

2017

## BUAD 550-02 International Business

Amit Sen  
sen@xavier.edu

Follow this and additional works at: [https://www.exhibit.xavier.edu/business\\_administration\\_syllabi\\_spring\\_2017](https://www.exhibit.xavier.edu/business_administration_syllabi_spring_2017)

---

### Recommended Citation

Sen, Amit, "BUAD 550-02 International Business" (2017). *Business Administration Syllabi Spring 2017*. 30.  
[https://www.exhibit.xavier.edu/business\\_administration\\_syllabi\\_spring\\_2017/30](https://www.exhibit.xavier.edu/business_administration_syllabi_spring_2017/30)

This Restricted-Access Syllabus is brought to you for free and open access by the Business Administration Syllabi 2017 at Exhibit. It has been accepted for inclusion in Business Administration Syllabi Spring 2017 by an authorized administrator of Exhibit. For more information, please contact [exhibit@xavier.edu](mailto:exhibit@xavier.edu).

**Xavier University**  
**Williams College of Business**  
**Department of Economics**  
**International Business, BUAD 550-02**

Instructor: Amit Sen  
Email: [sen@xavier.edu](mailto:sen@xavier.edu)  
Office Hours: W 6::30pm - 7:30pm  
(Subject to Change)

Office: 328 Smith Hall  
Office Phone: (513) 745-2931

### **Course Description**

This course is an introduction to ‘International Business,’ that is, a firm which engages in international trade or investment. We explore the notion of strategy within the context of international business when viewed as a value chain with it’s functional operations that include ideation, production, marketing, human resources, finance, and accounting. To effectively manage an international business, it is imperative to have an appreciation of the cultural, political, economic, and legal differences between countries. This course will introduce you to various theories of international trade and investment. We will examine how and why governments use policy instruments to enhance or restrict trade, and the emergence of modern international trading systems. We will also discuss the motivation for Foreign Direct Investment, and the movement towards regional economic integration. We will explore foreign exchange rate markets, institutional arrangements that countries adopt to govern exchange rates, and the role of global capital markets.

### **Required Text**

Hill, C. W. L. (2015) International Business: Competing in the Global Market Place, 10th Edition, McGraw Hill Publishers.

Other course materials (cases, videos, assignments) will be made available through Canvas.

### **WCB Mission Statement**

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

## Course Learning Outcomes

- Global Perspective and Cultural Diversity - WCB MBAs will be able to work across cultural boundaries, whether these are geographical or societal, in that they possess a recognition and appreciation of the global environment of business and an understanding and appreciation of diversity.

MBA students will evaluate and integrate economic, political, technological, environmental and societal issues into their decision making and show competencies required to compete in the global environment in their analyses.

- Ethics and Social Responsibility - WCB MBAs are able to foster an ethical climate in their roles and responsibilities in business and society.

MBA students will recognize ethical issues and demonstrate the skills necessary to analyze information and make informed, ethical decisions in complex, conflicting or ambiguous environments or situations.

- Critical Thinking - WCB MBAs are able to clarify problems, generate and evaluate alternatives using appropriate analytical and quantitative techniques, and draw conclusions.

MBA students will evaluate organizations and recommend optimal strategies and actions demonstrating their ability to understand context, frame problems and use appropriate analytical and quantitative techniques.

- Effective Written and Oral Communication - WCB MBAs are proficient in written and oral communication.

MBA students will demonstrate their ability to clearly summarize issues and support decisions in writing.

## Time Commitment Expectations

This course is eight weeks in duration, with a few hours required prior to the beginning of the course for introductory activities, and is entirely online. Plan to spend a minimum of 6-10 hours per week (probably more during some weeks) working on the course. Participants are expected to log on to the course 3-4 days per week to complete the required assignments. Try to let 48 hours be your maximum absence from the course.

If you find that you have any trouble keeping up with assignments or other aspects of the course, make sure you let the course facilitator know as early as possible.

## Technical Requirements

- Internet connection (DSL, LAN, or cable connection desirable)
- Access to Canvas through a supported Web browser (Internet Explorer, Firefox, Safari). To ensure that you are using a supported browser and have required plug-ins please run the Check Browser Tool from the Technology Services Web site.
- Check your computer against Xavier's suggested minimum computer requirements:  
<http://www.xavier.edu/ts/students/Computer-Recommendations.cfm>

## Technical Assistance

If you need technical assistance at any time during the course or to report a problem with Canvas, contact the HELP Desk at (513) 745-HELP/4357 or visit the HELP Desk Web site, or contact Canvas at 855-778-9967.

## Course Schedule

Each module consists of learning activities and the assignments listed below. Activities should be completed sequentially within the timeframe designated for each module. Activity and assignment details will be explained within the corresponding course modules in Canvas. If you have any questions, please contact me at the earliest. In what follows, I enumerate the course modules and the assignments that you are responsible for within each module:

### **Module Start Here**

Opens	1/6/17
Pre-Assignment 1	Due on 1/9/17 at 11:59 p.m.

### **Module 1: Globalization**

Opens	1/10/17
Begins	1/10/17
Assignment 1	Due on 1/15/17 at 11:59 p.m.
Term Paper Assignment 1	Due on 1/15/17 at 11:59 p.m.
Pre-Assignment 2	Due on 1/15/17 at 11:59 p.m.

## **Module 2: Strategy**

Opens	1/16/17
Begins	1/16/17
Assignment 2	Due on 1/22/17 at 11:59 p.m.
Term Paper Assignment 2	Due on 1/22/17 at 11:59 p.m.
Pre-Assignment 3	Due on 1/22/17 at 11:59 p.m.

## **Module 3: Economic, Political, Legal, and Cultural Differences**

Opens	1/23/17
Begins	1/23/17
Assignment 3	Due on 1/29/17 at 11:59 p.m.
Term Paper Assignment 3	Due on 1/29/17 at 11:59 p.m.

## **Module 4A: Comparative Advantage & Trade**

Opens	1/28/17
Begins	1/30/17
Assignment 4A	Due on 2/2/17 at 11:59 p.m.

## **Module 4B: Government Intervention & Trade**

Opens	2/3/17
Begins	2/3/17
Assignment 4B	Due on 2/8/17 at 11:59 p.m.
Exam 1 [Opens 2/9/17]	Due on 2/12/17 at 11:59 p.m.

## **Module 4C: Sources of Comparative Advantage**

Opens	2/13/17
Begins	2/13/17
Term Paper Assignment 4	Due on 2/18/17 at 11:59 p.m.
Assignment 4C	Due on 2/18/17 at 11:59 p.m.
Pre-Assignment 5	Due on 2/18/17 at 11:59 p.m.

## **Module 5: Foreign Direct Investment**

Opens	2/19/17
Begins	2/19/17
Assignment 5	Due on 2/23/17 at 11:59 p.m.
Term Paper Assignment 5	Due on 2/23/17 at 11:59 p.m.

## **Module 6: Exchange Rates & the International Monetary System**

Opens	2/24/17
Begins	2/24/17
Assignment 6	Due on 2/28/17 at 11:59 p.m.
Exam 2 [Opens 3/1/17]	Due on 3/4/17 at 11:59 p.m.
Term Paper	Due on 3/4/17 at 11:59 p.m.

*Note:* The schedule is subject to change in the event of extenuating circumstances. You are expected to check announcements regularly and adhere to the established course deadlines.

## **Discussion Board**

Each module has a corresponding ‘discussion board’ associated with it. While there is no grade associated with participation in the discussion board, I would encourage you to use the discussion board as a resource. It has been my experience that if someone has a question, then there are others in the class that have the same or similar questions. So, posting a question on the discussion board will be helpful to others. As well, in some instances, one of you may either add to a question, or, better still, answer the question posed.

## **Grading Policy**

The final grade will be determined on the basis of several assignments, two exams, and a term paper. The following weights will be applied to each category:

Pre-Assignments	8%
Assignments	20%
Term Paper Assignments	5%
Exam 1	28.5%
Exam 2	28.5%
Term Paper	10%

Your 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		

### **Term Paper**

The term paper is a requirement for successful completion of the course. The term paper should be modeled as a case study for an international business, see the assigned text for some examples. The case study should weave a narrative around: the 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 four to six 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 March 4, 2017 (by 11:59pm). Your term paper submission will not be accepted if it is turned in after the due date, and failure to submit the paper by the due date will result in a grade of zero for the term paper.

### **Plagiarism**

Any evidence of plagiarism on assignments, the course term paper, and exams will result in a grade of "F" for the course. In addition, the Dean of the College will be notified about the incident. More information on Academic Honesty can be found at: [http://catalog.xavier.edu/content.php?catoid=17&navoid=832#Academic\\_Honesty](http://catalog.xavier.edu/content.php?catoid=17&navoid=832#Academic_Honesty)

### **Viewing Grades in Canvas**

Points you receive for scored activities will be posted to the Canvas Grade Book. Click on the Grades link in the course menu to view your assignment scores.

## Grade Posting Policy

In general, you should expect to receive feedback on assignments within 48 hours of submission. Exceptions to this will be noted in the course announcements in Canvas.

## Assignment Submission

All assignments for this course will be submitted electronically through Canvas unless otherwise instructed.

## Late Work/Make-Up Work

It is expected participants will complete all assignments by the posted deadlines. Contribution from all participants is crucial in an online course. Completing and turning in assignments late will impact your ability to keep up with the course. If there is an issue with completing an assignment on time, please contact the course facilitator. Assigned homework problems will not be accepted past the due date. Make-up exams will be offered only if pre-arranged with me or under extraordinary (verifiable) circumstances whereby alternative arrangements cannot be made in advance.

## Incomplete Policy

Please contact the course facilitator if you feel you are unable to complete the course requirements according to the deadlines. You may be moved to a later scheduled session of the course to provide you with more time. Course certification will not be awarded until all requirements of the course are completed with the required scores.

## Course Policies/Guidelines

**Netiquette:** The discussion boards are created to provide an opportunity for students to actively engage in meaningful conversation on a particular topic or issue. You are encouraged to provide your honest viewpoint, but be respectful of the views of your classmates.

### **Do's:**

1. Do use correct grammar and spelling.
2. Do read the prompt, reflect on what you would like to say, and review what you have written before posting!
3. Do respect the privacy, beliefs, and opinions of your classmates.
4. Do challenge each other's ideas but not each other personally.



5. Do remember to treat others as you would want to be treated.
6. Do stick to the discussion prompt at hand when posting to a forum.
7. Do use humor and sarcasm carefully. Students cannot see your facial expressions or hear any voice inflections.

### **Don'ts:**

1. Don't type in ALL CAPS. This is regarded as shouting.
2. Don't rant or flame. This is not the place to vent your anger or start a fight.
3. Don't make inappropriate comments. Objectionable, sexist, or racist language will not be tolerated.

In the discussion forums you will post assignments and discuss your work with others in the class or in your groups. These are public forums, so whatever is posted can be seen by everyone in the course, including the instructors. If you want to send a private message, use individual email. The Class Lounge discussion forum is a public space for conversation with your classmates on any topic or question.

### **Academic Support**

**Learning Assistance Center:** The Learning Assistance Center (LAC) provides support services to facilitate learning. The LAC has two main purposes: tutoring and disability services. The tutoring services include subject specific tutoring, drop-in sessions, study skills assistance, and Supplemental Instruction (SI). For students with documented disabilities, services include accommodations such as extended time on exams, reduced distraction testing environment, note-taking assistance, and assistive technology. Services are provided in a positive and encouraging environment, which promotes appreciation for diversity and cura personalis. Students in an online course can contact the LAC at (513) 745-3280 to set up an appointment. The LAC is located in the Conaton Learning Commons room 514. <http://www.xavier.edu/lac/>

**Writing Center:** The Writing Center offers free one-on-one tutoring on writing assignments for all Xavier students. Students in an online course can contact the Center at (513) 745-2875 to set up an appointment. Sessions can be conducted in multiple ways, including discussions by phone and by email at [writingcenter@xavier.edu](mailto:writingcenter@xavier.edu). The Writing Center is located in the Conaton Learning Commons room 400. <http://www.xavier.edu/writingcenter/>

**Mathematics Tutoring Lab:** The Mathematics Tutoring Lab offers mathematics tutoring for all Xavier students. Students in an online course can contact the Lab at (513) 745-3069 to

set up an appointment. The Mathematics Tutoring Lab is located in the Conaton Learning Commons room 419. <http://www.xavier.edu/mathematics/Math-Lab.cfm>

## University Policies

**Academic Honesty Policy:** The pursuit of truth demands high standards of personal honesty. Academic and professional life requires a trust based upon integrity of the written and spoken word. Accordingly, violations of certain standards of ethical behavior will not be tolerated at Xavier University. These include theft, cheating, plagiarism, unauthorized assistance in assignments and tests, unauthorized copying of computer software, the falsification of results and material submitted in reports or admission and registration documents, and the falsification of any academic record including letters of recommendation. All work submitted for academic evaluation must be the student's own. Certainly, the activities of other scholars will influence all students. However, the direct and unattributed use of another's efforts is prohibited, as is the use of any work untruthfully submitted as one's own.

**Copyright Policy:** Copyright laws and fair use policies protect the rights of those who have produced the material. To help you familiarize yourself with copyright and fair use policies, the University encourages you to visit the library copyright Web page and download the following for reference purposes: [http://www.xavier.edu/library/copyright/copyright\\_policy\\_2009.pdf](http://www.xavier.edu/library/copyright/copyright_policy_2009.pdf)

Xavier University, Blackboard course sites contain copyrights held by the instructor, other individuals or institutions. Such material is used for educational purposes in accord with copyright law and/or with permission given by the owners of the original material. You may download one copy of the materials on any single computer for non-commercial, personal, or educational purposes only, provided that you (1) do not modify it, (2) use it only for the duration of this course, and (3) include both this notice and any copyright notice originally included with the material. Beyond this use, no material from the course web site may be copied, reproduced, re-published, uploaded, posted, transmitted, or distributed in any way without the permission of the original copyright holder. The instructor assumes no responsibility for individuals who improperly use copyrighted material placed on the web site.

**Students with Disabilities:** Any student who feels he/she may need an accommodation based on the impact of a documented disability should notify the course instructor and contact Cassandra Jones in the Learning Assistance Center at 513-745-3280 or e-mail [jonesc20@xavier.edu](mailto:jonesc20@xavier.edu) to coordinate reasonable accommodations.