

2017

BUAD 550-01 International Business

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Xavier University
Williams College of Business
International Business (BUAD 550-01)

Instructor: Dr. Suparna Chatterjee
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Class Time: 6:00 pm - 8:30 pm
Class Room: 250 Smith Hall

Office Hours: T 4:00 - 5:15 pm, or by appointment

Overview of the Course

Some theorists claim that we live in a world of “permanent change.” Under the sign of dot-com, we live in a world (virtual and real) marked by global flows, networks, and nodes leading to a steady contraction and simultaneous expansion of the known world. In this world of permanent change goods, services, and people are mobile, transient, and malleable. All of these attributes are part of the phenomena known as globalization.

Commerce, trade, and investment are at the heart of the process of globalization. Clearly, commerce is no longer confined to national boundaries, and *internationalization* is viewed as central to success in commercial endeavors. Broadly, this course explores themes, processes, and practices needed to become a successful (active and engaged) participant in an arena that is a definitive feature of globalization – international business. On the one hand, globalization has created exciting new opportunities for companies as they are increasingly able to leverage resources worldwide. Companies are selling their goods and services in foreign countries or sourcing inputs from various regions of the world thereby increasing revenues and decreasing costs. On the other hand, “doing business” in multiple locations is fraught with enormous complexities because it requires a deep understanding of the diverse cultural, political, economic, and legal contexts or “environments” within which business takes place. How do we effectively reconcile global connectivity with global variability?

This course will speak to this concern by building a knowledge base that will allow us to interact, transact, and engage with people in diverse settings across the world. Always keeping the variability of culture and people in mind, this course will focus on globalization and its effects, the changing face of international trade and foreign direct investments, international monetary systems, and management issues like strategies for international operations, marketing, and human resource management.

Required Text

Wild, J., and Wild, K.L., 2014, *International Business: The Challenges of Globalization*. 7th Edition. New Jersey: Prentice Hall.

Requirements

In addition to lectures, I will assign several supplemental readings and assignments that will help you to explore and analyze concepts and themes discussed in class. We will also review visual materials like films and video clips based on which you are expected to lead off discussions and engage in critical thinking.

You are also required to write a term paper that is modeled after a case study for an international business, see the assigned textbook for some examples. The case study should weave a narrative around: a company's (historical) background and context within which it does business; the company's products and services; the company's core competency relative to its products/services; how the company internationalized its operations; the company's strategies for specific products/services; the company's choice of entry modes for specific countries/regions; the company's organization of their operations etc. The case study should be approximately 8-10 pages (double spaced). You need to provide details on references used to write your case study. The final version of your term paper is due on May 2, 2017. Term papers will not be accepted beyond the end of our class on December 2, 2017. Failure to submit the paper by the due date will result in a grade of zero for the term paper. Any evidence of plagiarism will lead to a grade of zero for the entire course

Grading Policy

The final grade will be determined via homework, mid-term exams, a final exam, a term paper, and class participation. Your final grade will be determined based on the following weights:

Homework:	15%
Exam I:	20%
Exam II:	20%
Final Exam:	25%
Term Paper	10%
Class Participation:	10%

Unexcused absences from exams will result in a grade of zero. Assigned homework will not be accepted past the due date. Make-up exams will be offered only if pre-arranged with me or under extraordinary circumstances where alternative arrangements could not have been made in advance. A tentative schedule for the exams appears in the 'Course Outline' section below.

The final grade will be based on the following scale:

	A	≥	93%
93%	>	A-	≥ 90%
90%	>	B+	≥ 87%
87%	>	B	≥ 83%
83%	>	B-	≥ 80%
80%	>	C+	≥ 77%
77%	>	C	≥ 73%
73%	>	C-	≥ 70%
70%	>	F	

WCB Mission Statement

“We educate students of business, enabling them to improve organizations and society, consistent with the Jesuit tradition.”

Course Outline

Module 1: Globalization

Week 1

January 10 Introduction (General)
Chapter 1 (Globalization)

Week 2

January 17 Chapter 1
Tomorrow’s Global Giants and Microsoft in China

Module II: The Business Environment

Week 3

January 24 Chapter 2 (Cross-Cultural Business)
Chaos Theory in India, Manage Your Emotional Culture

Week 4

January 31 Chapters 3 and 4 (Politics, Law, Business Ethics, and Economic Systems)

Week 5

February 7

Chapters 3 and 4, and Review for Exam 1

Week 6

February 14

Exam 1

Module III: International Trade and Foreign Direct Investment

Week 7

February 21

Chapter 5 (International Trade)

Week 8

February 28

Chapter 5

Week 9

March 7

No Class (Spring Break)

Week 10

March 14

Chapters 7/13 (Foreign Direct Investment and Market Entry Modes)

Week 11

March 21

Chapters 7/13 and Review for Exam II

Week 12

March 28

Exam II

Module IV: International Monetary System

Week 13

April 4

Chapters 9-10

Week 14

April 11

Chapters 9-10 and Bottom of the Pyramid (BOP)

Week 15

April 18

Chapter 11 (International Strategy)

Week 16

April 25

Paper Presentations and Concluding Discussions

Week 17

May 2

Final Exam
Term Paper Due

Note: I reserve the right to change the syllabus as necessitated by circumstances. However, any alterations to the syllabus will be made in as timely a fashion as possible.