

Course Number: International Business

Fall 2019 Section 62

Classroom: 1 WP 508, Newark

Wednesday, 6:00-9:00 PM

N. Nuruzzaman

Consultation room: 1 WP Newark, #1013B

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COURSE DESCRIPTION

This course examines the distinctive circumstances of management arising from the conduct of business in more than one country. It presents a broad survey of different facets of international business environment including international trading system, the world trade organization, international monetary system, regional trading blocs such as the European Union, and home and host country policies in international investments. Additionally, students learn theoretical and practical aspects of multinational corporations operating in an international environment, problems and risks that may be encountered and various bases for profitable operations.

COURSE MATERIALS**Required Textbook: International Business: Competing in the Global Marketplace, 12th edition.**

Charles W. L. Hill and G. Tomas M. Hult. Publisher: McGraw-Hill

(10th or 11th editions are good as well, please save money)**Cases:**

From textbook (I provide the scan copy of these cases in Blackboard)

Who Makes the Apple iPhone?

Logitech

Evolving strategy of IBM

General Electric's joint venture

Blackboard Access: Check Blackboard (blackboard.rutgers.edu) and your official Rutgers email account regularly. I will post lecture slides and assignment arrangement in "Course Documents" in Blackboard. Case and country report are all submitted through the "Assignment" in Blackboard.

LEARNING GOALS AND OBJECTIVES

This course is designed to help students develop skills and knowledge necessary to succeed in a global and diverse business environment. Students who successfully complete this course will demonstrate:

1. An understanding of the diversity of economic, legal, political, and social structures.
2. An understanding of the impact of cultural and demographic diversity on business interactions.
3. An understanding of the skills and practices used by leaders/managers to effectively lead and manage in a global business environment.
4. An ability to construct clear, concise, and convincing written business communication.

5. An ability to construct and deliver clear, concise, and convincing oral communication.

Students develop these skills and knowledge through the following course activities and assignments:

1. Case studies
2. Group report on country study
3. Presentation of group country study
4. Mid-term exam
5. Final exam

Case studies and group report on country studies help students to develop their analytical skills in examining economic, political, legal, culture, and international business strategy. Case studies and group report on country studies also help students to develop abilities to construct clear, concise, and convincing written business communication. Two presentation assignments encourage students to deliver clear, concise, and convincing oral communication. Finally, final exam aims to test students' understanding of economic, political, legal, culture, and international business strategy.

ACADEMIC INTEGRITY

I do NOT tolerate cheating. Students are responsible for understanding the RU Academic Integrity Policy (https://slwordpress.rutgers.edu/academicintegrity/wp-content/uploads/sites/41/2014/11/AI_Policy_2013.pdf)

I will strongly enforce this Policy and pursue *all* violations. On all examinations and assignments, students must sign the RU Honor Pledge, which states, "On my honor, I have neither received nor given any unauthorized assistance on this examination or assignment." I will screen all written assignments through *SafeAssign* or *Turnitin*, plagiarism detection services that compare the work against a large database of past work. Don't let cheating destroy your hard-earned opportunity to learn. See business.rutgers.edu/ai for more details.

ATTENDANCE AND PREPARATION POLICY

- Expect me to attend all class sessions. I expect the same of you. If I am to be absent, my department chair or I will send you notice via email and Blackboard as far in advance as possible. If you are to be absent, report your absence in advance at <https://sims.rutgers.edu/ssra/>. If your absence is due to religious observance, a Rutgers-approved activity, illness, or family emergency/death **and** you seek makeup work, also send me an email with full details and supporting documentation within 5 days of your first absence.

You may miss one class without penalty. After that, you will be penalized 10 point from your final participation score for each additional absence. **A student who misses more than four classes will automatically fail this course** and should consider withdrawing from the course.

- For weather emergencies, consult the campus home page. If the campus is open, class will be held.

- Expect me to arrive on time for each class session. I expect the same of you. If you are going to be tardy for emergency or other reasons, please let me know. Otherwise, you get half attendance point.

- Expect me to remain for the entirety of each class session. I expect the same of you. If you are going to leave early for emergency or other reasons, please let me know. Otherwise you get half attendance point.

If I am to be absent, my department chair or I will send you an email via Blackboard as far in advance as possible.

I come prepared for each class session and participate fully in each class session. I expect the same of you. Please complete all background reading and assignments prior to each class. The schedule clearly lists the reading for each class session. The minimum expectation is that for each class session, you have prepared by studying for at least twice as many hours. This will allow you be better prepared for class discussion as well as your exams.

Official University and/or Campus closings can be checked by calling [973-353-1766](tel:973-353-1766) (for Newark campus) or by checking this link: <http://www.newark.rutgers.edu/campusstatus/>

CLASSROOM CONDUCT

You should expect me to be present, prepared, and involved. I expect the same of you. Imagine if instead I came to class late, unprepared, talked on my cell phone or text messaged during class, and at some point, just fell asleep. What if I answered your question by saying, “Sorry, I was zoning out during the last discussion, so I have no idea.” When students engage in this sort of behavior, they do not simply harm their own learning experiences – they also degrade the classroom experience for everyone else. Thus, we must enforce certain rules. **The penalty is loss of participation score**. If you cannot abide by these guidelines, then you should not attend.

No cell phones. Please turn off your phone and put it away. I can tell when you are using it, even if you think you are being sneaky. It is distracting for all of us, so put it away. I know it’s hard (for me, too). But I will call you out publicly each and every time I see you using your phone in class.

Limit laptops. I prefer that you do NOT use a laptop or tablet in class. Studies show that you learn better without them. But some students rely on them, so I’ll allow their use with this clause: *If I see non-course-related content on your device screen during class time, you will lose credit for attendance.*

No recording. *Unauthorized recordings of class are prohibited. Recordings that accommodate individual student needs must be approved in advance, for personal use during the semester only; redistribution is prohibited. Secret recordings may be a criminal and civil violation and prosecuted as such.*

No sleeping. The first time, I will alert the class and we will check to make sure you are not dead by trying to wake you. Really. The second time, **you will lose credit for participation**. The third time, I will ask you to leave the class. If you can’t stay awake, please do not come to class – you’re only a distraction, especially when you drool, snore, or spasm. People really do notice these things.

No side conversations. A quick and quiet clarification with a classmate is OK. Anything more is disruptive to others. I’ll ask you to stop at first, and shortly thereafter, **you will lose credit for participation**. If you persist, I will ask you to move to a new seat, away from your conversation partner.

Prepare and remain alert. I will cold call students to ensure widespread comprehension. If your answers indicate a lack of preparation or that you were not paying attention, **you will lose participation credit**. So please follow along; it will pay off come exam time, too. If you’re not interested, why come? There are more comfortable seats to occupy in the common areas or at home.

Limit exits / entrances. You don’t need permission to go to the bathroom – just go. But coming in and out of class is disruptive, so please try to wait for the break to do so, and return from break on time. I *strongly* prefer to never have to impose any of these penalties. It’s disruptive when students violate the rules, and it’s also awkward to enforce them.

This semester, let’s make this list useless by following common courtesy – we’ll all have a much better time. If you do run afoul of any and I call you on it, please just accept the correction and penalty and move on; no drawn out plea bargains, please.

EXAM DATES AND POLICIES

There are 2 exams in this course:

- (i) Mid-term Exam: Oct 9 2019, 06:00-09:00 PM, 1 WP 508, closed book exam, covering chapter 1-8
- (ii) Final Exam: date TBD, 06:00-09:00 PM, 1 WP 508, closed book exam, covering chapter 9-15.

During exams, the following rules apply:

- If you have a disability that influences testing procedures, provide me an official letter from the Office of Disability Services at the start of the semester.
 - No cell phones or other electronics are allowed in the testing room.
 - You must show a valid Rutgers photo ID to turn in the exam.
 - Use the bathroom prior to the exam start; bathroom breaks, if essential, will be escorted.
 - Your exam will not be accepted unless you sign the Honor Pledge.
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GRADING POLICY

Grades for this class will be based on the following point system:

Class Participation	10 points
Quizzes	15 points
Case Analysis	15 points
Country report	20 points
Mid-term exam	20 points
Final Exam	<u>20 points</u>
Total	100 points

There is no grading curve in this class. There is no pre-determined grade distribution.

Your grade points will be converted to a letter grade as follows:

A	= 90 – 100 points
B+	= 87 – 89.99
B	= 80 – 86.99
C+	= 77 – 79.99
C	= 70 – 76.99
D	= 60 – 69.99
F	<= 59.99

Case Assignment

Case assignment is an individual assignment. There are four case assignments. See the course schedule for the deadline of each case assignment

The case study method is widely used in business schools to expose students to complex, real-world problems facing companies. During the semester, we will discuss a number of international business cases. You are expected to prepare written reports on **four** cases. You are expected **to answer all questions at the end of the cases** (typically 3-5 questions). The maximum length of a written case analysis is 2 pages of text (1.5 spaced, 1-inch margins, 12 pt font).

Note that cases are to be submitted via Blackboard before the class starts on the due date. Late cases will normally not be accepted and, even if they are, stiff penalties (for example, 20% of the grade deducted per day late) will apply.

Cases selected for this class deal with real strategic issues faced by companies; they put you at the scene of the action and ask you what you would do if confronted with the same circumstances. Your task is to answer all questions at the end of the case.

Country report

Length:

The full report should be between 4-5 pages. You can attach any analysis or data in appendices, which will not be counted towards the 4 or 5 pages.

Details:

For this project, you need to write a comprehensive report on the business environment in a particular country. In your analysis, take the perspective of a U.S. investor or U.S.-based firm. The project objective is to develop an understanding of the business culture and the process of doing business in a foreign country. This will be a group project. Please form a group of up to three students.

This project is not designed to be a term paper in which the views of others are simply summarized. You are the analyst, and it is your job to integrate relevant information and to form your own opinions and views. And you will need to place yourself in the position of a manager responsible for expansion into a new country and business environment.

This project will require you to analyze data. Potential data sources for the project are available at the end of this assignment.

In order to provide a comprehensive analysis of the business environment in your country, each report must address the factors listed below. The analysis should cover the last five years, or as constrained by information limitations. The primary focus should be on more recent events (Present to 2 years).

1. Important Events and Country Background (General Background):

In this section your group should review general background information concerning your country (i.e., location, size, population, resources etc ...). This section should include a brief time-line of the main historical events. Basic economic and financial market issue should include such as issues as monetary policy, exchange rates, sovereign debt or defaults, or other import market background. This analysis should not exceed one page.

Data source: CIA World Factbook (<https://www.cia.gov/library/publications/the-world-factbook/>)

2. Political Structure and Stability

Provide a brief description of your country's political structure and its stability. Discuss important recent political events and political risk ranking indicators. Do these recent events represent a structural change? Be sure to also carefully cover political risk ranking measures for your country. This analysis should not exceed one page.

Data source: CIA World Factbook (<https://www.cia.gov/library/publications/the-world-factbook/>)

3. Culture

Provide a brief description of your country's culture. Discuss important/dominant culture in that country using Hofstede's cultural dimension. Discuss how this culture influence business practice in that country. This analysis should not exceed one page.

Data source: Geert Hofstede's cultural dimension (<https://www.hofstede-insights.com/product/compare-countries/>)

4. Doing Business Analysis

One of the key issues a firm has when it enters a new market is the ease of doing business in this new market. In this section provide a detailed analysis of the business environment in the country you have selected. This analysis should look at macro issues related to the legal framework, ease of entry into the market, and rules and regulations applying to foreign owned firms including ownership rules and repatriation of profits from the foreign country.

At the micro level examine the ease of starting a business, registering property, dealing with construction permits, getting electricity, employing workers, and paying taxes. These factors interact for time and cost to start and run a business and help to shape the local business environment. Another set of important factors for the business environment are related to the legal and practical issue related to getting credit, protecting investors, enforcing contracts, and resolving insolvency. As the main interest of this country analysis your group should consider the ease of trading across borders and international financial transactions.

This analysis should not exceed one page.

Data source: Ease of Doing Business Indicator (<http://www.doingbusiness.org/rankings>)

5. Final part: Identify the risk of doing business in the selected country

Based on 1,2,3,4 what are expected risks when an American firm invests in the selected country.

Deadline: Dec 18th 2019, 07:00 PM

No extra credit can be earned outside what already stated in syllabus. I will post the grade for quiz in Blackboard after 2 to 5 working days following the quiz. I will post exam scores in Blackboard in 5 to 10 days after the exam. I will post the answer key for each quiz in the Blackboard. I will issue warning grade whenever necessary. I do entertain the request to do pregrading of final exam or quizzes. Your final grade is not subject to negotiation. If you feel I have made an error, submit your written argument to me within one week of receiving your final grade. Clarify the precise error I made and provide all due supporting documentation. If I have made an error, I will gladly correct it. But I will adjust grades only if I have made an error. I cannot and will not adjust grades based on consequences, such as hurt pride, lost scholarships, lost tuition reimbursement, lost job opportunities, or dismissals. Do not ask me to do so. It is dishonest to attempt to influence faculty in an effort to obtain a grade that you did not earn, and it will not work.

COURSE SCHEDULE

Tentative schedule for guidelines purposes only:

Date	Topic	Readings	Assignments
INTERNATIONAL BUSINESS ENVIRONMENT			
Sept 4 2019	Introductions/Syllabus Review Globalization National Differences in Political Economy	Chapter 1 Chapter 2	
Sept 11 2019	Political Economy and Economic Development	Chapter 3	
Sept 18 2019	Differences in Culture Ethics in International Business	Chapter 4 and 5	
INTERNATIONAL TRADE AND INVESTMENT			
Sept 25 2019	Trade Theory and Trade Policy	Chapter 6 and 7	Quiz 1
Oct 2 2019	Foreign Direct Investment	Chapter 8	Quiz 2
Oct 9 2019	Mid-term		Deadline for case 1: Who makes the Apple iPhone?
THE INTERNATIONAL FINANCIAL SYSTEM			
Oct 16 2019	Regional Economic Integration	Chapter 9	
Oct 23 2019	The International Monetary System The Foreign Exchange Market	Chapter 11 Chapter 10	
INTERNATIONAL BUSINESS STRATEGY			
Oct 30 2019	Global capital market	Chapter 12	
Nov 6 2019	The Strategy of International Business	Chapter 13	Quiz 3
Nov 13 2019	The Organization of International Business	Chapter 14	Deadline for case 2: Logitech Quiz 4
Nov 20 2019	Entry Strategy and Strategic Alliances	Chapter 15	Deadline for case 3: Evolving strategy of IBM Quiz 5
Dec 4 2019	Country report presentations	7-8 groups	
Dec11 2019	Country report presentations Review for Exam	7-8 groups	Deadline for case 4: General Electric's Joint Venture Quiz 6
TBD (exam week)	Final Exam (as announced on the website of Rutgers University)		

Accommodation and Support Statement

Rutgers University Newark (RU-N) is committed to the creation of an inclusive and safe learning environment for all students and the university as a whole. RU-N has identified the following resources to further the mission of access and support:

For Individuals with Disabilities: The Office of Disability Services (ODS) is responsible for the determination of appropriate accommodations for students who encounter barriers due to disability. Once a student has completed the ODS process (registration, initial appointment, and submitted documentation) and reasonable accommodations are determined to be necessary and appropriate, a Letter of Accommodation (LOA) will be provided. The LOA must be given to each course instructor by the student and followed up with a discussion. This should be done as early in the semester as possible as accommodations are not retroactive. More information can be found at ods.rutgers.edu. Contact ODS at (973)353-5375 or via email at ods@newark.rutgers.edu

For Individuals who are Pregnant: The Office of Title IX and ADA Compliance is available to assist with any concerns or potential accommodations related to pregnancy. You may contact the Office of Title IX and ADA Compliance at (973)353-1906 or via email at TitleIX@newark.rutgers.edu .

For Individuals seeking Religious Accommodations: The Office of the Dean of Students is available to verify absences for religious observance, as needed. Contact the Dean of Students at (973)353-5063 or via email at DeanofStudents@newark.rutgers.edu.

For Individuals with temporary conditions/injuries: Students who have experienced a temporary condition or injury that is adversely affecting their ability to fully participate should submit a request via <https://temporaryconditions.rutgers.edu> .

Absences: Per University Policy 10.2.7, you are responsible for communicating with your instructors regarding absences. The Office of the Dean of Students is available to verify extended absences. Contact the Dean of Students at (973)353-5063 or via email at DeanofStudents@newark.rutgers.edu.

For English as a second language (ESL): Students experiencing difficulty in courses due to English as a second language (ESL) should contact the Program in American Language Studies via email at PALS@newark.rutgers.edu to discuss potential supports.

For Gender or Sex-Based Discrimination or Harassment: If you have experienced any form of gender or sex-based discrimination or harassment, including sexual assault, sexual harassment, relationship violence, or stalking, know that help and support are available. If you wish to report an incident, you may contact the Office of Title IX and ADA Compliance at (973)353-1906 or via email at TitleIX@newark.rutgers.edu . You may also submit an incident report using the following link: tinyurl.com/RUNReportingForm. If you wish to speak with a staff member who is confidential and does **not** have a reporting responsibility, you may contact the Office for Violence Prevention and Victim Assistance at (973)353-1918 or via email at run.vpva@rutgers.edu

****Please note that this syllabus is subject to change****