

PERSPECTIVES IN INTERNATIONAL BUSINESS
Fall Term 2008:
(Online Course)

Instructor: Michael A. Rinkus

Time: Asynchronous

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Office Hours: By Appointment

Credit Hours: 3 hours

Required

Text: *International Business Competing in the Global Marketplace* 7th Edition by
Charles H. Hill
ISBN: 978-0-07-338134-3

Optional *Wall Street Journal* or *New York Times*
Fortune at the Bottom of the Pyramid

Course Objectives:

This course is designed to provide an understanding of the many issues confronting executives engaged in international business. Particular emphasis will be placed on international business issues, which will be analyzed with a political, economic, financial, social/cultural and historical context.

The material of this course is aimed at understanding the major structural changes and issues in the world economy that affect our domestic economy: increasing globalization, rapid technological innovation and diffusion and shifting of international competitiveness and relative economic power from West to the East. We will examine these viewpoints from both the United States and other countries. The course begins with an overall framework of the scope of international business and environment of international management today. Other key issues that will be covered include: cross-cultural communications, role of culture, regulatory environment, international negotiations and decision-making, planning in the global arena, regional trade regions and agreements and international institutions and the rapid technological innovations challenging Multinational Corporations and Financial Institutions Globally, from the digitizing of finance and investment documents to the Patriot Act/Homeland Security to current Antimoney Laundering initiatives and the responsibility being mandated on the private sector to a Vision for the World Economy.

Grading:

Participation	40 points
Role Play – WTO	20 points
A Global Visit	20 points
Consolidation Paper	20 points
Mid-Term	50 points
Term Project Paper	100 points
- Statement of Purpose (5)	
- Outline (15)	
- Paper (80)	

There is NO possibility for extra credit in this course. Late papers will be marked down five points per day.

Grade Scale

<u>Grade</u>	<u>Percentage</u>
A	95-100
A-	90-94
B+	87-89
B	84-86
B-	80-83
C+	77-79
C	73-76
C-	70-72
D+	67-69
D	64-66
D-	61-63
F	Below 61

Assignments

Participation: 40 points

Attendance and participation at every session (on-ground and online) are important and strongly encouraged. Class lectures, assignments and discussions will supplement readings. You are responsible for everything that is discussed in class and handed out in class. Effective contributions to each class tend to help grades, not hurt them. Evaluating the quality of class participation is necessarily subjective, but it is also based on the direct substantive contribution of the participation and on the indirect indicators of quality participation. Course participants should be prepared to discuss (analyze, summarize, comment upon, answer, question, and or react to, etc.) any portion or all of the material assigned for the session. Participation is an integral part of this course.

Debate – WTO on Globalization: 20 points

We will have a debate during the 7th **Session** week. Subject matter will be posted on 6 “letters” of which you will take a position defending one of those “letters”. The letters represent “Developed Countries”, Less Developed Countries” “Labor”, “Environmentalists”, etc. You are to select a topic and defend your position to other students. It is the responsibility of everyone to read all letters and question/challenge the defensive position of others. There are not enough topics for each students so there will be duplicated, but that’s ok. I will also be there to challenge/defend your positions. Stretch yourselves, pick a topic you would not usually find yourself in agreement with, do some research, and state your position. This is an asynchronous debate that will go all week, so you go online as often as you want

In this activity, you will learn about the issues of free trade and globalization by role-playing. In particular, you will learn many of the terms applied in Chapters 1-8 to an understanding of the effects of globalization on industrialized and developing nations.

A Global Visit: 20 points

During **Session 10**, students will select a global website to visit. You are to spend at least one hour exploring the website. The paper should start with an explanation of why you choose this site and how you found it. The main idea of the paper is to share with the class what you found and learned, how it pertains to the course and if appropriate your work, what is the value of the resource and what you feel is a unique aspect of the site. The paper is to be two to three pages in length. Please post in the appropriate “Forum” in the “Discussion Area” of Blackboard (BB) .

Consolidation Paper: 20 points

This consolidation paper is based on your primary learnings of this course and how this may add value to your future learning or professional objectives. You need to address your vision of the global economy and state whether or not you feel that global capitalism is working (include a few references to support your position). The paper is to be two to three pages in length. This paper is due on **Session 13** Please post in the appropriate “Forum” in the “Discussion Area” of Blackboard (BB) .

Mid-Term (Chapters 1-8): 50 points

On **Session 6**, you will have a mid-term to complete this week. Please set aside the time for this exam. You will download the test **ANYTIME** during this week and complete and email the test to me . The test will be timed for 3 1/2 hours . E-mail answers to: mrinkus@aol.com. **Please ensure your name is ON THE TEST** and you save the file in the following manner. EXAMPLE = rinkusltumidterm.doc. Using your name of course.

Term Project Paper : 100 points

Statement of Purpose (5 points): Due on **Monday of Session 4** E-mail post in the “Discussion Forum” in BB. It should be one paragraph that defines what you want to study, why you want to study it and in order to do what?

Outline & Working Bibliography (15 points): Due **on Monday of Session 7** post in the Discussion Forum in BlackBoard (BB). Please include approved Statement of Purpose (SOP), outline to support the SOP and a working bibliography with at least eight to ten sources of information to support the paper.

Term Paper (80 points) : SESSION 14

The term project should utilize the latest publications and data available. Topics will be approved based on the submitted **Statement of Purpose**. The paper is to be 10-15 pages in length double-spaced, exclusive of bibliography (minimum 15 sources) and appendices. Grammar, as well as framework and content, will be considered in determining the grade.

ALL PAPERS TO BE DOUBLE-SPACED and FOLLOW PROPER CITATION STYLE, i.e. APA Style.

Session 0 is the week of Sept 3 to Sept. 7, Post your introductions in the appropriate forum in the discussion board.

SCHEDULE OF CLASSES & ASSIGNMENTS

	Topics & Readings
Session 1: Sept 8 -14 Lectures are ready by 5:45 p.m. on each Monday.	Course Overview, Introductions & Chapter 1: Globalization In addition to my introduction, a forum will be provided in the Discussion Board for everyone to provide a brief paragraph asking each of you to introduce yourselves, what you do, your latest business experience (and any International experience you might have), and any expectations you might have on the course.
Session 2: Sept. 15 -21	Country Factors & The Environment of International Management Chapter 2: National Differences in Political Economy
Session 3: Sept. 22 - 28	Cross-Cultural Communications & Culture - The Role of Culture - The Cross-Cultural Communication Environment Chapter 3: Difference in Culture Chapter 4 Ethics <i>Handout: The “Great Debate” on WTO “Letters will be in Course Documents for Session 7</i>
Session 4: Sept. 29 – Oct. 5 Due: Statement of Purpose –	International Trade Theory Chapter 5: International Trade Theory Chapter 6: The Political Economy of International Trade SOP can be submitted via email to the appropriate forum set-up in the discussion board on Blackboard
Session 5: Oct. 6 – Oct. 12	FDI & The Political Economy of FDI Chapter 7: Foreign Direct Investment (FDI) Chapter 8: Economic Integration To include a lecture on outsourcing/insourcing and who wants to work in a call center after they get their MBA! Video: Tom Friedman’s video on India and Outsourcing
Session 6: Oct. 13- 19	Mid-Term: Chapters 1-8

Session 7: Oct. 20 - 26 Due: Outline & Working Bib.	<i>The Great Debate: WTO and Globalization</i>
Session 8: Oct. 27 – Nov. 2	The Strategy of International Business Chapter 9 Economic Integration Chapter 12 Strategy of International Business
Session 9: Nov. 3 - 9	The Global Monetary System Chapter 10: The Foreign Exchange Markets Chapter 11: The International Monetary System <i>Video from Prof. Rinkus on the Foreign Exchange Markets</i>
Session 10: Nov. 10 - 16 Due: A Global Visit Paper	Spend one hour on the internet and do your research (see detail above) Paper to be submitted to the appropriate forum in the Discussion Board
Session 11: Nov. 17 - 23	Globalization: Strategy & Structure Chapter 13: The Organization of International Business Chapter 14: Entry Strategy and Strategic Alliances
Session 12: Nov. 24 - 30	Global Operations Chapter 15: Exporting, Importing and Countertrade Chapter 17: Global Marketing and R&D
Session 13: Dec. 01 - 07 Due: Consolidation Paper	Technology and Environmental Sustainability in the Global Marketplace and its coming effect on the World Financial Markets Submit Consolidation Paper in the Discussion Thread established in Blackboard
Session 14: Dec. 08 Due Today: Term Paper	Term Paper to be submitted by midnight Dec. 11 in the appropriate forum set-up in Blackboard in the discussion area

THE KEY TO MANAGEMENT 6053 – International Business Perspectives:

Attendance and participation is encouraged. Preparation for class is important. The class is meant to be an enjoyable and challenging learning experience, not only should you learn from the instructor, but from other classmates.

There are no make-ups for assignments or homework. All assignments must be submitted on-time, typed and representative of the type of work that business expects of global professionals. There are no penalties for turning in work early. Recommend that you make copies of work you turn in.

The grading in this course reflects our interest in the development of group skills, technical skills and managerial responsibilities. With many of the assignments there are no right or wrong answers. The goal is the process or methodology used and resources used to make conclusions and/or make recommendations. Were the appropriate skills developed to seek information? Did you process the information? What information is of value and what is applicable to the assignment? Did you come up with rational answers based on facts and supporting material?

As you go through the readings provided, write down your questions and comments for discussion. Please keep the big picture in mind; do not get bogged down in the details unless you have the time for it. As you read the text and online lecturattes, I hope you will find these and other readings that you select informative and stimulating in regards to international business perspectives.

Please feel free to communicate with me at any time at the above numbers provided throughout and after this term. You may find that e-mail is the most effective way for that purpose.

I look forward to an exciting, stimulating and fast-paced semester with all of –

Michael A. Rinkus

IMPORTANT NOTE:

WHEN YOU EMAIL ANY DOCUMENT TO ME PLEASE ENSURE THE FILE IS SAVED WITH YOUR LAST NAME THEN **LTUONLINE AND THE TYPE OF DOCUMENT, SUCH AS SOP, OR OUTLINE, OR TERM PAPER.**

EXAMPLE:

RINKUSSOPLTUONLINE.DOC

ALSO, PLEASE BE SURE TO PUT YOUR NAME ON THE DOCUMENT ITSELF

I KNOW, SOUNDS SIMPLE, BUT YOU WOULD BE SURPRISED

IDEAS FOR TERM PAPERS

ID#1: Select a country that is of interest to you (over 225). Describe, from your knowledge, readings and research, the kinds of challenges specific to that country that an expatriate manager would face. What recent developments are taking place in that country that would affect international management and business? What are the critical and current issues affecting management or an organization when doing business in that country? What are the cross-cultural issues? What are the best industry markets (forecasts) for entry? What are the import and export statistics for that country and investment? Would you recommend doing business in that country and why? What is the best method of entry and why?

ID#2: Research a MNC. What is the vision of the CEO as well as the mission, scope and products of this company? Which countries does this MNC operate in? What kinds of challenges specific to the MNC are its managers facing? How has the organization performed in the last decade and is it doing today? What do you think is the future outlook for this organization and what recommendation(s) might you have?

ID#3: Develop a dossier for an executive going overseas. What environmental factors (P.E.S.T.) should be taken into account before going overseas. Paper could address:

1. Specific regional trade agreements like GATT, NAFTA, EC, MFN Status of China, etc. and its affects of doing business in that country
2. A culture component. Be sure to compare specific finding regarding religion, kinship, recreation, and other subsystems. What are the prevailing attitudes toward time, change, material factors, and individualism?
3. The best method of entry strategy for the MNC doing business in that country.
4. Interview of an employee, manager or executive who has lived overseas or traveled extensively.

Other Suggested Topics:

- What are the major trends and institutions in the evolution of the post-WWII global system that managers should be aware of?
- What have been the roles of the U.S managers in taking their companies global? Use company's stories to illustrate.
- Comparative management styles, i.e. U.S. versus Japanese.
- What is the role for women in international management?
- How does an organization build an international management team?
- International management opportunities with NGOs.
- What have been the roles of the U.S., other major developed countries, developing countries, socialist countries, multilateral institutions, regional economic blocs and MNC in the integration of the world economy?
- What have been the roles of GATT/WTO, IMF and the WB in global integration from an international business perspective? Have these organizations differed significantly in their structure and operation? How successful have they been in achieving their objectives?
- What have been the characteristics of regional economic institutions such as the European (EU) and the North American Free Trade Agreement (NAFTA)? How has it helped or hindered U.S. economy or certain industries?
- Carbon Trading and other International Derivatives and their history and impact on Environmental Sustainability

Select something of interest to you and your career!

Sample Statement of Purpose & Outline

I want to learn what the role of NGOs are in influencing environmental law and policymaking in *sustainable urban development* **to find out how** NGOs impact on environmental policies and what is the NGOs present and future roles. **This will lead to** a recommended framework or model how NGOs can make a viable contribution to environmental policymaking and how this will improve the NGOs' local efforts. The role of NGOs as a potential major contributor in resolving environmental challenges will be compare and contrasted from a developed versus a developing country's perspective.

INTRODUCTION

The Interest In The Environment
Sustainable Urban Development
Who Is "Legally" Governing The Environment?
NGOs' Origins And Their Importance
What Is The Future Role Of NGOs In Environmental Policy?

UNITED STATES ENVIRONMENTAL CHALLENGES LEGAL CLIMATE, AND NGOS

Environmental Problems In The United States
United States' Environmental Legal Climate
United States Environmental Authority - EPA
United States' NGOs Agendas And Accomplishments
The Role Of United States' NGOs In Environmental Law And Policymaking

MEXICO'S ENVIRONMENTAL CHALLENGES, LEGAL CLIMATE, AND NGOS

Environmental Problems In Mexico
Mexico's Environmental Legal Climate
Mexico's Environmental Authority
Mexico's NGOs Agendas And Accomplishments
The Role Of Mexico's NGOs In Environmental Law And Policymaking

COMPARATIVE ANALYSIS

United States' And Mexico's Legal System Of Environmental Protection
Where Are The Differences In Activities Of NGOs Between The United States And Mexico?
Bridging The Gap: Strengthening NGO Participation In Environmental Policymaking

CONCLUSION & RECOMMENDATIONS

REFERENCE LIST