

COURSE SYLLABUS
Southeast Missouri State University

Department of Management and Marketing

Course No: BA560

Title of Course: Topics in International Business

Revision: Spring 2013

I Catalog Description and Credit Hours of Course

Provides a comprehensive theoretical overview of international business, along with an intensive overseas study tour of business and institutions (3 credit hours) (Repeatable up to 9 hours).

NOTE: This course involves additional travel and accommodation expenses.

II. Prerequisites:

MK301 and MG301, or permission of instructor.

III. Purposes or Objectives of the Course:

- A. Define the field of International business and emphasize the differences between business within the domestic context and business in the international context.
- B. Provide a comprehensive exposure to the various international business components-marketing, management, operations, finance, etc via on-site visitations
- C To illustrate the interrelationship with external disciplines-geography, history, political science, law and anthropology, and their impact on international business.

IV. Student Learning Outcomes:

Upon completion of this course the students will be able to:

- A. identify and explain the concept of national culture and contrast the culture of the host country(ries) to that of the student's home country.
- B. summarize the current economic conditions in the host county(ries).
- C. identify products which might be successfully introduced to the host market.

V. Expectations of Students:

General

- A. The student is expected to review and discuss recent developments in international business and make recommendations relevant to the objectives, problems, and challenges facing firms operating on a global scale.
 - 1. To keep abreast of developments in international business, with emphasis on specific areas of current course focus.
 - 2. To be able to comprehensively discuss the business environment in countries and industries under specific discussion.

3. To meet with senior level international businessmen and academics to further advance the student's knowledge in the area of international business.

Specific

- B. This is a non-traditional class, made up of two learning components: in-class and field experience. Subject coverage is that of an overview. Students will be encouraged to pursue specific areas of interest by enrolling in subsequent specialized courses.

VI. In Class (with particular emphasis on field location countries) Student will be given a very brief overview of the following topics.

1. Course Content or Outline	Approx. Class Hours
A. <u>Introduction to International Business</u>	5
1. Types of International Business	
2. The External Environment	
3. Influences on Trade and Investment	
4. Recent patterns	
B. <u>Economic and Political Environments</u>	
1. Political Systems	
2. Economic Systems	
C. <u>Human and Cultural Environments</u>	
1. Physical Attributes	
2. Cultural Attributes	
3. Behavioral Attributes	
4. International/Interregional Differences	
D. <u>International Trade</u>	
1. Trade Theory	
2. Mercantilism	
3. Absolute and Comparative Advantage	
4. Other Trade Issues	
5. Current Trends	
E. <u>Political Environment</u>	
1. Government Influences on Trade	
2. Protectionism vs. Free Trade	
3. Rationale for Governmental Intervention	
F. <u>Foreign Investment-An Overview</u>	
1. Trends	
2. Motives for Foreign Investments	
3. Means of Foreign Investment	
4. Foreign Exchange	
G. <u>International Marketing Management</u>	
1. Pricing Policy	
2. Marketing Research/Information Systems	
3. Distribution	
4. Transportation	
5. Retail Environment	

- H. Product Development
 - 1. Product content/testing
 - 2. Packaging
 - 3. Labeling
 - 4. Product/Market “Fit”

- I. International Advertising and Promotion
 - 1. Media Availability
 - 2. Cost
 - 3. Global vs Customized Advertising
 - 4. Current Developments

- J. Human Resource Management
 - 1. Managerial Transfers
 - 2. Labor Market Differences
 - 3. Labor Relations and Collective Bargaining
 - 4. Production/Operations Management

- 2. Field Experience 40 hrs

Students will visit a number of businesses/institutions during the overseas component of the trip. These may include:

- 1. Cultural Immersion/Orientation Programs
- 2. Visit to major stock market/financial institution/political institution
- 3. Visit to major industrial production facility
- 4. Visit to major consumer products firm
- 5. Meet with senior corporate managers
- 6. Attend seminars at overseas university/businesses
- 7. Tour foreign retail institutions

VII. Textbooks and/or Other Required Materials or Equipment

A. Text

Daniels, John D. and Lee H. Radebaugh (2007), *International Business Environments and Operations*, 11th ed., Upper Saddle River, NJ: Prentice Hall.

B. Reference Materials

A list of supplementary reference materials will be provided. These readings are a selection of current articles related to international business.

VIII. Basis of Student Evaluations

A. Evaluative Exercises	<u>Undergraduate</u>	<u>Graduate</u>
1. Final Exam	15%	10%
2. Maintenance of a detailed business diary.	15%	10%
3. Series of 2-3 single spaced papers.	50%	40%
4. Participation Points	20%	20%
5. An additional assignment will be required of graduate students.		20%

B. Grades will be based on the following:

- 1. Performance on examination.
- 2. Quality of work on papers and other assignments.
- 3. Attendance at course orientation sessions, overseas seminar and symposia.
- 4. Overall “professionalism.”