

## **International Business**

### **Syllabus**

#### **Winter 2012**

**Instructor:** Collin Starkweather

**Lecture Time:**

- Group 1: Mondays 10:00am - 11:40am / Wednesdays 10:00am - 11:40am
- Group 2: Mondays 2:10pm - 3:50pm / Wednesdays 2:10pm - 3:50pm
- Group 3: Mondays 4:00pm - 5:40pm / Fridays 8:00am - 9:40pm
- Group 4: Wednesdays 8:00am - 9:40am / Fridays 10:00am - 11:40am

**Classroom:**

- Group 1: Web Bo Building Room 520
- Group 2: Web Bo Building Room 403
- Group 3: Web Bo Building Room 403 / 503
- Group 4: Web Bo Building Room 520 / 503

**Office Hours:** By appointment. Please contact me in class or by e-mail.

**Class home page:**

<http://www.collinstarkweather.com/business/silc>

**Course Description**

This course is meant to provide you with an overview of business operations, trade, finance, and negotiation in an international setting. After completing this course, you should have a better understanding of the nature of business operations in a multinational setting, the role of culture and diversity in business management, international strategic management and negotiations, international exchange and global capital markets, and human resources management including labor relations and recruiting in a multinational enterprise.

If you choose to attend a graduate program in international business or economics at a Western university, this course should prepare you for that experience.

*Note: This syllabus is currently tentative and may be subject to change. In the event of further changes, an announcement will be made in class.*

**Sources for Course Materials**

Primary source:

- International Business, 7th Ed., by Charles W. L. Hill.

Supplemental sources:

1. Negotiating Globally, by Jeanne M. Brett.
2. International Management: Culture, Strategy, and Behavior, 6th Ed., by Richard M. Hodgetts, Fred Luthans, and Jonathan P. Doh.
3. Operations Management, 7th Ed., by Jay Heizer and Barry Render.
4. Supplementary course materials will be assigned over the course of the semester.

### **Tentative Course Outline**

A subset of the following topics will be discussed:

1. International Business Culture and Practices
  - The meanings and dimensions of culture
  - Overview of business practices by region and country
  - International norms in business ethics and social responsibility
2. International Business Management
  - Introduction to international business management
  - Managing multiculturalism and diversity
  - Organizational culture and diversity in multinational corporations
3. Introduction to International Business Negotiation
  - Preparing to negotiate
  - Negotiation strategies
  - Dispute resolution in an international setting
4. The Global Monetary System
  - The international monetary system
  - Foreign exchange markets
  - Foreign investment and global capital markets
5. Strategy and Management in International Business
  - Introduction to international business management
  - Operations strategy in a global environment
  - Developing missions and strategies
  - Entry strategy and strategic alliances
6. International Operations Management
  - Importing and exporting
  - Production and logistics

- Global marketing and business development
- Human resource management and recruiting in a multinational enterprise
- International accounting standards

*Note: This course outline is currently tentative and may be subject to change.*

### **Grading**

One midterm and a final exam will be administered.

The midterm will comprise 30% and the final exam 50% of your grade. Class participation will comprise the remaining 20%. If you do not attend or participate in class, your participation grade will be impacted. Grading of the midterm exam may be on a curve.

The dates of the midterm and final exam will be posted on this syllabus and announced both in class and via group e-mail as soon as they are available.

### **Suggestions**

- Work collaboratively. Talk to your classmates. If you do not know any of your classmates, introduce yourself. I will gladly help you if you do not understand something, but often it is interaction with your peers that will produce the best results.
- Keep up with the work. If you get too far behind in your preparation, you will stay behind.

### **General Policies**

- It is your responsibility to check your e-mail regularly and keep up with all milestones for the class. You are responsible for making sure that you supply the correct e-mail address. Your instructor is *not* responsible for proper delivery of e-mail to your inbox.
- Your education is your responsibility. When you join the work force, you will be expected to be proactive in managing your time and your career. Treat this class no differently. If you are having problems, I will be happy to assist you; however, you need to take the initiative to contact me.
- Make-ups for exams will only be scheduled in the most extenuating of circumstances and you will be expected to be able to provide supporting documentation (such as a medical certificate) concerning those circumstances. No make-up quizzes will be administered under any circumstances.
- I will make reasonable accommodations for persons with documented disabilities or special needs. Please notify me the first day of classes if there are any documented disabilities or special needs of which I should be aware.

### **Change Log**

This document was updated December 2, 2012.

The initial draft of this document was completed on September 1, 2012.