

**BOROUGH OF MANHATTAN COMMUNITY COLLEGE**

The City University of New York  
Department of Business Management

SYLLABUS

<b>Title of Course: International Business</b>	<b>Course Number: SBE 201</b>
<b>Instructor: _____</b>	<b>Lecture hours per week: 3 hrs</b>
<b>Office: _____</b>	<b>Credits: 3</b>
<b>Telephone: _____</b>	<b>Email:</b>

**A. Course Description**

The world environment of business enterprise is surveyed broadly in this course. Emphasis is placed on foreign trade and investment problems, patterns, and opportunities. The performance of business functions in an international context; and basic terminology of international business are examined.

B. **Prerequisites:** ECO 201, BUS 104

C. **Basic Skills:** ENG/ESL/ACR 095; MAT 51

**D. Student Learning Outcomes**

<b>Upon successful completion of this course, students will be able to:</b>	<b>MEASUREMENTS</b>
Research and report on the dynamics of globalization and the magnitude of international trade relative to a specific industry	Research report
Explain the theories that attempt to explain why certain goods are traded internationally	Short Essay
Discuss the role of international monetary system on businesses	Quiz
Explain the significance of culture, natural resources, legal, political, financial and other important factors affecting international business decisions	Case Studies
Critique international strategy and international competitive advantage of a business relative to competition	International Strategy paper

**D. General Education Outcomes**

<b>GENERAL EDUCATION OUTCOMES</b>	<b>MEASUREMENTS</b>
<b>Communication Skills-</b> Students will be able to write, read, listen and speak critically and effectively.	Presentation of case studies
<b>Information &amp; Technology Literacy-</b> Students will be able to collect, evaluate and interpret information and effectively use information technologies.	International Strategy paper
<b>Quantitative Reasoning-</b> Students will be able to use quantitative skills and the concepts and methods of mathematics to solve problems.	International Strategy paper
<b>Critical Thinking –</b> Students will be able to take a stand on different issues, offer opinions, and justify them based on the different value systems of society, and the economic, and socio-political situations they are presented with.	Case Analysis

## E. Required Texts and/or Supplementary Materials

Donald Ball, Wendell H. McCulloch, Michael Geringer, Michael S. Minor, Jeanne M. Mcnett. International Business: The Challenge of Global Competition, 12<sup>th</sup> Edition. McGraw-Hill/Irwin, 2010.

### ***Supplementary Materials***

**A set of cases and articles from business magazines and newspapers will be provided in class. Other reading assignments may be handed out as necessary.**

### **Determination of Grades**

The overall grade for this course will be determined as follows:

Class Participation	5%
Midterm 1	20%
Midterm 2	20%
Term paper and presentation (15%)	15%
Home work (online and class assignments)	10%
Final Exam	30%

The Midterms 1 and 2 cover Chapters 1 to 8 and 9 to 16, respectively (multiple choice questions/problems). Comprehensive Final covers all the chapters (multiple choice questions/problems).

The weights shown above determine the final numerical grade for the course. The grading scale is as follows:

A+	97.0 – 100%	C	73.0 – 76.9%
A	93.0 – 96.9%	C-	70.0 – 72.9%
A-	90.0 – 92.9%	D+	67.0 – 69.9%
B+	87.0 – 89.9%	D	60.0 – 66.9%
B	83.0 – 86.9%	F	00.0 – 59.9%
B-	80.0 – 82.9%		
C+	77.0 – 79.9%		

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## **ASSIGNMENTS AND EXAMS**

### **1. Homework Assignments**

Homework will be assigned throughout the course. There will be no late submission of Homework. If you miss the submission deadline, you miss the grade for the homework.

### **2. Examinations**

You will have two midterm exams and one comprehensive final exam.

### **3. Term Paper and Presentation**

This is a group project which focuses on an important international business issues.

- ❖ Form your group and choose a topic for term paper by XXXX.
- ❖ Submit the name of group members and topic to the instructor on or before XXXX.
- ❖ Term paper is due on the day of presentation
- ❖ You can select any of the sample topics provided or any other topic of your preference. But the topic has to be related to international business.
- ❖ No two groups will be allowed to analyze the same topic.
  
- ❖ Sample Topics:
  - What competitive advantage do small businesses have in an international market?
  - What are the drivers for small businesses to go international? What are the barriers?
  - Why, how and where to start the business?
  - Globalization and Developing Countries- Opportunities and Challenges for small businesses
  - Why WTO talks fail so frequently?
  - What will happen if China floats it's currency? Impact within China and outside.

Peer review will be considered for final evaluation and grading

**Length of the term paper:** 10-15 pages, typed, double spaced, times new roman, font 12 Power Point. Presentation is for 15 to 20 minutes per group in which all students need to participate.

### **College Attendance Policy**

At BMCC, the maximum number of absences is limited to one more hour than the number of hours a class meets in one week. For example, you may be enrolled in a three-hour class. In that class, you would be allowed 4 hours of absence (not 4 days). In the case of excessive absences, the instructor has the option to lower the grade or assign an F or WU grade.

### **Academic Adjustments for Students with Disabilities**

Students with disabilities who require reasonable accommodations or academic adjustments for this course must contact the Office of Services for Students with Disabilities (Room N320; Telephone # 212-220-8180). BMCC is committed to providing equal access to all programs and curricula to all students.

### **BMCC Policy on Plagiarism and Academic Integrity Statement**

Plagiarism is the presentation of someone else's ideas, words or artistic, scientific, or technical work as one's own creation. Using the idea or work of another is permissible only when the original author is identified. Paraphrasing and summarizing, as well as direct quotation, require citations to the original source. Plagiarism may be intentional or unintentional. Lack of dishonest intent does not necessarily absolve a student of responsibility for plagiarism. Students who are unsure how and when to provide documentation are advised to consult with their instructors. The library has guides designed to help students to appropriately identify a cited work. The full policy can be found on BMCC's Web site, [www.bmcc.cuny.edu](http://www.bmcc.cuny.edu). For further information on integrity and behavior, please consult the college bulletin.

Course Outline

Week	Reading/Explanation	Assignment	Due
1	<p><b>Chapter 1: The Rapid Change of International Business</b></p> <ul style="list-style-type: none"> <li>• <i>Internationalization of markets, Terminology,</i></li> <li>• <i>Five kinds of drivers, all based on change, that are leading international firms to globalize</i></li> <li>• <i>Why international business differs from domestic business</i></li> </ul>		
2	<p><b>Chapter 2: International Trade and Foreign Direct Investment</b></p> <ul style="list-style-type: none"> <li>▪ <i>The magnitude of international trade and the direction of trade, or who trades with whom</i></li> <li>▪ <i>The size, growth, and direction of U.S. foreign direct investment, worldwide and in the U.S.</i></li> <li>▪ <i>Who invests and how much is invested in U.S.</i></li> <li>▪ <i>The reasons for entering foreign markets</i></li> <li>▪ <i>Seven dimensions of globalization of firms</i></li> </ul> <p><b>Chapter 3: Theories of International Trade &amp; Investment</b></p>	<p><b>HW#1, page 64. All questions</b></p>	
3	<p><b>Chapter 5: Socio-cultural Forces</b></p> <ul style="list-style-type: none"> <li>▪ <i>The significance of culture for international business</i></li> <li>▪ <i>The socio-cultural components of culture</i></li> <li>▪ <i>The significance of religion to business people</i></li> <li>▪ <i>The cultural aspects of technology and IT era</i></li> </ul> <p><b>Chapter 6: Natural Resources and Environmental Sustainability</b></p> <ul style="list-style-type: none"> <li>▪ <i>The role of location, topography, climate, and natural resources as factor conditions in Porter's diamond model</i></li> <li>▪ <i>How surface features contribute to economic, cultural, political, and social differences among nations and among regions of a single country</i></li> <li>▪ <i>The importance of inland waterways and outlets to the sea</i></li> <li>▪ <i>How climate exerts a broad influence on business</i></li> <li>▪ <i>The options available for nonrenewable and renewable energy sources</i></li> <li>▪ <i>How factor conditions can impact innovation</i></li> <li>▪ <i>Environmental sustainability and its characteristics</i></li> </ul>	<p>1</p>	

4 – 5	<p><b>Chapter 7: Economic and Socioeconomic Forces</b></p> <ul style="list-style-type: none"> <li>▪ <i>The purpose of economic analysis</i></li> <li>▪ <i>Different categories based on levels of national economic development and the common characteristics of developing nations</i></li> <li>▪ <i>The economic and socioeconomic dimensions of the economy and different indicators used to assess them</i></li> <li>▪ <i>The importance of a nation's consumption patterns and the significance of purchasing power parity</i></li> </ul> <p><b>Chapter 8: Political Forces</b></p> <ul style="list-style-type: none"> <li>▪ <i>The ideological forces that affect business</i></li> </ul>	<i>HW#2, pages 239-240, All questions</i>	
6	<p><b>Chapter 8: Political Forces (contd.)</b></p> <ul style="list-style-type: none"> <li>▪ <i>The ideological forces that affect business</i></li> <li>▪ <i>Privatization</i></li> <li>▪ <i>Evaluate the importance to business of government stability and policy continuity</i></li> <li>▪ <i>Country risk assessment by international businesses</i></li> </ul> <p><b>Chapter 9: Intellectual Property and Other Legal Forces</b></p> <ul style="list-style-type: none"> <li>▪ <i>The complexity of the legal forces that confront international business</i></li> <li>▪ <i>The importance of foreign law</i></li> </ul>		

7-8	<p><b>Chapter 10: Understanding the International Monetary Systems and Financial Forces</b></p> <ul style="list-style-type: none"> <li>▪ <i>International Monetary System</i></li> <li>▪ <i>Foreign exchange (FX) markets</i></li> <li>▪ <i>Foreign exchange quotations, including cross rates</i></li> <li>▪ <i>Currency exchange controls</i></li> <li>▪ <i>How financial forces such as tariffs, taxes, inflation and the balance of payments can affect international management</i></li> </ul> <p><b>Chapter 11: Labor Forces</b></p>	<b>HW#3</b> <b>page 327, All questions</b>	
9	<p><b>Chapter 12: International Competitive Strategy</b></p> <ul style="list-style-type: none"> <li>▪ <i>Global Strategic Planning</i></li> <li>▪ <i>Regional Strategy for Competing Globally</i></li> <li>▪ <i>Analysis of Competitive Forces</i></li> </ul>		
10	<p><b>Chapter 13: Organization Design and Control</b></p> <ul style="list-style-type: none"> <li>▪ <i>Why the design of organizational structure is important to international companies</i></li> <li>▪ <i>The organizational dimensions that must be considered when selecting organizational structures</i></li> <li>▪ <i>The various organizational forms available for structuring international companies</i></li> <li>▪ <i>Explain the concept of the virtual corporation</i></li> </ul> <p><b>Chapter 14: Assessing and Analyzing Markets</b></p> <ul style="list-style-type: none"> <li>▪ <i>Environmental analysis and two types of market screening</i></li> </ul>	<b>HW#4</b> <b>page 443, All questions</b>	
11	<p><b>Chapter 15: Entry Modes</b></p> <ul style="list-style-type: none"> <li>▪ <i>The international market entry methods</i></li> </ul>		

	<ul style="list-style-type: none"> <li>▪ <i>Market pioneer, fast follower</i></li> <li>▪ <i>Different forms of piracy and international business</i></li> <li>▪ <i>Channel members available to companies that export or manufacture overseas</i></li> </ul>	
12	<p><b>Chapter 16: Export and Import Practices</b></p> <ul style="list-style-type: none"> <li>▪ <i>Why firms export and problem areas of exporting</i></li> <li>▪ <i>The sources of export counseling and support</i></li> <li>▪ <i>The meaning of the various terms of sale</i></li> </ul> <p><b>Chapter 17: Marketing Internationally</b></p> <ul style="list-style-type: none"> <li>▪ <i>Differences between domestic and international marketing</i></li> <li>▪ <i>Standardize the marketing mix regionally or worldwide</i></li> <li>▪ <i>Problems with standardization of the marketing mix</i></li> </ul> <p><i>The importance of distinguishing among total product, physical product, and brand name</i></p>	<b>HW#5 page 490, All questions</b>
13	<p><b>Chapter 18: Global Operation and Supply Chain</b></p> <ul style="list-style-type: none"> <li>▪ <i>Managing Global Supply Chain</i></li> <li>▪ <i>Manufacturing Systems</i></li> <li>▪ <i>Standardization and the Management of Global Operations</i></li> <li>▪ <i>Impediments to Standardization of Global Operations</i></li> </ul> <p><b>Chapter 19: Human Resource Management</b></p> <ul style="list-style-type: none"> <li>▪ <i>Recruitment and Selection of Employees</i></li> <li>▪ <i>Training and Development</i></li> <li>▪ <i>Compensation</i></li> </ul>	
14	Term Paper submission and Presentation	Term Paper Due
15	<b>Comprehensive Final Examination</b>	