



## Course Syllabus

Instructor:	Maria Ballesteros – Sola, MBA, Fulbright Scholar, Doctoral Candidate
Class Meetings:	Wednesday 9:00 am - 11:50 am
Office:	SA 2016
Office Hours:	Wednesday 8.00 am - 9:00 am or by appointment
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### MVS Business School - Program Learning Goals (PLGs)

1. Critical Thinking
2. Oral Communication
3. Written Communication
4. Collaboration
5. Conduct (Ethics)
6. Competency in Discipline

### Student Learning Outcomes (SLOs)

Understanding globalization and international business is critically important to the health and success of worldwide organizations, both for profit and nonprofits. In this course, we will develop the skills and perspective that enable a manager to understand, define and execute international strategies.

This course introduces students to the basics of international business using a hands-on methodology. Students will learn how to analyze international markets, how to define entry strategies and how to market products and services abroad.

Upon successful completion, students will have demonstrated their ability to (which link to MVS' PLGs):

- Explain orally and in writing the differences in economic social, political, and cultural variables among countries (1,2,3,6)
- Evaluate various trade theories and determine the gains from trade and investment (1,6)

- Distinguish between various trade policies and their economic impacts (1,6)
- Understand why and how firms expand abroad, and develop competencies in global strategy formulation (1,6)
- Learn how managing a multinational enterprise (MNE) differs from running a domestic firm, understanding the integration of all functional areas in a global context (1,6)
- Develop and reflect on critical globalization issues and become familiar with emerging economies (1,5, 6)
- Understand and use specific international management vocabulary (6)
- Propose and develop a country entry plan (1, 2, 3, 4, 6)

Other critical course outcomes are teamwork skills, focused and precise writing, oral communication, public speaking and presentation skills, and proficiency in Microsoft Power Point, Excel and Word.

These objectives will be achieved through a mix of lectures and case discussions, writing assignments, guest speakers and a term group project.

The class follows a **blended format** so there are some easy- to-use online tools that students will be using in and outside the classroom. Class time will be used for collaborative and interactive activities with less traditional lectures from the professor. Some of the web-based tools are listed below. Students should get familiar with the tools during the first week of the semester.

- **Google Apps** (Doc and Presentation): They can be accessed via the link provided on CILearn or via MyCI under MyDrive tab. Only those that have the link registered in the course will see your work. It will not be retrievable through web searches.
- **VoiceThread** They can be accessed via the link provided on CILearn. A link to a quick tutorial is also provided on CILearn

### Required materials

- *“International Business: Environments & Operations”* (Edition 13<sup>th</sup>.) by Daniels, Radebaugh and Sullivan (2010). Noted as **“IB”** in the rest of the syllabus.

ISBN-13: 978-0132128421

Notice that this is not the latest edition. Used copies can be found online at Amazon.com for less than 15\$. You are welcome to use Editions 14<sup>th</sup> or 15<sup>th</sup> if you have access to them.

- Additional readings as posted on CILearn and handed out in the classroom.

### **Recommended** – keep an eye on the news!

- Periodicals/webs: Time, The Economist, Business Week, Harvard Business Review, Los Angeles Times, New York Times, CNN
- Blogs on International Business:
  - <http://michaelczinkota.com/> Professor Czinlota
  - <http://blog.trade.gov/> ITA

**Prerequisites:** MGT 307

### **Grading**

Class Participation (individual)	100
Homework (individual, 20x4)	80
Pop-up quiz	20
Mid-Term (individual)	150
Final Exam (individual)	300
Term Project (group)	300
Journal & Map (individual)	50
	1000

### **Grading related issues**

Final grade will be calculated on the weighted value of all components. Final grades will be given on the basis of the general CSUCI policy on grades. The professor reserves the right to change the method for determining course evaluation at any time.

A+: 1000-980	A: 979-930	A-: 929-900
B+: 899-880	B: 879-830	B-: 829-800
C+: 799-780	C: 779-730	C-: 729-700
D: 699-600	F: <599	

General CSUCI policy on grades. (<http://senate.csuci.edu/policies/2012-2013/senate-policy-12-07.pdf> )

A	Student performance has been outstanding and indicates an exceptional degree of academic achievement in meeting learning outcomes and course requirements
B	Student performance has been at a high level and indicates

	solid academic achievement in meeting learning outcomes and course requirements
C	Student performance has been adequate and indicates satisfactory academic achievement in meeting learning outcomes and course requirements
D	Student performance has been less than adequate and indicates deficiencies in meeting the learning outcomes and/or course requirements
F	Student performance has been unacceptable and indicates a failure to meet the learning outcomes and/or course requirements

### **Class participation and attendance**

You are expected to come to class with the assigned readings completed and fully prepared to participate in the discussion. Grading for this section will be based on **attendance, punctuality, preparedness, your contributions** toward advancing class discussion, and generally **fostering learning among peers**.

“Class participation<sup>1</sup> provides the opportunity to practice speaking and persuasive skills, as well as the ability to listen. Comments that are vague, repetitive, unrelated to the current topic, disrespectful of others, or without sufficient foundation will be evaluated negatively. What matters is the quality of one's contributions to the class discussion, not the number of times one speaks.

**Outstanding Contributor:** Contributions in class reflect exceptional preparation. Ideas offered are always substantive; provide one or more major insights as well as direction for the class. Challenges are well substantiated and persuasively presented. If this person were not a member of the class, the quality of discussion would be diminished markedly. Grade: 90-100

**Good Contributor:** Contributions in class reflect thorough preparation. Ideas offered are usually substantive; provide good insights and sometimes direction for the class. Challenges are well substantiated and often persuasive. If this person were not a member of the class, the quality of discussion would be diminished. Grade: 80

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<sup>1</sup> Note: I obtained these guidelines directly from Dr. Caserta at the IE Business School (source: Caserta, 2013 – Quantitative

**Adequate Contributor:** Contributions in class reflect satisfactory preparation. Ideas offered are sometimes substantive, provide generally useful insights but seldom offer a new direction for the discussion. Challenges are sometimes presented, fairly well substantiated, and are sometimes persuasive. If this person were not a member of the class, the quality of discussion would be diminished somewhat. Grade: 60

**Non-Participant:** This person says little or nothing in class. Hence, there is not an adequate basis for evaluation. If this person were not a member of the class, the quality of discussion would not be changed. Grade: 40

**Unsatisfactory Contributor:** Contributions in class reflect inadequate preparation. Ideas offered are seldom substantive; provide few if any insights and never a constructive direction for the class. Integrative comments and effective challenges are absent. If this person were not a member of the class, valuable airtime would be saved. Grade: 20

Only one undocumented absence will be allowed during the semester. Each additional undocumented absence will result in a 10-point penalty deduction from your class participation final grade.

### **Homework**

Homework will be assigned during the semester and will be graded as pass or fail. Failure to submit a homework assignment will result in a 20-point penalty deduction from your homework grade (per missed assignment),

Homework will be uploaded to CI Learn (HOMEWORK SUBMIT HERE tab – left menu) **before 11.59 pm the day before class**. If you are not attending the class, be sure you submit it via BlackBoard **prior to the class**. No exceptions. **Late assignments are not accepted.**

### **Exams & Quizzes**

The Mid-Term will serve as a check- up of your progress. Also it will give you an idea of what to expect on the Final. The format will be a mix of multiple choice questions, topic questions and mini-case analysis. No make ups exams will be given.

Quizzes may be given randomly through the semester with or without notice. If you do not come to class that day your score will be 0 (no exceptions).

### **Journal – Self Reflection Analysis & Map**

Writing the Self Reflection Journal will help you to document your growing knowledge of International Business and your team project experience. I encourage you to write in your journal immediately after each class, so the writing does not become a burden during the week.

I suggest using a double entry journal:

- 1<sup>st</sup> part captures the main concepts/ideas discussed in class. Using bullet points is ok. This will help you to get ready for the exams.
- 2<sup>nd</sup> part captures your own reflections and thoughts. It can also be used to capture ideas about the Expansion Plan that you are developing. You will also find it helpful for recording group dynamics, main obstacles found, interesting inputs from the guest speakers, etc.

I will be the only person who will read the journals. I expect you to be open, honest and provide constructive feedback. I will grade it based on the analysis, organization and writing of the paper.

One submission per class is required. Journal entries will be submitted weekly on CI Learn before the beginning of the following week class. Only students with **12 entries** will be awarded full credit. No partial credit, no late submission.

A “self-built” map with all the countries (and capitals) mentioned during the semester, will be submitted the last day of class.

### **Guest Speakers**

In order to achieve the objectives outlined early in the Syllabus, I have invited several accomplished speakers who will share their international business experience in each of their industries:

The speakers have provided me with tentative dates. Final dates will be confirmed via CI Learn/classroom.

I expect the students to research the speaker's company profile ahead of time, and be able to formulate thoughtful questions that will enrich our learning.

### **Team Projects - Country Entry Plan**

#### Objective

The core objective is to create a country entry plan for an existing US consumer product. The countries that you will be investing in and launching your product in will be assigned by me to each of the teams.

Students are expected to have the hands-on experience that the “new country task force” goes through, and to apply the learning and insights gained in the classroom.

The project can be focused on any kind of consumer product that could be successful in the assigned country.

I recommend that you choose a product that you really like since you are going to be researching and working extensively with it. I reserve the right to reject a selected product.

The project should be also used as an opportunity to build upon “soft” skills that will always be useful in different aspects of your future career, such as

- team building
- running effective meetings
- developing leadership skills
- using effective feedback
- speaking in public
- writing effectively

I expect the students to work hard on the project, but also to have fun.

Team Size: Teams will be self-formed of 4-5 students per team. Try to get a good balance of backgrounds and skill sets amongst your teammates.

### Deliverables

	<b>Deliverables</b>	<b>Points</b>
0.a	Team <b>members</b> & team <b>coordinator</b> (names, emails and phones). Get a catchy team name!	0
0.b	<b>Product proposal</b> , max 1 page with overview of chosen industry, company and initial product. Include <u>Secondary Sources</u>	0
1.	<b>First Deliverable</b> : Country PESTEL Analysis + Entry Strategy – <u>Secondary Sources</u> . Max 10 pages.	100
2.	<b>Final Report</b> (Executive Summary on PowerPoint + Word Document including reviewed Deliverable 1). Max 20 pages.	200

Deliverables are expected to be submitted at the beginning of the class that they are due, except for the team composition. Please submit printed documents with your name shown prominently.

Details of each deliverable will be provided in CI Learn at the beginning of the semester.

Team Project deliverables are identified on the Tentative Schedule Section in this syllabus with the initials **TP**. The Final Deliverable's grade will be adjusted based on non-competitive peer-review.

Final Presentation: The team will present their Executive Summary (Power Point) in front of the class on the day assigned. Oral presentation should no be longer than 15 minutes. All team members are expected to speak in the presentation. After the presentation a 5 minute Q&A will be opened.

Final Report: The Final Report will include a Word document, no more than 20 pages long plus the Executive Summary on PowerPoint plus any additional exhibits.

After the final presentation each team member will grade each of his/her team members in a scale from 0-100%. The objective is to evaluate your teammates' work. You will consider each of your teammate's efforts, commitment to the success of the project, and contribution to the final results, critical thinking, availability, dependability to get their work completed on time, assistance to other team members, conflict mediation and any other variables you believe were critical during the semester for a successful outcome.



The following schedule of assignments is subject to change with notice.

**IB**= International Business (textbook)

**TP**= Team Project

**HW**= Homework

### TENTATIVE SCHEDULE

#	DAY	SUBJECT AREA	READINGS	ASSIGNMENT/ DELIVERABLE	OTHER ACTIVITIES/ IN CLASS
1	08/26	Introductions & Course overview  Globalization and International Business	<b>IB</b> (Ch. 1 & 5)	Read START HERE page in CI Learn  Bring a small ID pic!	Student Card How to approach a case discussion Using secondary sources Video & Debate on globalization
2	09/02	Globalization Country Evaluation and Selection	<b>IB</b> (Ch. 5 & 12) Costco Connection – July 2015	<b>HW 1:</b> Globalization & GeoGame: Travelpod.com/IQ  ID Pictures final day!	<b>TP:</b> Overview  Case: Costco
3	09/09	Cultural Environment	<b>IB</b> (Ch. 2) <b>IB-</b> Meet the BRICS (page 169)	<b>TP:</b> Team Members due	Role Play: “ <i>Journey to Sharahad</i> ”
4	09/16	Political/ Legal Environment Governmental Influence on Trade	<b>IB</b> (Ch. 3 & 7)	<b>TP:</b> Product Proposal due	Case: US –Cuba trade
5	09/23	Economic Environment	<b>IB</b> (Ch. 4)		
6	09/30	Cross National Agreements & Intern. Trade	<b>IB</b> (Ch. 6 & 8)	<b>HW 2:</b> Country analysis	Case: EU & Greece
7	10/07	Strategy of IB	<b>IB</b> (Ch. 11)		Case: McDonalds vs. Starbucks
8	10/14	Entry Strategies	<b>IB</b> (Ch. 12, 13 & 14)	<b>TP:</b> First Deliverable	Study Guide review
9	10/21	<b>Mid-term</b>			
10	10/28	Marketing Globally	<b>IB</b> (Ch. 16)		Case: Danone in Bangladesh
11	11/04	Global Manufacturing & Supply Chain Management	<b>IB</b> (Ch. 17)	<b>HW 3:</b> Comparing SC	Case: Zara (Inditex)
	11/11	<b>VETERAN'S DAY HOLIDAY – CAMPUS CLOSED</b>			
12	11/18	HR Management Global Innovation	<b>IB</b> (Ch. 20)		Video: Global HRM
13	11/25	Finance & Accounting	<b>IB</b> (Ch. 18 & 19)	<b>HW 4:</b> My life as an expat!	
14	12/02	<b>TP:</b> Oral Presentations + Final Report Due Review for the Final			
15	12/09	Final <b>Journal</b> entry & <b>Map</b> due <b>FINAL EXAM</b> - 8 a.m. – 10 a.m.			

**In- Class Protocol:** Cell phones and pagers are allowed in class only when they are silent/vibrate. If you need to answer an urgent call please leave the room. If your cell phone disturbs any part of the class you will be asked to leave the class and lose any points associated to that day. No exceptions.

Laptops are not allowed in the class unless you are using it to take class notes or to complete any of the assigned in-class exercises. No exceptions.

### **Cheating, Plagiarism and Other Forms of Academic Dishonesty**

All work that students submit, as their own work must, in fact, be their own work. In accordance with CSU Channel Islands policy on academic dishonesty, students in this course who submit the works of others as their own (plagiarized), cheat on tests and examination, help other students cheat or plagiarize, or commit other acts of academic dishonesty will receive appropriate academic penalties, up to including failing the course.

Papers with plagiarized ideas or language will be graded “F” (= 0 points) and must be rewritten with proper use of quotations and referencing. The grade of “F” (= 0 points) will remain the recorded grade on the assignment.

The Internet is a great source of information and I encourage you to use it for research. However, do not copy another author’s writing word for word, except for brief passages to support your thesis. When using another writer’s work, accurately identify it with a proper citation and footnote.

Plagiarism or cheating on test and exams will results in an “F” (=0 points) on the test or exams, very likely resulting in a lower or possibly a failing final grade in the course. To complete course requirements, students must retake the test or exam during the instructor’s scheduled office hours.

In case where the cheating or plagiarism was premeditated or planned, students may receive and “F” for the course.

**Disabilities Accommodations**

Cal State Channel Islands is committed to equal educational opportunities for qualified students with disabilities. If you are a student with a documented disability who will require accommodations in this course, please register with Disability Resource Programs located in the Educational Access Center, BT 1541, or call (805) 437-3331 for assistance with developing a plan to address your academic needs. Faculty, students and Disability Resource Programs will work together regarding classroom accommodations. Please discuss approved accommodations with me promptly.

**Disclaimer**

Information contained in this syllabus, other than the mandated by the University, may be subject to change with advance notice.

**Final Thoughts**

This class and all that we strive to accomplish are about you and for you! Class is the safest laboratory that you will experience in your career. Make the most out of it! Work hard and have fun! Thank you for choosing this class. I am looking forward to working with you.