



O G L E T H O R P E
U N I V E R S I T Y

BUS 370 GO ROME
International Business: LeadAbroad Program Summer 2021

Professor: David L. Nasser, PhD
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Course Description

This course is designed to provide an understanding of the forces and challenges of conducting business across national borders. Through the text, cases, and a group project, we will examine how corporate strategy frames the “going abroad” decision, assess the cultural impact of doing business in a foreign country, and consider organizational and staffing issues in an international context.

Course Objectives: To complete this course successfully, the student should:

1. Be able to explain the distinguishing characteristics of the multinational enterprise (MNE).
2. Be able to discuss the various rationales for making a “going abroad” decision.
3. Demonstrate familiarity with how local culture acts upon the foreign firm.
4. Compare and contrast the various corporate and investment structures that may be used to do business overseas.
5. Show knowledge of the fundamental skills required of managers in a foreign context.
6. Show recognition and understanding of ethical issues facing managers abroad.
7. Understand the strategic role of HRM including how to manage a diverse workforce.
8. Demonstrate knowledge of the issues that are forming the future of today’s global business world.

BUS 370 Required Text

Cavusgil, S., Knight, G., Riesenberger, J., International Business. (Pearson, 5th Edition)

Note: e-text is acceptable. However, earlier editions might not contain some of the essential material such as case studies and purchasing a used text might mean you don’t have access to online resources for students. **Electronic Edition is acceptable**
www.pearson.com

The Wall Street Journal You have access to the WSJ via the Oglethorpe Library. There we will find plenty of articles to discuss relevant to International Business.

ACTIVITIES AND ASSIGNMENTS

Group Project

Groups of 4-6 will prepare a comprehensive briefing for a product or service whose management is considering entering a specific foreign market. The proposal will reflect issues of strategy, considerations of culture and challenges of implementation facing a company doing business abroad. In addition to the paper, each team will prepare a *presentation* to the class of their findings and recommendations. Both the paper and the presentation will be graded. Groups will select a specific country and, upon the instructor's approval, use various resources, to learn about how an American company should go about doing business in that country. Additional guidance for the preparation of the paper will be provided in-class and on the Moodle class website.

Exams

There will be two exams derived from the text, handouts, and any other materials presented in class. Exams will be objective. The second exam will be given during the final week of class. It will not be cumulative.

Make-up exams will not be given unless a justifiable reason (i.e. medical emergency or notice of death in the immediate family is given in advance.

Policies and Procedures

- **Accommodations**
 - If you need an accommodation due to special needs, contact Mr. Mark Gross (mgross@oglethorpe.edu) to plan arrangements and then forward those accommodations to me.
- **Classroom Etiquette (Violation can result in dismissal for that day's class).**
 - Show up on time, do not leave during class, and don't leave early!
 - Turn off cell phones – no texting.
 - No sleeping, surfing the web, listening to music, talking, or reading outside material.
 - Respect each other's humanity.
- **Attendance**
 - **Daily attendance will be reported to the Lead Abroad Staff. Be sure you understand the program's policies regarding class absences. Violation of the attendance policy can result in dismissal from the program.**
- **Due Dates**
 - All assignments are due on the assigned due date at the beginning of class.
 - No late assignments will be accepted.
 - **Incompletes** – Refer to the complete reading of the University's policy in the *Bulletin*.
- **Grades (All grades are earned on a straight percentage basis)**

Exams (2 @ 25 pts)	50 Points
Group Project	40 Points
Participation	10 Points

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- **Honor Code –**

- Our honor code proscribes cheating in general terms and also in any of its several specialized sub-forms - including but not limited to plagiarism, lying, stealing and interacting fraudulently or disingenuously with the honor council. The Code defines cheating as “the umbrella under which all academic malfeasance falls. Cheating is any willful activity involving the use of deceit or fraud in order to attempt to secure an unfair academic advantage for oneself or others or to attempt to cause an unfair academic disadvantage to others. Cheating deprives persons of the opportunity for a fair and reasonable assessment of their own work and/or a fair comparative assessment between and among the work produced by members of a group. More broadly, cheating undermines our community’s confidence in the honorable state to which we aspire.”

**All work in the course is subject to the terms of the honor code.
See the *Bulletin* for a complete reading.**

Honor Code

Students pledge that they have completed assignments honestly by attaching the following statement to each test, quiz, paper, overnight assignment, in-class essay or other work:

I pledge that I have acted honorably.

(Signed) _____

It will be the responsibility of the student to provide these pledges by either attaching them on a separate sheet of paper or typing them as part of the assignment.

Plagiarism

Plagiarism includes representing someone else’s words, ideas, data, or original research as one’s own, and in general failing to footnote or otherwise acknowledge the source of such work. One has the responsibility of avoiding plagiarism by taking adequate notes on reference materials, including material taken off the internet or other electronic sources, used in the preparation of reports, papers, and other coursework.

Cheating

- The unauthorized possession or use of notes, texts, or other materials during an exam. Copying another person’s work or participation in such an effort.
- An attempt or participation to fulfill the requirements of a course with work other than one’s original work for that course.

SCHEDULE (SUBJECT TO MODIFICATION)

Dates	Topic	Preparation	Activities
WEEK 1			
Thu 7/1	<i>What is International Business</i>	Read Chapter 1/2	• Class Introductions
Fri 7/2	The Cultural Environment and Ethics	Read Chapter 3/4	• Assignment to Groups
WEEK 2			
Mon 7/5	Theories of International Trade and Investment	Read Chapter 5	
Tue 7/6	Political and Legal Systems	Read Chapters 6	• Group Project Topics due for approval.
Wed 7/7	Government Intervention	Read Chapter 7	
Thu /8	Understanding Emerging Markets	Read Chapter 8	
WEEK 3			
Mon 7/12	Monetary Environments Management and Accounting	Read Chapter 9 Read Chapter 10	Project Progress Reports Due
Tues 7/13	Exam #1	Lectures 1-8	
Wed 7/14	Monetary Environments Management and Accounting	Read Chapter 9 Read Chapter 10	
Thu 7/15	Strategy and Organization	Read Chapter 11	
WEEK 4			
Mon 7/19	Global Market Opportunity	Read Chapter 12	
Tue 7/20	Exporting/Direct Investment	Read Chapter 13/14	
Wed 7/21	Franchising/Licensing	Read Chapter 15	
Thu 7/22	Marketing	Read Chapter 16	
WEEK5			
Mon 7/26	HR Management	Read Chapter 17-	
Tue 7/27	Project Workday		
Wed 7/28	Exam #2		
Thu 7/29	Project Presentations		
Fri 7/30	Final Class Wrap Up		