IBUS3001
INTRODUCTION TO INTERNATIONAL BUSINESS

(Sections 10, 11 & 12) Fall 2014

PROFESSOR: Anna Helm, PhD
OFFICE HOURS: TU/TH: 4-5PM & by appt.
OFFICE: Funger Hall 403
EMAIL: ahelm@gwu.edu

CLASS MEETINGS: TTH 11:10-12:25 LOCATION: DUQUES258
CLASS MEETINGS: TTH 12:45-2:00 LOCATION: DUQUES152
CLASS MEETINGS: TTH 2:20-3:35 LOCATION: DUQUES152

Course Prerequisite: BADM 59 or 145 as well as ECON 181 or 182.

COURSE DESCRIPTION

IBUS3001 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. Following an overview of the key issues in global business, 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.

COURSE OBJECTIVES

By the end of the semester, students should be able to:

- Identify the implications of globalization for countries and firms
- 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 exchange-rate volatility affects firms, and identify strategies that firms can use to respond to that volatility
• 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.

**COURSE MATERIALS**

1. Custom eBook: Instructions in Blackboard
2. Course Blackboard site: http://blackboard.gwu.edu

**COURSE REQUIREMENTS:**

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<td><strong>EXAMS – 40%</strong></td>
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<td>Exam 1</td>
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<td><strong>NEGOTIATION SIMULATION GROUP PROJECT – 20%</strong></td>
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<td>Negotiation Strategy Paper</td>
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<td>Negotiation Debrief Paper</td>
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<td><strong>INDIVIDUAL ASSIGNMENTS – 30%</strong></td>
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<td>“International Business in the News” Project</td>
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<td>Case Write-Ups</td>
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<td>Class Participation</td>
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**EXAMS (40%)**

To ensure that you are building a strong foundation throughout the course, there will be two in-class exams in this course (see outline for specific dates).

Both exams will be based on assigned readings from the textbook, articles, and cases; material presented in assigned videos, radio segments, and web-site visits; lecture material; and in-class exercises and handouts. Exams will consist of a mix of multiple-choice and short-answer questions. Short answer questions could include “define-and-give-an-example,” “compare-and-contrast,” “list,” and “explain-the-relevance-of-this-term-for-international-business” types of questions. You also should be prepared to explain the major lessons and issues involved in the business cases.

**NEGOTIATION SIMULATION (GROUP ASSIGNMENT) (20%)**
The negotiation simulation is an in-class activity, in which teams of students will be assigned roles as either a manager in a multinational enterprise, a manager in a small local enterprise, or a representative of a national government. Two class sessions will be set aside for teams to negotiate the terms of the multinational enterprises’ entry into these countries. The simulation will require active participation BY ALL TEAM MEMBERS and considerable preparation before the beginning of the simulation. Attendance on simulation days is mandatory and missed class will adversely impact your participation grade. A simulation packet containing instructions and details will be distributed during the semester.

The grade for the simulation will be based on two group papers: (1) a pre-simulation strategy position paper and (2) a post-simulation debrief paper. Each team member will receive a single group grade for these papers. Students will be asked to complete a 360-degree evaluation of their team members’ and their own contributions to the project. It is your job to ensure that your team members are pleased with your contribution to the group project. The professor reserves the right to adjust individuals’ grades based on these evaluations. Your team papers should be written with the care and consideration of a professional paper. If you need assistance to enhance the professionalism of your writing, please utilize the services offered by the University Writing Center http://www.gwu.edu/~gwriter.

Papers should be posted to Blackboard “Assignments.” More details will be given about this assignment as the semester progresses.

**INDIVIDUAL ASSIGNMENTS (40%)**

**3A. IB in the News Project  (5%)**

One of the main objectives of this course is to enhance your understanding of how current world events impact firms and how firms respond to these events. During the semester, it is expected that you will be tracking business news, applying the knowledge gleaned in the class. Key business news resources should include for example BusinessWeek, Financial Times, Fortune, the Wall Street Journal, etc. Twice during the semester you should identify ONE news article that applies/relates to material discussed in our class (two articles total during the semester). Compose a 1-2 paragraph concise reflection for each article, explaining how the article applies/relates to material discussed in this class.

**3B. Class Participation  (15%)**

This is an active, discussion based class where your participation is critical for learning. Therefore, you are expected to be present and prepared for all sessions. It is difficult to get an A in this class without consistent and high quality class participation. You can obviously not contribute if you are not present in class. However, simply being present does not warrant full credit if you are not contributing to the discussion. You will receive no participation points if you are consistently absent from class.

Students should anticipate being called on at random. I will do this to encourage balanced involvement, ensure appropriate preparation, and raise the overall quality of class discussions. To help you prepare, I will provide some pointers and discussion questions for each class.
You are expected to read all the assigned materials, and be able to discuss the theory and/or principles of the material, the facts of the case and its implications for managers. In grading class participation, I will not just look at the quantity but also the quality of your class contributions. In assessing the quality of participation, I will consider the following:

1. Is the comment relevant to the current discussion?
2. Does the comment contribute in an important way to what someone else has said?
3. Can the logic of the argument be traced?
4. Can you provide evidence to support the assertions that you make?
5. Does the comment further our understanding of the issue at hand?
6. Are comments made in a clear, professional and constructive manner?

Comments that are vague, unrelated or disrespectful of others will be evaluated negatively. But getting things wrong or asking basic questions of understanding is fine.

You are strongly encouraged to ATTEND ALL CLASSES. Up to two unexcused absences will be allowed. Exceeding two absences—even documented ones—will count against your participation grade.

3C. Case Write-Ups  (20%)

The goal of this exercise is to help you gain or sharpen the ability to write concise and succinct analyses of complex problems. To this effect, you are required to submit two individual, written case analysis. The selection process will happen in class during the beginning of the semester. Please note that you must attend class on the day that you are submitting a case analysis.

Your write-up should be no more than 2 typed pages, double spaced, 12 point font and 1 inch margins. Please include your Name, Section and GWID clearly on the top right of your assignment.

The case write-ups are due by 7am on the day of the case discussion in class.

Please do not discuss the assignments with your classmates, former or prospective students or anyone else. Your submission has to be entirely your own work. Do not refer to any materials other than the assigned case and readings to inform your analysis.

Your analysis should address ALL the questions assigned for the specific case. A good analysis will respond to the posted questions by synthesizing course material, applying course concepts, and providing evidence and support for your statements. The case analysis will be evaluated on the following criteria:

1. Did you answer the questions?
2. How well have you applied the appropriate course concepts/frameworks to your analysis?
3. Do you provide sufficient evidence to back up and support your arguments?
4. Is your analysis logical, coherent and complete?
5. How clear and organized is your writing and presentation?
Please keep in mind the following suggestions when writing your analysis

- Your must answer all of the posted questions.
- Each assignment is limited to 2 pages, but you may use 1 additional page of exhibits and tables.
- These additional exhibits and/or tables MUST be referred to in your discussion or they will not be reviewed.
- Do not use precious space on your assignment to rehash facts from the case. Instead, key facts should only be used to justify particular inferences, positions, or recommendations.
- Do not simply restate what the case already says. Try to leverage the facts in the case by providing your own original, dense analysis of the situation.
- Clearly and logically support your position using data from the case.
- Be eloquent, yet succinct in your writing. Grammar, spelling, organization, and writing style all matter.

**PROFESSOR’S POLICIES**

*Academic Integrity*: The professor will strictly abide by the academic integrity policies as stated at [http://www.gwu.edu/~ntegrity/code.html#definition](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 PLAIGERIZED MATERIAL (see Academic Integrity Code for definition) WILL RECEIVE AN F. NO EXCEPTIONS WILL BE MADE.**

*Late Assignments*: **NO LATE ASSIGNMENTS WILL BE ACCEPTED** (NOTE: 5 MINUTES LATE CONSTITUTES A LATE ASSIGNMENT – PLEASE MAKE ARRANGEMENTS TO TURN YOUR ASSIGNMENTS IN BEFORE THE DEADLINE TIME). If you know you will be absent in class the day an assignment is due, you should plan on doing the work ahead of time and turning in the assignment early via email or fax. THESE ALTERNATIVE METHODS OF TURNING IN ASSIGNMENTS SHOULD BE DONE BEFORE THE CLASS PERIOD. Failure to turn in assignments before class will result in a zero for the assignment.

*Laptop/Blackberry/Electronic Gadgets*: I do not mind if you use your laptop to take notes or look up the Internet as it relates to in-class discussion. However, **I do mind** if you are surfing the web, checking email, sending text messages, or working on other class assignments. Please be respectful and use your laptops and other electronics judiciously. Please bear in mind that **cold-calling is fair game at any point during class**. If you are unable to respond, or provide a far less than satisfactory response, your participation grade will be seriously affected.

*Group Management*: You are expected to participate diligently and professionally in your assigned team. If there are issues with group dynamics, please make sure you approach me about them before they get out of hand!

*Final Grades*: Final grades will reflect the student’s total scores earned in the course. You will be able to track your grades in the Blackboard gradebook. All grades are final. **THERE WILL BE NO EXTRA CREDIT OFFERED IN THIS COURSE.**
**Grading Disputes:** Mistakes in grading can happen. I will do my best to grade very carefully. However, if you believe that an error has been made in the grading of your work, you should submit a WRITTEN REQUEST for a grade change. This report should include a discussion of what you got wrong and why you believe you should have gotten credit for your work. Wherever possible, provide citations from the textbook or lectures. Attach this report to the original copy of your assignment or exam, and turn it in to the professor. I will try to give you a response as soon as possible.

**Special Needs:** Any student with special needs should bring this to my attention as soon as possible, but not later than the second week of classes. If you have a religious holiday or circumstance that requires accommodation, please let me know early in semester. I will be happy to make reasonable accommodations to facilitate your learning.

**Office hours:** Please take advantage of my office hours. I encourage anyone with specific or general questions to stop by my office during office hours or set up an appointment by email. Please don’t wait until the end of the semester if you are having problems in the class that may be preventing you from coming to class or hampering your learning.

**HOW TO SUCCEED IN THIS COURSE**

- Do your best to attend all classes.
- Do all of the reading, including cases, articles, and chapter material *before* class.
- Take detailed book notes after you have read the chapter. Try to not procrastinate making book notes; reading material piles up quickly in this course and can get intimidating FAST!
- Do not rely on the PPT presentation as your only lecture note material! Fill in information conveyed in lecture not on the slides.
- Study book notes and lecture notes together, paying special attention to where they overlap and where they are different.
- Get started on the *Negotiation Simulation* EARLY and make sure you keep pace with all of the decision and report deadlines. Last minute composition will reveal itself in the final product and grade!
- Schedule regular meetings with your group; groups should set and accomplish specific goals each meeting. Also, set early deadlines for your group members.
- Prepare for the business case discussions carefully! Do not just read the text of the case. Make sure to carefully read and dissect the tables, figures, and other material in the appendices. The material presented there is VERY IMPORTANT and will constitute the primary material you will base decisions on once you are an international marketer.
- Please take advantage of my office hours! I really enjoy meeting with students! You may also make appointments with me.