

**SYLLABUS: SEMS 3500-101**  
**INTERNATIONAL BUSINESS**

SEMESTER AT SEA COURSE SYLLABUS  
University of Virginia, Academic Sponsor

**Voyage: Spring 2016**  
**Discipline: Business Administration**  
**Course Title: International Business**  
**Course Number: SEMS 3500-101**  
**Division: Upper**  
**Faculty Name: Daniel F. Duran, PhD.**  
**Credit Hours: 3; Contact Hours: 38**  
**Class Day Schedule: "A" Days**

**Pre-requisites:** Introductory course in Business or Economics

## **COURSE DESCRIPTION**

This course is designed to expose students to global business and its operating environment with a particular emphasis on the evolving and new middle classes in the nations we will be visiting and learning from. We will explore the role of international businesses, ranging from multinational enterprises (MNEs) to start-ups and entrepreneurial ventures. In an interdependent global economy where countries rely on one another for sustained growth, international business plays a major part of this global goods and services production and delivery system. Our global odyssey provides us with a unique opportunity to take the lessons learned and information shared in the classroom into the "real" world of both developed and developing nations.

All of us need to understand why and how international business takes place and how it impacts a country's economy. Concurrently, we must learn and appreciate how international business leverages the intimate relationships between multinational firms, domestic firms (big and small) and the global community in which they operate. International business is not simply an extension of domestic operations; it involves many complicated managerial issues that need to be examined carefully from different perspectives. During the coming semester we will drill down on how International Business operates in developing and developed nations and the role and impact on the emerging middle classes that constitute the "core" targets of international firms and the organizations that monitor and seek to "govern" them.

International Business requires knowledge of "External" issues such as population growth, environmental preservation, sustainable development, technology development, global production, marketing, corruption, currency speculation, and cultural diversity. In short, to operate effectively in the international business environment the successful professional must require and apply advanced management expertise and the global visions associated with them. We will focus on cultural considerations, business and social responsibility, and the strategy and

reality associated with sustainable business operations as they constitute the core themes of this class.

International Business managers need not just specialized knowledge in business and economics but also must have a broad understanding of human beings and society. Whittier College, with its traditional liberal arts curriculum, is particularly strong in fostering a cooperative and interactive learning environment ideal for cultivating managers with broad view of future challenges and opportunities.

## **COURSE OBJECTIVES**

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

- Research, assess, and write papers and develop presentations on the primary differences between international and domestic business environments;
- Develop an understanding of the way in which culture, politics, environment, and other social structures impact business operations and decision making;
- Understand the core business practices, ethical considerations, and management philosophies of international businesses in the U.S. and abroad with a special focus on the developing and industrializing nations we will visit on this semester's voyage;
- Evaluate business opportunities in the nations we will be visiting and grasp the organizational infrastructures to run them;
- Use information technology to identify and apply key international business related information resources;
- Refine your individual and team communication skills and ability to work effectively in teams;
- Define and clearly explain prominent theories of ethics and morality in the for-profit and not-for-profit international business sectors in the global setting with attention to cross cultural considerations; and
- Understand and evaluate the concept and strategic value of Corporate Social Responsibility and its operational application in the International Business sector

## **REQUIRED TEXTBOOKS AND ELECTRONIC AIDS**

**AUTHOR:** Charles Hill.

**TITLE:** **International Business: Competing in the Global Marketplace**

**PUBLISHER:** McGraw-Hill

**ISBN #:** 13: 978-0078112775

**DATE/EDITION:** 2014; 10<sup>th</sup> Edition or newer

Students should bring several thumb drives, SD cards and/or external drives to copy materials that will be made available on the course folder in the ship's intranet. Students are highly advised to bring their own laptop/tablet for use on the ship as there are only a few public computers available.

## TOPICAL OUTLINE OF COURSE

Depart Ensenada- January 5:

**A1- January 7:** Introductions, review of syllabus (including grading rubrics), team creation, overview of planned field visit, overview of Individual Contribution requirements, and explanation of first assignment due on January 11th: One page reflection on the role and impact of the growth of international business operations in developing nations and specifically on the new and evolving middle class. Readings: Chapter 1 and assigned articles.

**A2-January 9:** Brief history of theories and models of International Business, focus on factors driving globalization. Individual commentaries on impact of and personal experience with International Business. Readings: Chapter 2 and assigned articles.

**A3- January 11:** Focus on national differences in political economy; consideration of nations scheduled for port visits. Readings: Chapter 3 and assigned articles and cases.

Honolulu: January 12

**A4-January 14:** Understanding the role and impact of political economy and economic development in International Business. Start discussion of what constitutes culture with emphasis on the role and impact of culture on International Business; review of assigned articles and business cases. Classroom exercise on comparing Western and non-Western political economics on International Business. Readings: Chapters 4 and 5 and case studies on cultural factors and business ethics in International Business assigned to teams.

**A5-January 17:** Understanding the impact of culture and the institutionalization of business ethics on corporate governance and strategic planning. Team presentations on previously assigned case studies. Review of team country presentations to be developed and delivered by teams and individual team members. Team 1 assigned Japan and Team assigned S. Korea—team and Individual Contributions from Team 1 on evolution and status of International Business in Japan and Team 2 on evolution of International Business in S. Korean—write-ups and presentations due and delivered on January 22<sup>th</sup>. Readings: Chapters 6 and 7.

Study Day: January 19

**A6- January 20:** Test 1 on Chapters 1-5 during first half of class and discussion of International Trade Theory and Political Economy during second half of class.

**A7-January 22:** Team country presentations and Individual Contributions from Teams 1 and 2 on Japan and S. Korea. Team 3 assigned China for team presentation and Individual Contributions—

due January 28th. All students required to provide two (2) page post-port write up on reflections of International Business observed and researched during visits to Japanese ports. Write-ups due by midnight, January 29<sup>th</sup>. Readings: Assigned articles and cases.

Yokohama: January 24-25

In-Transit: January 26

Kobe: January 27-28

**A8- January 29:** Discussion on student reflections and learning related to International Business during Japanese port visits. Team country presentations and Individual Contributions from Team 3 on China. Team 4 assigned Vietnam for team presentation and Individual Contributions. All students required to provide two (2) page post-port write up on reflections of International Business observed and researched during visits to Chinese ports. Write-ups due by midnight, February 6<sup>th</sup>. Readings: Assigned articles and cases.

Shanghai: January 31-February 1

In-Transit: February 2-3

Hong Kong: 4-5

**A9- February 6:** Discussion on student observations and learnings from Chinese port visits and observations related to core concepts covered to date, especially the role and impact of culture and political economy. Class discussion on assigned articles and cases. Team 4 country presentation and Individual Contributions on Vietnam. Team 5 assigned Singapore for country presentation and Individual Contributions. Readings: Chapters 8 and 9 and assigned articles and cases. All students required to provide two (2) page post-port write up on reflections of International Business observed and researched during visits to Vietnam. Write-ups due by midnight, February 14<sup>th</sup>.

Ho Chi Minh: February 8-12

**A10- February 13:** Discussion of Vietnam field trip and observations related to Foreign Direct Investment and Political Economy. Team country presentation and Individual Contributions from Team 5 on Singapore. Readings: Chapter 10 and 11 and assigned articles and cases for discussion 2/26. Team 6 assigned Myanmar for country presentation and Individual Contributions.

Study Day: February 15

**A11-February 16:** Second Exam; focus on Chapters 6-9 and assigned readings and case studies. Team 6 presentation and Individual Contributions on Myanmar. Readings: Assigned articles/cases for discussion on February 26; discussion to include review of Chapters 10 and 11. Teams assigned different cases on International Business in India for review on February 28. All students required to provide two (2) page post-port write up on reflections of International Business observed and researched during visits to Myanmar. Write-ups due by midnight, February 23rd.

Yangon: February 18-February 22

**A12-February 23:** Discussion on observations during last cycle of port visits and application of learnings related to the foreign exchange market and the International Monetary Fund. Team 7 assigned India for country presentation and Individual Contribution's. Readings: Chapter 12 and assigned articles and cases.

**A13- February 25:** Team 7 country presentation and Individual Contributions on India. Team led discussions on assigned business cases. Readings: Assigned articles and cases. All students required to provide two (2) page post-port write up on reflections of International Business observed and researched during visits to India. Write-ups due by midnight, March 5<sup>th</sup>.

Cochin: February 27-March 3

**A14-March 4:** Class discussion on observations and reflections on International Business lab experience in India. We will also focus and discuss the global capital market. Business case studies assigned to teams for presentation on March 13<sup>th</sup>. Readings: Assigned articles and cases.

Study Day: March 6

**A15-March 7:** Third exam with focus on chapters 10-12 during first half of class. Second half of class will focus on assigned articles and cases. Readings: Assigned articles and cases.

Port Louis: March 9

**A16- March 10:** Team presentations on assigned case studies. Readings: Chapters 13 and 14 and assigned articles/cases. Team 8 assigned South Africa for country presentation and Individual Contributions and Team 9 assigned Ghana.

**A17-March 13:** Discussion on developing international business strategies and the organization of international business. Readings: Assigned articles and cases. Team 8 country presentation and Individual Contributions on South Africa. Preparation for planned field lab in South Africa (see below). Team 9 assigned Ghana for country presentation and Individual Contributions. Readings: Chapter 15 and assigned articles and cases. All students required to provide two (2) page post-port write up on reflections of International Business observed and researched during visits to South Africa and Ghana. South Africa write-ups due by midnight, March 24<sup>th</sup> and Ghana due by midnight, April 3<sup>rd</sup>.

**South Africa Field Trip:** Our goal is to explore and better understand the current and future potential of South African wine business for domestic grown and expansion into new regional markets. The learning objectives include: (1) Understand the current importance and economic/social role of the wine sector in South Africa; (2) Understand the opportunities and hurdles associated with international expansion of the South African based wine industry; (3) Discuss the impact of climate change and sustainable practices for production and operations.

Cape Town: March 15-20

**A18- March 21:** Remember that write-up due by midnight, March 24<sup>th</sup>. Review of core concepts from Chapters 12-15 and Individual Contribution make-ups and “extra” credit presentations.

**A19-March 23:** In-depth discussion of S. African field lab visit and application of core concepts from previous chapters on international business strategy. Readings: Chapters 16-18 and assigned articles/cases.

**A20-March 25:** Discussion of global marketing and Team 9 country presentation and Individual Contributions on Ghana. Final cycle of case studies assigned to teams with both team presentation and individual write-ups due April 7th. Classroom discussion on assigned chapters, with focus on entry strategies and global production. Readings: Chapter 19 Assigned articles and cases.

Takoradi: March 27-28

Tema: March 29-31

**A21- April 1:** Readings: Assigned cases and articles. Remember that Ghana write-ups due by midnight, April 3rd. Readings: Chapters 20 and assigned articles and cases.

**A22-April 3:** Discussion of final chapters with emphasis on human resource management, and financial accounting. Preparation for Team Competition Oral Debate scheduled April 5th and final set of assigned business cases.

**A23: April 5:** Team Oral Debate and presentations on assigned cases. Review of core concepts and preparation for final test on April 13th.

Casablanca: April 7-11

Study Day: April 12

**A24- April 13<sup>th</sup>: FINAL EXAMINATION/PRESENTATIONS**

**April 16TH: Arrival in Southampton and Disembarkation Day**

## **FIELD WORK**

Experiential course work on Semester at Sea is comprised of the required field lab led by your instructor and additional field assignments that span multiple ports. The required field lab component will constitute twenty (20) percent of our total course contact time together so it represents a significant learning component.

As noted in the Topical Outline this course will include at least one Field Lab. The current proposed Field Labs for this course is planned for South Africa. I have conducted almost two hundred field trips for college students and know that a well-planned and executed field lab will generate a quantum leap in applying and testing concepts learned in the classroom and experienced

in the field. While it is the case that every port provides a unique opportunity to understand the reality and application of International Business in the global arena I plan on conducting the following Field Trip:

**Proposal Title #1:** The International Business Future of Wine

Country: South Africa

Idea: Explore the current and future potential of South African wine business for expansion into new markets

Objectives: (1) Understand the current importance and economic/social role of the wine sector in South Africa; (2) Understand the opportunities and hurdles associated with international expansion; (3) Discuss the impact of climate change and sustainable practices for production and operations

A major theme of this course is that of the impact of globalization and culture on the current and evolving planning and execution of International Business in diverse cultural and international settings. I have conducted more than two hundred (200) field trips in more than twenty (20) nations and am consistently made aware of the phenomenal growth and impact of international business, specifically the growth in developing nations and the impact on host nation culture(s). Hence, these field trips are designed to provide you with a head and hands-on opportunity to apply and integrate what we have learned in the classroom with what actually is the case in different cultural settings. In short, these field trips will add a unique dimension to your learning that cannot be offered in the traditional classroom setting.

Keep in mind that the Field lab attendance is mandatory for all students enrolled in this course. Do not book individual travel plans or a Semester at Sea sponsored trip on the day of your field lab.

The field lab for this course is planned to occur on March 15<sup>th</sup>.

## **FIELD ASSIGNMENTS**

Prior to disembarking at each port of call we will have a team provide us with a “Country Profile” to provide us a foundation for understanding the host country and its social, cultural, economic, and political underpinnings. Specifically, every student will be expected to handle field assignments in the following manner:

- A) Every student will be required to research, write, and provide a two-three (2-3) page paper for at least five ports-of-call that includes:
  - a. One-half page summary of what you perceive to be the current status of International Business in the host nation;
  - b. One-half page summary of specific experiences related to International Business after disembarking
  - c. One page reflection on how your experience would be incorporated into a training/orientation sessions for a US based business executive preparing to do business with the host country

- B) The “Final Exam” (April 13<sup>th</sup>) will consist of a 3-5 page PowerPoint presentation that summarizes your lessons learned and Best Practices that would be used to orient a US based business executive planning to do business in one of the nations that we have visited; it can be the same nation that you and your team reported on our one of the other nations visited during our journey.
- C) The total points associated with the field assignments will constitute 25% of your total score for the class and will be split between the two components. The scores for each of the two components will be based on the following: A) Depth of research; B) Depth of analysis; C) Application of key concepts covered in class, and D) Quality/viability of Best Practices and Lessons Learned.

### **METHODS OF EVALUATION / GRADING RUBRIC**

Your final course grade will be based on the following:

|   |             |
|---|-------------|
| Exams (2 @ 150 each)  | 300         |
| Team Presentation Project (150 total points)                    | 100         |
| Case & Article Write-Ups and Presentations                      | 150         |
| Class Attendance and Participation                              | 100         |
| Field Assignments Write-up and Final Presentation Contributions | 200         |
| Individual Contribution: Write-up and Presentation              | 150         |
| <b>TOTAL</b>  | <b>1000</b> |

Final course letter grades will be assigned based on total accumulated points, as follows:

|    |                      |
|----|----------------------|
| A  | 930-1000 points      |
| A- | 900-929              |
| B+ | 870-899              |
| B  | 830-869              |
| B- | 800-829              |
| C+ | 770-799              |
| C  | 730-769              |
| C- | 700-729              |
| D+ | 670-699              |
| D  | 630-669              |
| F  | Less than 630 points |

Please note that class participation is **CRITICAL** and missing class without an excused permission from me will result in a loss of 25 points per missed class. Missing more than two classes will result in the significant erosion of your overall grade and will also impact the score associated with class participation which is worth fifty (50) % of the Class Attendance and Participation Score. Class participation means contributing by providing input and engaging in classroom discussion without prompting by me. Even if you excel in all of the other areas if you fail to attend class and do not participate you will fall out of the “A” category. In this same vein it is critical that you



optimize your part of call time to gather information and actively seek out opportunities to complete both the write-ups and final presentation that associated with the field assignment.

## **RESERVE BOOKS AND FILMS FOR THE LIBRARY**

AUTHOR: Charles W. Hill  
TITLE: International Business  
PUBLISHER: McGraw Hill  
ISBN #: 978-0-07-811277-5  
DATE/EDITION: 10<sup>th</sup> or Newer; 2014

AUTHOR: John J. Wild and Kenneth L. Wild  
TITLE: International Business: The Challenges of Globalization  
PUBLISHER: Prentice-Hall  
ISBN #: 978-0133063004  
DATE/EDITION: 7th edition or newer; 2013

AUTHOR: Laura Hartman, Joseph DesJardins, Chris MacDonald  
TITLE: Business Ethics: Decision Making for Personal Integrity & Social Responsibility  
PUBLISHER: McGraw-Hill/Irwin;  
ISBN #: 978-0078029455  
DATE/EDITION: 3rd edition; 2013

## **ELECTRONIC COURSE MATERIALS**

Please note that the assigned articles and cases will be made available via the course folder on the ship's intranet. Please make sure to bring several thumb-drives or external hard-disks to copy and store materials.

## **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]."