

SEMESTER AT SEA COURSE SYLLABUS

Voyage: Fall 2013

Discipline: Commerce

SEMS 2500-105: Foundations of International Business

Division: Lower

Faculty Name: Wakiuru Wamwara-Mbugua

Pre-requisites: Introduction to Business

COURSE DESCRIPTION

This course examines the challenge of global competition in business. Topic areas include international trade and investment, global and regional integration, world resources, the natural environment, cultural implications in business, the socio-business environment and the impact of multinational firms. The course examines global trade theories as well as modes of international market entry and foreign direct investment. The course highlights the importance of culture on international business and evaluates ethical issues in global business.

COURSE OBJECTIVES

The primary objective of this course is to acquaint the student with the managerial implications of the various topics for the actual practice of international business. To this end, students will:

- 1) Learn that international business is extremely important to the USA and other nations and that success in international trade has an effect on each person in the course.
- 2) Learn the importance of understanding, appreciating, and vicariously enjoying the "mystique" of other people.
- 3) Learn how history, geography, psychology, wars, culture, and customs have varied in all nations and how these differences cause people to have certain attitudes, resources and skills. We must understand these differences and attitudes if we are to successfully trade with others.
- 4) Have a strong foundation for the further study of International Accounting, International Economics, International Marketing, International Management, International Finance and Cross Cultural Issues in Business.

During the course of the semester, students will be exposed to the arguments for and against various complex issues such as economic theories, government policies, business strategies, and organizational structures in order to develop critical thinking skills.

REQUIRED TEXTBOOKS

AUTHOR: Donald A. Ball, J. Michael Geringer , Jeanne M. McNett and Michael S. Minor, 2013

TITLE: **International Business: The Challenge of Global Competition,**

PUBLISHER: Irwin/McGraw-Hill,

ISBN #: 978-0078112638

DATE/EDITION: 13th edition

TOPICAL OUTLINE OF COURSE

Day 1: August 27

- Introduction to the course and course overview

Day 2-August 29

- Chapter 1 The Challenging World of International Business

August 30-September 1: St. Petersburg

Day 3: September 3

- Chapter 2 International Trade and Foreign Direct Investment

September 4-7: Copenhagen

Day 4: September 9

- Chapter 3 International Institutions from an International Business Perspective

September 10-12: Antwerp

September 13-15: Le Havre

Day 5: September 17

- Chapter 4 Sociocultural Forces

September 18: Arrive & Depart Galway

September 19: In Transit

September 20-21: Dublin

Day 6: - September 23

- Chapter 5 Natural Resources and Environmental Sustainability

September 25-27: Lisbon

September 28-30: Cadiz

Day 7: October 1

- Chapter 6 Political and Trade Forces

October 3-6: Casablanca

Day 8: October 7

- Chapter 7 Intellectual Property and Other Legal Forces

Day 9: October 9

- Chapter 8 The International Monetary System and Financial Forces

Day 10: October 12

- **Exam 1: Chapters 1 - 8**

October 13-16: Tema

Day 11: October 18

- Chapter 9 International Competitive Strategy

Day 12: October 21

- Chapter 10 Organizational Design and Control

October 23-27: Cape Town

Day 13: October 28

- Chapter 11 Global Leadership Issues and Practices

Day 14: October 31

- Chapter 12 Assessing International Markets

Day 15: November 2

- Chapter 13 Entry Modes

Day 16: November 5

- **Exam 2:**

November 7-9: Buenos Aires

November 10-12: Montevideo

Day 17: November 13

- Chapter 14 Export and Import Practices

Day 18: November 15

- Chapter 15 Marketing Internationally

November 16-18: Rio de Janeiro

Day 19: November 20

- Chapter 16 Global Operations and Supply Chain

Day 20: November 22

- Chapter 17 Managing Human Resources in an International Context

Day 21: November 25: (enter Amazon)

- Chapter 18 International Accounting and Financial Management

November 27-29: Manaus

Day 22: December 1: (exit Amazon)

- Course Debriefing

Day 23: December 3

- Revision and Prepare for Exam

Day 24: December 10

- Final Exam Day

FIELD WORK

- Students will participate in a Field Lab in Brazil. Brazilian companies such as clothing manufacturers, service providers such as banks, insurance companies etc. will be contacted in order to provide students with an opportunity to see how international business varies in this country from their knowledge of practices in their home country. **FIELD LAB Attendance and participation in the Field Lab is MANDATORY.**

FIELD ASSIGNMENTS

- Students will maintain a journal detailing different business practices that they learn about in different countries in the ports of call. In your journal you must discuss the business practices for at least 4 companies in 4 different countries. Additional details of this assignment will be given in class.

METHODS OF EVALUATION

1. Exams (45%)

There will be a total of three exams. Each exam will cover approximately one-third of the course material. Each exam will consist of multiple choice types of questions and short essays. Exams will cover any material presented in class, including lectures, presentations, discussions and assignments.

2. Field Lab Group Project (30%)

This project will be worth 20% of your total grade. Student groups will randomly be assigned one of the countries that we will visit. Students will develop a market entry strategy which will focus on the adaptations necessary to enter a developing country such as Ghana etc. Students should incorporate topics such as the economic, infrastructure; legal as well as political considerations in developing their market entry plans. Your country analysis will be presented in a typewritten report (15 - 20 pages: double-spaced). Your presentation should not be a recitation of mind-numbing statistics but rather an interesting professional presentation of the country characteristics that would be of interest to most marketers. The details of the report format will be discussed during class. Group members will evaluate each other and these evaluations will then factor into each member's individual grade. **Late assignments** will **not** be accepted. For proper citation, you should consult the citation guide that has been placed online for your reference.

3. Individual Minicase Analysis: 10%

Each student will complete **two** case analysis reports not exceeding 2 double spaced typewritten pages. This report will be used for in-class discussions. Your report should address the specific problems or dilemmas of the case in question. Particular attention should be directed towards applying international marketing concepts and tools covered in class, to develop alternative courses of action and strategies. The case analysis report will be due in class **before** the class discussion begins. Students will be randomly picked

to lead in-class discussion of the cases, so be prepared. Late assignments will **not** be accepted.

4. Attendance and Participation: (10%)

Regular class attendance is necessary for the successful completion of this course. You will be held responsible for material covered in class regardless of whether you were present or not. You will also be held responsible for any scheduling changes announced in class. Your participation in class is an absolute requirement. Specifically, you are expected to: (1) interact with the professor during lectures; (2) ask questions and provide suggestions to presenters, and (3) participate actively in class discussions.

RESERVE LIBRARY LIST

None

HONOR CODE

Semester at Sea students enroll in an academic program administered by the University of Virginia, and thus bind themselves to the University's honor code. The code prohibits all acts of lying, cheating, and stealing. Please consult the Voyager's Handbook for further explanation of what constitutes an honor offense.

Each written assignment for this course must be pledged by the student as follows: "On my honor as a student, I pledge that I have neither given nor received aid on this assignment." The pledge must be signed, or, in the case of an electronic file, signed "[signed]."