IBUS 3001 INTRODUCTION TO INTERNATIONAL BUSINESS
Spring 2013

PROFESSOR: Professor Elliot
OFFICE HOURS: Mondays and Wednesdays 10:00-12:00 a.m.
Fridays 10:00 a.m.-1:00 p.m.

OFFICE: Funger 305
EMAIL: eaelliot@gwu.edu

MEETING TIMES: Mondays and Wednesdays, 12:45PM - 2:00PM (Duques 152) [Section 10]
Mondays and Wednesdays, 2:20-3:35PM (Duques 152) [Section 11]
Mondays and Wednesdays, 3:45-5:00PM (Duques 152) [Section 12]

PREREQUISITES: BADM 59 or 145 or Econ 181 or 182. (Note, if these courses are taken concurrently, they must be taken in the first half of the semester.)

TA: Kevin McCarthy, kmccarthy@gwmail.gwu.edu

REQUIRED READING:
   Irwin, McGraw-Hill. ISBN-10: 0078029244

COURSE DESCRIPTION:
IBUS 3001 is designed to provide you with an introduction to the field of international business. Successful formulation and implementation of firm strategy in today’s global environment requires managers to have an understanding of the business environment, international competition, international political and economic institutions, and the unique challenges faced by the management of a multinational enterprise (MNE). This course seeks to provide you with a working knowledge of these issues and equip you with the theoretical and analytical tools needed to make sound business decisions in an international setting. The first part of the course will focus on the business environment, dealing with topics such as national differences in political economy and culture and the global monetary system. The second part of the course will focus on firms’ strategies and business operations for the global environment.

OBJECTIVES:
By the end of the semester, students should be able to:
• Understand fundamental issues and approaches to international business
• Learn how to analyze international business situations, and develop and implement effective plans and solutions
• Explain how firms respond to changes in their competitive position due to governmental intervention in international trade
• Describe how national culture affects firms’ strategy and performance
• Explain how firms design strategies for entering new markets
• Demonstrate improved skills related to negotiation and teamwork, critical thinking and analysis, and writing and communication.

Attendance & Participation
Students are required to form groups of 5-6 members at the beginning of the course. A team leader for the group will be selected. Team leadership will be rotated within the groups so that there is an opportunity for another member of the team to become team leader after the midterm.

Attendance is mandatory. Three (3) unexcused absences, which include illnesses, out of town trips, and other schedule conflicts, are permitted. Additional absences without prior notification and consent of the instructor will result in a full letter grade penalty for the course. Students should arrive on time and remain through the class period.

In general, participation in class discussions is expected. A grade will be given for participation in class discussions. Participation does not mean presence, but refers to active involvement in class discussions. Both quality and quantity of comments and insights count.

A seating chart with student pictures will be created to evaluate class participation. Please email me a picture of yourself (a headshot is preferred) so I can create this chart.

Written Assignments
Papers should be written clearly, concisely, logically, and in keeping with rules of Standard English. Poor spelling, grammar, syntax, and punctuation will be penalized. If writing is a problem, students are strongly advised to seek a tutor (free of charge) at the UIC Writing Center. The instructor may require papers to be rewritten if unacceptable.

Top Fives
As a group assignment, every group is required to read the chapters of the textbook before each class and summarize the top five learning points from the chapter on the discussion board at the blackboard site. These discussions should be a maximum of half a page. The team leader of the group is responsible for the top-fives and should ensure that each team member contributes to the discussion.

Quizzes
There will be four 10-minute pop-quizzes at the beginning of weeks 2, 3, 4 and 5. The score for the quizzes are based on the three best results (i.e. the lowest score will be dropped).

Case Studies
Cases will be assigned to groups. Case studies require a written paper and an oral presentation. Each group member must participate in delivering the presentation. Quality of presentation is important (audible, clear, organized, good visuals, know the material, engaging). Assume you are making a presentation to the CEO of the firm. A hard copy of the presentation slides should also
be given to the instructor on presentation day. Note that the group grade rests on both parts: presentation and written report.

**Downloading Cases:**
Case studies are available here: http://cb.hbsp.harvard.edu/cb/access/16536623. You must use a credit card to purchase the materials. It is expected that each student will purchase the five case studies assigned from the Harvard Business Review website, respecting the intellectual property of the authors:

- *China Construction America: The Road Ahead*
- *Denmark: Globalization and the Welfare State*
- *Lenovo: Building a Global Brand*
- *Poweo: David and Goliath in the French Electricity Market*
- *Logoplast: Global Growing Challenges*

**Case Write-ups – Assigned Groups**
The same cases will be assigned to two different groups who will compete to earn two extra credit points, in addition to assigned grades. Grades will be assigned based on:
(1) Rigor of analysis
(2) Quality, professionalism, and clarity of writing and presentation
(3) Specific, action-oriented, internally consistent recommendations

Directions:
- The focus of each case analysis should be on *what the focal firm should do next*. Articulate your recommendations in the first paragraph. The best analyses generally make bold, creative recommendations, and offer *strong support* for each recommendation.

- Acknowledge possible *alternative* strategies for the firm, and show why your recommendation is superior. Acknowledge *weaknesses/risks* of your strategy, and describe how these risks can be minimized, or why your recommendations should be followed, despite the weaknesses.

- Do not simply regurgitate the facts of the case. Assume that I have read the case carefully. Your paper should be entirely *analysis*. Include facts only as support for your analysis. Although you may like to do certain core analyses (e.g. SWOT) in order to hone in on the best strategy, do not consume space printing these in your paper.

- The analysis and recommendations that you make must be *yours* and yours only. Do not do research beyond the scope of the case. If you do outside research about the case, including research about how others viewed the case, how the company ultimately resolved the issue of the case, etc. I consider outside research to be a form of cheating.

- These assignments are limited to three to five pages of discussion (essay style, double spaced, 12 pt font). You may use as many original exhibits and tables as necessary, but they should be referred to in your discussion. Exhibits and tables are not included in the three to five page write up, and should support your analysis.

- Be succinct. It is more difficult to write a short paper than a long one. In order to stay under the page limit, consider using tables (for instance, a table showing advantages/disadvantages), or bullet points.
• Provide strong support for your recommendations. Make sure that your logic is clear and that your recommendations address the issues raised by the questions. The purpose of cases is to understand issues. There are no right answers, only good arguments and weak arguments supporting recommendations.

• All team members are expected to participate in the preparation of the analysis and will receive the same grade. The case analysis is due by 9:30 a.m. on the day it is scheduled to be discussed in class. Additional writing guidelines for case analyses will be available on Blackboard.

Case Write-up – Individual Assignments
Each student will be requested to write a one-pager for each case being presented by the assigned group to facilitate discussion in class. Students are required to state the problem, the impediment as well as the solution to the case. Feedback will be provided for the first case-write-up. Thereafter, the master answer sheet will be posted on blackboard after the case presentations by the groups. You will be given a participation grade for each submission. The final exams will have questions relating to the cases.

International Group Project
You will participate in an international group project in a team comprised of five-six students from different countries. Your team has to choose one of a list of companies to be provided and develop a business proposal for a product or service that the company of your choice should invest in. You need to submit only a tentative business plan that provides a general description of the product/service and its development and international business strategy. You are free to choose any product or service that has the greatest economic potential for your client.

EVALUATION:
Midterm Exam 200 points
Final Exam 200 points
International (Group project) 200 points
Case Studies 100 points
Group Top Fives (20 chapters) 100 points
Quizzes (top three out of four) 50 points
Peer Evaluation 75 points
Attendance & participation 75 points
TOTAL 1000 points

Final grades

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<tr>
<th>Grade</th>
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<tbody>
<tr>
<td>A</td>
<td>93% &amp; above</td>
<td>C</td>
<td>73-76.9%</td>
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<tr>
<td>A-</td>
<td>90 – 92%</td>
<td>C-</td>
<td>70-72.9%</td>
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<td>B+</td>
<td>87-89.9%</td>
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<td>67-69.9%</td>
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<td>B</td>
<td>83-86.9%</td>
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<td>C+</td>
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EXAMS:

The midterm and final exams will consist of a fairly small number of multiple choice questions, and several short answer and/or essay questions.

Late Paper Policy
Late submissions will be accepted but with penalty: each school day (Monday through Friday) late will result in a full letter grade penalty for that assignment. The team is responsible for notifying the instructor by email or phone of late submission and the exact date of submission. Papers arriving after 5:00pm will be considered as submitted the following day. Late papers not directly handed to the instructor should be given to the Managerial Studies administrative staff with signature and date/time stamped.

Exam Policy
Under no circumstances will the instructor give a midterm or final exam on any other day and time than those posted for the entire class. Please plan accordingly.

Disability Services
Any student who may need accommodation based on the potential impact of a disability should contact the Disability Support Services office at 202-994-8250, in the Marvin Centre, Suite 242, to establish eligibility and to coordinate reasonable accommodations. For additional information please refer to http://gwired.gwu.edu/dss/

Academic Integrity
I will strictly abide by the academic integrity policies as stated at http://www.gwu.edu/~ntegrity/code.html#definition. Academic dishonesty is defined as cheating of any kind, including misrepresenting one's own work, taking credit for the work of others without crediting them and without appropriate authorization, and the fabrication of information. ANY ASSIGNMENT INCLUDING PLAGIARIZED MATERIAL (see Academic Integrity Code for definition) WILL BE REPORTED TO THE ACADEMIC INTEGRITY OFFICE FOR FORMAL SANCTION.
<table>
<thead>
<tr>
<th>Date</th>
<th>Readings</th>
<th>Topic</th>
<th>Assignments/Quiz</th>
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<tbody>
<tr>
<td>Jan 14</td>
<td>Chapter 1</td>
<td>Overview/Globalization</td>
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<td>Jan 16</td>
<td>Chapter 1</td>
<td>The Emerging Global Economy/Globalization and National Institutions</td>
<td>Video: The Emerging Markets Century: <a href="http://www.youtube.com/watch?v=3eUbxJAw5w">http://www.youtube.com/watch?v=3eUbxJAw5w</a></td>
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<td>Jan 21</td>
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<td>Martin Luther King Jr. Day (no classes)</td>
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<tr>
<td>Jan 23</td>
<td>Chapter 2</td>
<td>Political Economy/ National Political Differences</td>
<td>Group formation completed: Cases assigned and presentation format explained. Class case study: Indonesia–Asia’s Stumbling Giant</td>
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<td>Jan 28</td>
<td>Chapter 3</td>
<td>Political Risk and Corruption Issues</td>
<td>RADIO SEGMENT&lt;br&gt;&lt;i&gt;With Oil Set To Flow, Ghana Ponders The Future [5 min 28 sec]&lt;/i&gt;, NPR, 10/27/10. Class Discussion: FAQ at the Transparency International website</td>
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<tr>
<td>Jan 30</td>
<td>Chapter 4</td>
<td>Cultural Environment</td>
<td>VISIT WEB SITES&lt;br&gt;<a href="http://www.learnaboutcultures.com/">Go to: http://www.learnaboutcultures.com/</a>. Take a quiz or two to see how culture-aware you are! Go to Geert Hofstede’s web site here: <a href="http://www.geert-hofstede.com/hofstede_dimensions.php">http://www.geert-hofstede.com/hofstede_dimensions.php</a>. Select two different countries (“home” and “host”), and compare their scores on the different Hofstede dimensions discussed in the textbook. Bring your different scores to class and be prepared to discuss how these differences might impact managerial action and decision-making.</td>
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<tr>
<td>Feb 4</td>
<td>Chapter 5</td>
<td>Differences in Culture and Ethical Values</td>
<td>Case Study presentation: China Construction America: The Road Ahead</td>
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<td>Feb 11</td>
<td>Chapter 6</td>
<td>International Trade Issues</td>
<td>Video analysis: Class Discussion</td>
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<td>Feb 13</td>
<td>Chapter 7</td>
<td>International Trade Theory/Political Economy</td>
<td>Case Study presentation: Denmark: Globalization and the Welfare State</td>
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<td>Feb 18</td>
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<td>President's Day (no classes)</td>
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<td>Feb 20</td>
<td>Chapter 8</td>
<td>Foreign Direct Investment</td>
<td>Video Analysis: Class Discussion</td>
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<td>Feb 25</td>
<td>Chapter 9</td>
<td>Regional Economic Integration</td>
<td>Class Case Study: Walmart in Japan, Pg 248-249 (identify the problem, impediment and solution)</td>
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<td>Feb 27</td>
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<td>MIDTERM EXAMS</td>
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<tr>
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<td>Mar 4</td>
<td>Chapter 10 &amp; 11</td>
<td>Global Monetary System</td>
<td>VIDEO SEGMENT</td>
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<td>Mar 11</td>
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<td>Spring Break</td>
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<td>Mar 13</td>
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<td>Spring Break</td>
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<tr>
<td>Mar 18</td>
<td>Chapter 13 &amp; 14</td>
<td>Global Strategy/ Organization</td>
<td>Class Case Study: General Motors in China. Pg. 484-485.</td>
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<tr>
<td>Mar 20</td>
<td>Chapter 13 &amp; 14</td>
<td>Global Strategy/ Organization</td>
<td>RADIO SEGMENT</td>
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<td>Mar 25</td>
<td>Chapter 15</td>
<td>Entry Strategy and Strategic Alliances</td>
<td>Case Study presentation: Poweo: David and Goliath in the French Electricity Market</td>
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<td>Mar 27</td>
<td>Chapter 15</td>
<td>Global Exporting &amp; Importing</td>
<td>Discussion of International Group Project</td>
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<td>Apr  1</td>
<td>Chapter 16</td>
<td>Global Exporting &amp; Importing</td>
<td>Video analysis: Class Discussion</td>
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<td>Apr  3</td>
<td>Chapter 17</td>
<td>Global Manufacturing</td>
<td>Case Study presentation: Logoplast: Global Growing Challenges</td>
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<td>Apr  8</td>
<td>Chapter 18</td>
<td>Global Marketing/R&amp;D</td>
<td>Video analysis: Class Discussion</td>
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<td>Apr 10</td>
<td>Chapter 19</td>
<td>Global Human Resource Management</td>
<td>VIDEO SEGMENTS</td>
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<td>IMD: Leading Diverse Teams [7 minutes, 14 seconds] IMD: Leading with Cultural Intelligence [5 minutes, 50 seconds] Both are available for download from Financial Times at <a href="http://www.ft.com/">http://www.ft.com/</a></td>
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<td>Apr 15</td>
<td>Chapter 20</td>
<td>Global Accounting/Finance</td>
<td>Guest Speaker</td>
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<td>Apr 22</td>
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<td>International Group Project Debriefing</td>
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<td>Apr 24</td>
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<td>International Group Project Debriefing</td>
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**FINAL EXAM**

- The course schedule is subject to amendment
- The university will schedule the final exam