

SEMESTER AT SEA COURSE SYLLABUS

FOUNDATIONS OF INTERNATIONAL BUSINESS

SPRING 2014

Discipline: Business

Semester and Year: Spring 2014

SEMS 2500-501 (Sec 1) and SEMS 2500-502 (Sec 2): Foundations of International Business

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PRE-REQUISITES:

There are no specific academic pre-requisites, but a general knowledge of countries, cultures and business would be helpful.

COURSE DESCRIPTION:

This course provides insight into globalization and addresses how and why the world's countries differ in their approach to business. It is an introductory international business class with up-to-date research and information about global trends and enterprise strategy. Incorporating current events and related theory, this course covers key global issues. It includes the social/cultural context for global business, cross-border trade, the global monetary system, emerging markets, and competition in the global environment.

Students will be introduced to national differences in political economy, trade theory, foreign direct investment, foreign exchange markets, importing, exporting, ethics, and international business strategies. Comprehensive research projects consisting of reports and discussion will offer key insights into the countries being visited on the voyage. Case studies, guest speakers, and discussions are integrated into the class to demonstrate the material covered. Methods of evaluation: quizzes, midterm, final, field assignments, term project, and class participation.

COURSE OBJECTIVES:

The course objectives are to:

- Explain how and why the world's countries differ in their approach to business.
- Present a thorough review of the economics and politics of international trade and investment.
- Explain the functions and form of the global monetary system.
- Examine the strategies and structures of international businesses.
- Assess the special roles of an international business's various functions.
- Explore countries approaches to international business and related trends and statistics.
- Apply and integrate knowledge from field observation with principles presented in the class and textbook.

TEXT:

Hill, Charles W. L.

Global Business Today, 7th Edition

McGraw Hill, 2011 ISBN: 0-07-813721-7

RECOMMENDED: Monitor current business news – countries, interest rates, investments, corporate changes, trade deficits, key leaders and newsmakers, etc.

ATTENDANCE: Due to the amount and complexity of the material being covered during each session, attendance is important. **If you do miss class it is your responsibility to obtain notes, handouts and information about assignments.** Roll will be taken and counted as part of your grade.

FIELD COMPONENT:

Two written reports will be required in the course.

1.) An 8 hour field lab report will be required for the course. Possible trips include factory tours of Nissan or Nike and a presentation by an investment fund manager specializing in Asian Markets.

2.) Students will also be required to complete a report on a country on the itinerary.

An outline of the requirements for the visits and reports will be developed in conjunction with the ISE Field Office and approved by the instructor. These reports will include general information about the subject company/country and your specific observations about the company/country. You will be expected to do research on the company/country and its growth history and trends. Notes of your observations in each report should be maintained and integrated into your report. You will be expected to relate your observations to the topics covered in the course and text. Reports will be graded based on comprehension, organization, development, expression, and references.

METHODS OF EVALUATION:

Course grades will be determined as follows:

Midterm Examination	20%
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Final Examination	20%
Attendance/Assignments/Quizzes	20%
Field Component	20%

Rules of the University regarding academic honesty and integrity apply.

Make-ups on examinations will only be given in cases of verified illness or emergency, and only when arrangements with the Professor have been made **in advance of the test date.**

CALCULATOR: A **financial** calculator is **recommended** for this course. There are phone apps available.

ASSIGNMENTS: Assignments must be on time to receive full credit. If you must miss a class, please arrange for another student to turn in your assignment. Work that is late will receive only partial credit. Only originals will be accepted for class assignments. While you are welcome and encouraged to work in groups, each student is responsible for turning in each individual assignment.

PREPARATION: It is critical to come to class prepared. **Please read the assigned chapters and complete assignments before each class session.** Lectures will cover the main points and clarify the text. Please note that quizzes and exams will be based on the text not just the lectures. Because the class is rigorous and challenging, it is essential that you keep up to date. It is your responsibility to read and learn the material in the textbook. To help achieve this goal there may be quizzes. If you have done the reading and assignments, you should do well on these quizzes. **There will be no make-up quizzes given for any reason.**

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]."

SEMESTER AT SEA – SPRING 2014
FOUNDATIONS IN INTERNATIONAL BUSINESS
COURSE SCHEDULE

Part One: Globalization

Class 1 Chapter 1 Globalization

Part Two: Country Differences

Class 2 Chapter 2 National Differences in Political Economy

Class 3 Chapter 3 National Differences in Culture

Class 4 Chapter 4 Ethics in International Business

Class 5 Midterm Preview

Class 6 Midterm 1

Part Three: Cross-Border Trade and Investment

Class 7 Chapter 5 International Trade Theory

Class 8 Chapter 6 The Political Economy of International Trade

Class 9 Chapter 7 Foreign Direct Investment

Class 10 Chapter 8 Regional Economic Integration

Part Four: Global Money System

Class 11 Chapter 9 The Foreign Exchange Market

Class 12 Chapter 10 The International Monetary System

Class 13 Midterm Preview

Class 14 Midterm 2

Part Five: Competing in a Global Marketplace

Class 15 Chapter 11 The Strategy of International Business

Class 16 Chapter 11 The Strategy of International Business

Class 17 Chapter 12 Entering Foreign Markets

Class 18 Chapter 13 Exporting, Importing, and Countertrade

Class 19 Chapter 14 Global Production, Outsourcing, and Logistics

Class 20 Chapter 15 Global Marketing and R & D

Class 21 Chapter 16 Global Human Resource Management

Class 22 Course Summary

Class 23 Exam Preview

Class 24 Final Exam