in Canvas course resources, expand your knowledge with the chapter readings, useful articles from Galileo, useful websites, online news, and pull relevant articles from Galileo for reading and citing in your Case analyses.	Week 4 – Sunday 11:55 PM
Discussion	Post your original discussion (initial post) no later than two days of the beginning of the week. Follow up with two responses and/or additional posts to your classmates before discussion forum closing time on Sunday	Week 4 – Sunday 11:55 PM
Assignment	The paper must show quality definitions of the concepts, relating to current international business affairs using clear logic, and supporting facts. The paper must be in APA format. (View sample outline in Canvas course resources).	Week 4 – Sunday 11:55 PM
Quiz	Covering Chapters 7-8	Week 4 – Sunday 11:55 PM

Week 5: Regional Economic Integration and the Foreign Exchange Market (pp. 240-295).

Objectives:

Upon completion of Week 5, you will understand, and be able to articulate:

- The different levels of regional economic integration and the economic and political arguments for regional economic integration
- The economic and political arguments against regional economic integration
- The history, current scope, and future prospects of the world's most important regional economic agreements
- The implications for management practice that are inherent in regional economic integration agreements
- The functions of the foreign exchange market
- Spot exchange rates and the role that forward exchange rates play in insuring against foreign exchange risk
- The different theories explaining how currency exchange rates are determined and their relative merits
- The merits of different approaches toward exchange rate forecasting.
- The differences among translation, transaction, and economic exposure, and the implications for management practice

WEEK 5 – ITEMS TO BE COMPLETED		DUE DAYS AND TIME
Reading	Hill & Hult (2018), Chapters 9-10	N/A
Lecture PPTs	View all slides in the Week 5 Lecture PPTs found in Canvas course resources, expand your knowledge with the chapter readings, useful articles from Galileo, useful websites, online news, and pull relevant articles from Galileo for reading and citing in your Case analyses.	Week 5 – Sunday 11:55 PM
Discussion	Post your original discussion (initial post) no later than two days of the beginning of the week. Follow up with two responses and/or additional posts to your classmates before discussion forum closing time on Sunday	Week 5 – Sunday 11:55 PM
Case Studies	Regional Trade Deals and the Mexican Auto Industry (p. 268) Subaru's Sales Boom Thanks to a Weaker Yen (pp.293-294) Write both cases in one paper and must be in APA format (view sample outline in Canvas course resources).	Week 5 – Sunday 11:55 PM
Quiz	Covering Chapters 9-10	Week 5 – Sunday 11:55 PM

Week 6: The International Monetary System and the Strategy of International Business (pp. 296-355).

Objectives:

Upon completion of Week 6, you will understand, and be able to articulate:

- The historical development of the modern global monetary system and the role played by the World Bank and the IMF in the international monetary system.
- The differences between a fixed and a floating exchange rate system.
- The exchange rate regimes used in the world and why countries adopt different exchange rate regimes
- The debate surrounding the role of the IMF in the management of financial crises
- The implications of the global monetary system for management practice
- The concept of strategy and how firms can profit by expanding globally
- How pressures for cost reductions and pressures for local responsiveness influence strategic choice
- The different strategies for competing globally and their pros and cons and the pros and cons of using strategic alliances to support global strategies

WEEK 6 – ITEMS TO BE COMPLETED		DUE DAYS AND TIME
Reading	Hill & Hult (2018), Chapters 11-12	N/A
Lecture PPTs	View all slides in the Week 6 Lecture PPTs found in Canvas course resources, expand your knowledge with the chapter readings, useful articles from Galileo, useful websites, online news, and pull relevant articles from Galileo for reading and citing in your Case analyses.	Week 6 – Sunday 11:55 PM
Discussion	Post your original discussion (initial post) no later than two days of the beginning of the week. Follow up with two responses and/or additional posts to your classmates before discussion forum closing time on Sunday	Week 6 – Sunday 11:55 PM
Assignment	The paper must show quality definitions of the concepts, relating to current international business affairs using clear logic, and supporting facts. The paper must be in APA format. (View sample outline in Canvas course resources).	Week 6 – Sunday 11:55 PM
Quiz	Covering Chapters 11-12	Week 6 – Sunday 11:55 PM

Week 7: Entering Foreign Markets, Exporting, Importing, and Countertrade (pp. 356-403)**Objectives:**

Upon completion of Week 7, you will understand, and be able to articulate:

- The three basic decisions that firms contemplating foreign expansion must make: which markets to enter, when to enter those markets, and on what scale
- The different modes that firms use to enter foreign markets and the factors that influence a firm's choice of entry mode
- The pros and cons of acquisitions versus greenfield ventures as an entry strategy
- The promises and risks associated with exporting and the steps managers can take to improve their firm's export performance.
- The information sources and government programs that exist to help exporters and the basic steps involved in export financing
- How countertrade can be used to facilitate exporting

WEEK 7 – ITEMS TO BE COMPLETED		DUE DAYS AND TIME
Reading	Hill & Hult (2018), Chapters 13-14 and proceed to chapters 15-17 because Week 8 has only five days, so that you can have more time for the project)	N/A
Lecture PPTs	View all slides in the Week 7 Lecture PPTs found in Canvas course resources, expand your knowledge with the chapter readings, useful articles from Galileo, useful websites, online news, and pull relevant articles from Galileo for reading and citing in your Case analyses.	Week 7 – Sunday 11:55 PM
Discussion	Post your original discussion (initial post) no later than two days of the beginning of the week. Follow up with two responses and/or additional posts to your classmates before discussion forum closing time on Sunday	Week 7 – Sunday 11:55 PM
Case Studies	Starbucks Entering Foreign Markets (pp. 377-378) Exporting Desserts (pp. 401-402) Write both cases in one paper and must be in APA format (view sample outline in Canvas course resources).	Week 7 – Sunday 11:55 PM
Quiz	Covering Chapters 13-14	Week 7 – Sunday 11:55 PM

Week 8: Global Production and Supply Chain Management, Global Marketing and R&D, and Global Human Resource Management (pp. 404-495)

Objectives:

Upon completion of Week 8, you will understand, and be able to articulate:

- Why production and supply chain management decisions are of central importance to many global companies
- How the country differences, production technology, and production factors all affect the choice of where to locate production activities
- How the role of foreign subsidiaries in production can be enhanced over time as they accumulate knowledge
- The factors that influence a firm's decision of whether to source supplies from within the company or from foreign suppliers
- The functions of logistics and purchasing (sourcing) within global supply chains and what is required to efficiently manage a global supply chain
- Why it might make sense to vary the attributes of a product from country to country and why and how a firm's distribution system might vary among countries
- Why and how advertising and promotional strategies might vary among countries and why and how a firm's pricing strategy might vary among countries
- How to configure the marketing mix globally and the importance of international market research
- How globalization is affecting product development
- The strategic role of human resource management in international business
- The pros and cons of different approaches to staffing policy in international business
- Why management may fail to thrive in foreign postings
- How management development and training programs can increase the value of global human capital
- How and why performance appraisal systems might vary across nations and how and why compensation systems might vary across nations
- How organized labor can influence strategic choices in international business

WEEK 8 – ITEMS TO BE COMPLETED		DUE DAYS AND TIME
Reading	Hill & Hult (2018), Chapters 15-17	N/A
Lecture PPTs	View all slides in the Week 8 Lecture PPTs found in Canvas course resources, expand your knowledge with the chapter readings, useful articles from Galileo, useful websites, online news, and pull relevant articles from Galileo for reading and citing in your Case analyses.	Week 8 – Friday 11:55 PM
Discussion	Post your original discussion (initial post) no later than two days of the beginning of the week. Follow up with two responses and/or additional posts to your classmates before discussion forum closing time on Sunday	Week 8 – Friday 11:55 PM
Quiz	Covering Chapters 15-17	Week 8 – Friday 11:55 PM
Final Project Phase III	<i>Complete Project.</i>	Week 8 – Friday 11:55 PM

Disability Services:

If you believe you are entitled to reasonable accommodation based on a documented disability (per The Americans with Disabilities Act and Section 504 of the Rehabilitation Act of 1973), please contact Student Support Services at 706-233-7417 or visit <http://www.shorter.edu/disability-services> for more information.

Student Support Services:

Located in the Fitton Student Union, Room 219 (706-233-7323). Academic support is available to all students through the Center for Learning and Academic Success at Shorter (CLASS). The Center offers peer tutoring and coordinates study groups for students seeking assistance. Also, students can receive help with writing through individual tutoring in the Writing center. CLASS is located on the second floor of the Sheffield-Thompson building in the Bailor Suite.