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| <b>COURSE TITLE<br/>BLACKBOARD SITE</b>                                  | Perspectives in International Business<br>Fall 2010 – <a href="http://my.ltu.edu">http://my.ltu.edu</a>   |
| <b>INSTRUCTOR</b>  | Michael A. Rinkus<br>Senior Vice President Comerica Bank<br>Cell: 313-268-0721<br>E-mail address: <a href="mailto:mrinkus@aol.com">mrinkus@aol.com</a><br>Office hours by appointment   |
| <b>SCHEDULE</b>  | Semester Start Date: September 13<br>Semester End Date: December 13 – Final Exam<br><br>See <a href="http://www.ltu.edu/registrars_office/calendar_final_exam.index.asp">http://www.ltu.edu/registrars_office/calendar_final_exam.index.asp</a> for<br>LTU academic calendar information.   |
| <b>REQUIRED TEXT</b><br><br>(See Blackboard for<br>additional resources) | Author: Charles W. L. Hill<br>Title: International Business: Competing in the Global Marketplace<br>Edition: 8 <sup>th</sup><br>Publisher: McGraw-Hill Irwin<br>ISBN: 978-0-07-813719-8<br><br>Available for online purchase through LTU Bookstore at:<br><a href="http://lawrence-tech1.bkstore.com/bkstore/TextbookSelection.do?st=489">http://lawrence-tech1.bkstore.com/bkstore/TextbookSelection.do?st=489</a> |
| <b>ADDITIONAL<br/>RESOURCES</b>  | LTU Online student resources: <a href="http://www.ltu.edu/ltuonline/currentonline.asp">http://www.ltu.edu/ltuonline/currentonline.asp</a>   |
| <b>TECHNICAL SUPPORT</b>   | Technical support for using Blackboard is provided by VITRC, 248.204.3750<br>or <a href="mailto:vitrc@ltu.edu">vitrc@ltu.edu</a>  |

This fully online course begins with a partial week online course orientation period to familiarize yourself with the online learning environment and to meet online or via the phone with your instructor. Each subsequent week starts on a Monday and ends on a Sunday.

| Dates                   | Modules  | Topics / Readings   | Assignments Due   |
|-------------------------|----------|---|---|
| Prior to Semester Start | Module 0 | Overview of textbook<br>Online Learning Orientation<br>Course Orientation   | Course orientation<br>Instructor conversation<br>Individual pre-assessment  |
| Week of September 13    | Module 1 | Course Overview, Introductions & Chapter 1: Globalization<br><b>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.</b> | Bb Discussion Board Forums  |
| Week of September 20    | Module 2 | <b>Country Factors &amp; The Environment of International Management</b><br>Chapter 2: National Differences in Political Economy  | Bb Discussion Board Forums  |
| Week of September 27    | Module 3 | <b>Cross-Cultural Communications &amp; Culture</b><br>- The Role of Culture<br>- The Cross-Cultural Communication Environment<br>Chapter 3: Difference in Culture<br>Chapter 4 Ethics<br><i>Handout: The "Great Debate" on WTO "Letters will be in Course Documents for Session 7"</i>  | Bb Discussion Board Forums  |
| Week of Oct. 04         | Module 4 | <b>International Trade Theory</b><br>Chapter 5: International Trade Theory<br>Chapter 6: The Political Economy of International Trade   | Bb Discussion Board Forums<br><b>Submit SOP via email to the appropriate forum set-up in the discussion board on Blackboard. This week.</b> |

| Dates           | Modules   | Topics / Readings  | Assignments Due  |
|-----------------|-----------|--|--|
| Week of Oct. 11 | Module 5  | <b>FDI &amp; The Political Economy of FDI</b><br>Chapter 7: Foreign Direct Investment (FDI)<br>Chapter 8: Economic Integration<br>To include a lecture on outsourcing/insourcing and <i>who wants to work in a call center after they get their MBA?</i><br><br><a href="#">Video: Tom Friedman's video on India and Outsourcing</a> | Bb Discussion Board Forums   |
| Week of Oct. 18 | Module 6  | <b>Mid-Term:</b> Chapters 1-8  | Bb Discussion Board Forums   |
| Week of Oct. 25 | Module 7  | <b><i>The Great Debate: WTO and Globalization</i></b>  | Bb Discussion Board Forums<br><b>Due this week: Outline &amp; Working Bib.</b> |
| Week of Nov. 01 | Module 8  | <b>The Strategy of International Business</b><br>Chapter 12 Strategy of International Business   | Bb Discussion Board Forums   |
| Week of Nov. 08 | Module 9  | <b>The Global Monetary System</b><br>Chapter 9: The Foreign Exchange Markets<br>Chapter 10: The International Monetary System<br><br><i>Video from Prof. Rinkus on the Foreign Exchange Markets</i>  | Bb Discussion Board Forums   |
| Week of Nov. 15 | Module 10 | Spend one hour on the internet and do your research (see detail above)<br><b>Paper to be submitted to the appropriate forum in the Discussion Board</b>  | Bb Discussion Board Forums<br><b>Due this week: A Global Visit Paper</b>       |
| Week of Nov. 22 | Module 11 | <b>Globalization: Strategy &amp; Structure</b><br>Chapter 13: The Organization of International Business<br>Chapter 14: Entry Strategy and Strategic Alliances   | Bb Discussion Board Forums   |

| Dates           | Modules   | Topics / Readings  | Assignments Due   |
|-----------------|-----------|--|---|
| Week of Nov. 29 | Module 12 | <b>Global Operations</b><br>Chapter 15: Exporting, Importing and Countertrade<br>Chapter 17: Global Marketing and R&D  | Bb Discussion Board Forums  |
| Week of Dec. 06 | Module 13 | <b>Technology and Environmental Sustainability in the Global Marketplace and its coming effect on the World Financial Markets</b><br><b>TERM PAPER DUE BY DECEMBER 6<sup>TH</sup> 11:50 p.m. Submit Consolidation Paper in the Discussion Thread established in Blackboard</b> | Bb Discussion Board Forums<br><b>Due: Consolidation Paper</b><br><b>Due Today: Term Paper</b> |
| Week of Dec. 13 | Module 14 | <b>FINAL EXAM will be available on December 9 and due by 11:59 p.m. December 13. You will have 3 1/2 hours to take the exam</b>  |   |
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### STUDENT EVALUATION

The course has assignments totaling 250 points. Letter grades are awarded based on the total number of points achieved. Points are deducted for late assignments.

| Assignments         | Points |
|---------------------|--------|
| Participation       | 40     |
| Role Play - WTO     | 20     |
| Global Visit        | 20     |
| Mid-Term            | 50     |
| Consolidation Paper | 20     |
| SOP                 | 5      |
| Outline             | 15     |
| Paper               | 80     |
| Final Exam          | 50     |
| Total Points        | 300    |

| Class Points | Letter Grade       |
|--------------|--------------------|
| 96 and above | A                  |
| 90 – 95      | A-                 |
| 87 – 89      | B+                 |
| 83 – 86      | B                  |
| 80 – 82      | B-                 |
| 77 – 79      | C+                 |
| 73 – 76      | C                  |
| 70 – 72      | C-                 |
| 61 – 70      | D (Undergrad Only) |
| 60 and below | E                  |

*Note: Grades lower than a "B" fall below the LTU graduate standard*

## **EDUCATIONAL GOALS**

### **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.

## **STUDENT LEARNING OBJECTIVES / OUTCOMES**

### **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 lectures, 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 –

**Blackboard Learning Environment** – Blackboard at my.ltu.edu contains the syllabus, all assignments, reading materials, streaming videos, narrated PowerPoint mini-lectures, podcasts, written lecture notes, chapter quizzes, links to Web resources, and discussion forums. You will submit all assignments via Blackboard, and are expected to participate regularly in discussion topics. Please take time to familiarize yourself with the organization of the Blackboard site. You will want to check the site frequently for announcements reminding you of new resources and upcoming assignments.

**Student/Instructor Conversations** – Students keep in touch with the instructor via e-mail messages, telephone conference calls.

**Self-Assessments** – Pre- and post- self-assessment tools will help students measure their entering skills and progress during the course.

**Required Reading** – Textbook chapters should be read according to the schedule outlined in the syllabus. Chapters will be discussed online.

**Publisher Web Site** – A publisher web site at <http://www.nnn.com/nnn> includes instructional materials, PowerPoint slides, case studies, application exercises, and practice quizzes. You should make use of as many of these resources as you need to be successful.

## **CLASS POLICIES AND EXPECTATIONS**

Each student has a LTU email account. If you wish to use a different email address for this course, please **change your email address in Blackboard under “Blackboard Tools”, then “Personal Information”** and send an email to me so I can store your address in my email directory.

Readings, discussion forum participation, and written assignments must be completed according to the class schedule. If business travel will take you away from regular participation, please clear the dates with me in advance.

It is essential that all students actively contribute to the course objectives through their experiences and working knowledge.

All assignments must be submitted on schedule, via Blackboard, and using Microsoft Office compatible software. If you need to submit an assignment via email, contact the instructor in advance. Late work will be reduced in value.

Assignments must be completed to an adequate standard to obtain a passing grade. Requirements for each assignment are detailed in this syllabus.

### **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**

Be prepared to log into Blackboard at least once each day. Please focus your online correspondence within the appropriate Blackboard discussion forums so that your colleagues can learn from you.

At midterm and at the end of the course, you will be invited to participate in a University evaluation of this course. Your feedback is important to the University, to LTU Online, and to me as an instructor, and I encourage you to participate in the evaluation process.

It is important for you as students to know what to expect from me as your instructor:

- I will be available to you via e-mail and phone, and will promptly reply to your messages.
- I will be available to you for face-to-face appointments as requested.
- I will maintain the Blackboard web site with current materials, and will resolve any content-related problems promptly as they are reported to me.
- I will send out a weekly e-mail update to all class members to guide upcoming work and remind you of assignment due dates.
- I will return all assignments to you promptly, and will include individualized comments and suggestions with each assignment.
- I will hold our personal written or verbal communications in confidence. I will not post any of your assignments for viewing by the class without requesting your approval in advance.

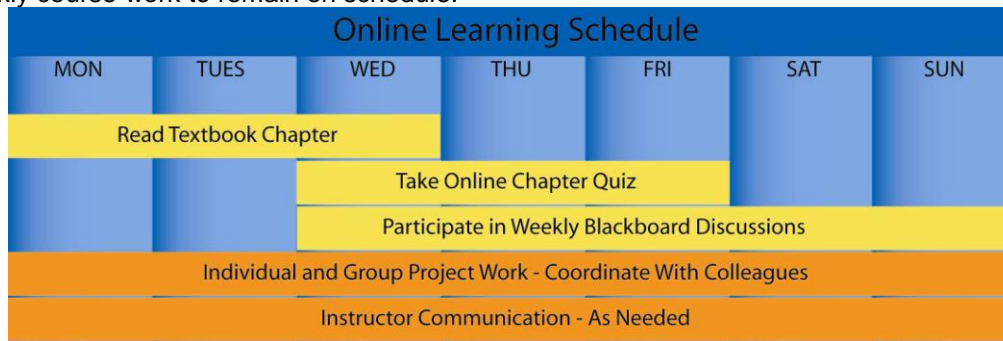
- I will treat all members of the class fairly, and will do my best to accommodate individual learning styles and special needs.
- If any of these points need clarification, or when special circumstances arise that require my assistance, please contact me so that we can discuss the matter personally.

## PRACTICAL GUIDELINES FOR CLASS LOAD EXPECTATIONS

A three-credit course generally requires at least nine hours per week of time commitment. Here are some practical guidelines to help schedule your time commitments for this online course:

- A 14-week semester (the Summer semester is compressed into 10 weeks) would require at least 126 hours of time commitment to successfully complete all readings, activities, assignments, and texts as described in this syllabus.
- You should reserve at least 6 hours per week to read the required textbook chapters and resources, participate in online discussions, review presentation materials, and work through online quizzes. This effort will total at least 84 hours over the course of the semester.
- You should organize your remaining time to roughly correspond with the point value of each major assignment. This means that you should plan to spend at least:
  - 8-9 hours preparing your case study review;
  - 24-40 hours working with your group on the three parts of your semester-long project;
  - 8-9 hours working on the various components of your reflective consolidation (final exam).

These guidelines may not reflect the actual amount of outside time that you – as a unique individual with your own learning style – will need to complete the course requirements. The number of hours each week will vary based on assignment due dates, so please plan ahead to insure that you schedule your academic, work, and personal time effectively. The following graphic can be used to guide you in planning your weekly course work to remain on schedule:



## ASSIGNMENT DETAILS

Course assignments and evaluation criteria are detailed below. Please review these requirements carefully. See the section Academic Resources / Assessment Guidelines for information about assessment of written and oral presentations.

Details for all assignments are shown below. Please note that you should not submit any assignments to the Blackboard "Digital Drop Box." All assignments are submitted using the Blackboard "Assignments" or "SafeAssign" function. Some assignments are also posted to the Blackboard Discussion Forum for student comments.



**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 7<sup>th</sup> **Module** 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 **Module 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 **Module6**, 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](mailto: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 the week **of Module 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 **the week of Module 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) : Module 12**

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.

**Final Exam (50 points):**

The final exam will be available on the date noted in the syllabus above. You will have 3 ½ hours to take the test once you download it and send it to me completed. Please be sure you put your name on the test and also save it with your last name.

**ALL PAPERS TO BE DOUBLE-SPACED and FOLLOW PROPER CITATION STYL**

**SYLLABUS ADDENDA**

Please see the LTU Online “Current Students” web site <http://www.ltu.edu/ltuonline/currentonline.asp> for comprehensive information about Lawrence Tech’s academic services, library services, student services, and academic integrity standards. The content of this web site is explicitly included as syllabus requirements.

The LTU Online “Current Students” web site also includes grading rubrics used by your instructor to evaluate written assignments, discussion forum participation, and group assignments. Please note that the SafeAssign anti-plagiarism product will be used for written assignments submitted for this course.

Please see the instructions included on the LTU Online web site regarding the use of the SafeAssign product.

### **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**



Lawrence Technological University  
International Perspectives CRN  
Fall 2010