IBUS3001
INTRODUCTION TO INTERNATIONAL BUSINESS

Fall 2015

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CLASS MEETINGS: TTH 11:10-12:25   LOCATION: MPA 310

COURSE OVERVIEW

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.

LEARNING GOALS

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.
REQUIRED TEXTS

• **Custom eBook:** Further instructions are available in Blackboard. If you prefer you can instead purchase a hardcopy of the textbook by Charles Hill. (2015) *International Business: Competing in the Global Marketplace.* (10th edition) McGraw-Hill (The eBook only contains select chapters of the textbook and is much cheaper than the hardcopy.)

• Cases and articles (available in eBook)

• Negotiation Simulation (Please await access instructions!)

• Supplemental readings will be available in Blackboard.

GRADING CRITERIA

Blackboard will be used to post your grade in each assignment. Grades will fall into the following buckets:

<table>
<thead>
<tr>
<th>Total Points</th>
<th>Grade</th>
</tr>
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<tbody>
<tr>
<td>93-100</td>
<td>A</td>
</tr>
<tr>
<td>90-92.099</td>
<td>A-</td>
</tr>
<tr>
<td>87-89.99</td>
<td>B+</td>
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<tr>
<td>84-86.99</td>
<td>B</td>
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<tr>
<td>80-83.99</td>
<td>B-</td>
</tr>
<tr>
<td>77-79.99</td>
<td>C+</td>
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<tr>
<td>74-76.99</td>
<td>C</td>
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<td>70-73.99</td>
<td>C-</td>
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<tr>
<td>60-69.99</td>
<td>D</td>
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<tr>
<td>0-59</td>
<td>F</td>
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COURSE COMPONENTS:

**Total of 100%**

**EXAMS – 40%**

Exam 1 20%
Exam 2 20%

**NEGOTIATION SIMULATION - GROUP PROJECT – 25%**

Negotiation Strategy Paper 15%
Negotiation Debrief Paper 10%
**CASE ASSIGNMENT - GROUP PROJECT – 10%**

| Case Write-Up | 10% |

**IN-CLASS & ONLINE PARTICIPATION – 25%**

| “International Business in the News” Project | 10% |
| Class Participation | 15% |

**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 Blackboard 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.

**NEGOTIATION SIMULATION (GROUP ASSIGNMENT) (25%)**

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](http://www.gwu.edu/~gwriter).

Papers should be posted to Blackboard “Assignments.” More details will be given about this assignment as the semester progresses.
**CASE ASSIGNMENT (GROUP ASSIGNMENT) (10%)**

*Case Write-Up  (10%)*

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 one 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 your team is submitting a case analysis.**

Your write-up should be no more than 3 typed pages, double spaced, 12 point font and 1 inch margins. Please include your team number and names clearly on the top right of your assignment.

**All 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 of 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.
- The case write-up is limited to 3 pages, but you may include additional pages to present your charts and graphs in the appendix. These additional exhibits and/or tables MUST be referenced 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.
IN-CLASS & ONLINE PARTICIPATION (25%)

IB in the News Project (10%)

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.

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.
PROFESSOR’S POLICIES

**Late Assignments.** NO LATE ASSIGNMENTS WILL BE ACCEPTED. 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. Failure to turn in assignments before class will result in a zero for the assignment.

**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 points earned in the course. You will be able to track your grades in the Blackboard gradebook. All grades are final.

**Laptop/Cell Phones/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.

**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.
CAMPUS RESOURCES AND POLICIES

Academic Integrity. The professor will strictly abide by the academic integrity policies as stated in the Code of Academic Integrity. 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. For additional information refer to the Office of Academic Integrity and the Guide to Student Rights and Responsibilities.

Disability Support Services. Any student who feels s/he may need an accommodation based on the impact of a disability should contact me privately to discuss specific needs. Please contact the Office of Disability Support Services to establish eligibility and to coordinate appropriate accommodations. Academic Center (Rome Hall) Suite 102, 801 22nd Street, NW Phone: 202-994-8250, Email: dss@gwu.edu, Website: http://gwired.gwu.edu/dss

University Mental Health Services. The University Mental Health Services offers 24/7 assistance and referrals to address students' personal, social, career, and study skills issues. Services for students include:
• crisis and emergency mental health consultations
• confidential assessment, counseling services (individual and small group), and referrals:
Marvin Center Ground Floor, 800 21st Street, NW, Washington, DC 20052 Phone: 202-994-5300, counsel@gwu.edu