Montana Tech of the University of Montana
International Business
BGEN 360
Summer Semester 2014

Time:   Online – Asynchronous
        Find the class on Moodle, Mymtech

Text:   Materials assigned via the course – accessed by the Internet
        International Business – Flatworld Knowledge, Carpenter and Dunung

Prerequisites: Senior Standing is recommended

Professor: Gordon Flanders
Office: ELC-320
E-mail address: gflanders@mtech.edu - Primary Contact
Phone: 406-221-6148 (Please use e-mail)

Course Description: 3 Cr. Hrs. Introduces students to the complex challenges of doing business in a global economy. Emphasis is on learning the different approaches to management, finance, and accounting in a global environment. The course will address the topics such as negotiation, theories of international trade, exchange rates, and an introduction to importing and exporting.

Course Objectives: The student will become familiar with the following topics related to international business:

Globalization
National Differences in Political Economy
Differences in Culture
Ethics in International Business
International Trade Theory
The Political Economy of International Trade
Foreign Direct Investment
Regional Economic Integration
The Foreign Exchange Market
The International Monetary System
The Strategy of International Business
Entering Foreign Markets
Exporting, Importing, and Countertrade
Global Production, Outsourcing, and Logistics
Global Marketing and R & D
Global Human Resource Management
Countertrade
Course Requirements:

This course requires that the student successfully complete the following assignments:

1. Read the assigned materials prior to completing homework papers and participating in discussions.
2. Completing a Three-Part Country Report – Countries will be assigned to you, as this will make it easier to assure there are no duplicate reports of the same country and your guessing which country is still available to research. You will work in pairs of two people to a country.
3. Preparing five (5) four-page research papers on an assigned topic of your choosing.
4. There will be a total of twelve discussion assignments covering the subject matter of the course. A minimum of an initial post responding to the assigned discussion and two substantive* responses to discussions posted by fellow classmates are required.
5. Login to the course on a regular basis and actively participate. It should be noted that Moodle tracks your participation and the instructor receives a summary of all student activity. All assignments and discussion postings must be submitted on time.
6. Students are expected to participate; the substantive participation requirement is two substantive messages on three of seven days of each week. Discussions will take place in the weekly forums with questions assigned by the instructor. Students will read, analyze, and respond to questions and comments from the instructor and fellow students. Each day of participation (discussion postings) counts as 1 point for a total of 3 points per week.

The Online Weekly Schedule

The course week begins on a Monday (May 26th) and ends on Sunday. Please see the following for a breakdown of the week:

- Day 1 – Monday
- Day 2 – Tuesday
- Day 3 – Wednesday
- Day 4 – Thursday
- Day 5 – Friday
- Day 6 – Saturday
- Day 7 – Sunday

Discussion Questions

The Discussion Questions (DQs) all have different due dates as will be posted within the DQ. For your individual planning purposes, the DQs will be due by midnight of the following days:
Late assignments
Late assignments will be penalized with a 10% grade deduction for each day late, unless you have made prior arrangements with me. Deadlines will be defined as midnight on the day due. If you know you will be offline the day an assignment is due, please make sure to post it early rather than ask for an extension. Anytime you feel that you might be falling behind in the course, it is best to contact me to discuss your situation. Keep in mind, no assignments can be accepted after the final day of class.

If you have an assignment completed by the deadline, but are unable to post it in the forum for technical reasons, you can send it to me by email at gflanders@mtech.edu to demonstrate that it was completed on time. However, you must post the assignment in your personal forum once the technical problem is resolved.

Feedback
Each week, I will provide grades and comments on assignments within three days of when they were submitted. I use the gradebook feature to post grades.

Incompletes & Extra Credit
I do not grant “incompletes” for an online class as an online class cannot be successful without active participation, nor do I offer extra credit in this class.

Summary of Grading:

<table>
<thead>
<tr>
<th>Assignment</th>
<th>% of Final Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>Country Report</td>
<td>30%</td>
</tr>
<tr>
<td>Assignments</td>
<td>25%</td>
</tr>
<tr>
<td>Discussion Questions</td>
<td>25%</td>
</tr>
<tr>
<td>Participation = Responses to postings</td>
<td>10%</td>
</tr>
<tr>
<td>Final Exam</td>
<td>10%</td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
</tr>
</tbody>
</table>
Point Values for Course Assignments

<table>
<thead>
<tr>
<th>ASSIGNMENT</th>
<th>WEEK DUE</th>
<th>PERCENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Assignment #1</td>
<td>Week One</td>
<td>5%</td>
</tr>
<tr>
<td>Assignment #2</td>
<td>Week Two</td>
<td>5%</td>
</tr>
<tr>
<td>Assignment #3</td>
<td>Week Three</td>
<td>5%</td>
</tr>
<tr>
<td>Country Report Part #1</td>
<td></td>
<td>10%</td>
</tr>
<tr>
<td>Assignment #4</td>
<td>Week Four</td>
<td>5%</td>
</tr>
<tr>
<td>Country Report Part #2</td>
<td></td>
<td>10%</td>
</tr>
<tr>
<td>Assignment #5</td>
<td>Week Five</td>
<td>5%</td>
</tr>
<tr>
<td>Country Report Part #3</td>
<td></td>
<td>10%</td>
</tr>
<tr>
<td>Class Participation - Two substantive messages on three of seven days of each week.</td>
<td>Weeks One through Five</td>
<td>10%</td>
</tr>
<tr>
<td>Implications &amp; Conclusions</td>
<td>Weeks One through Five</td>
<td>5%</td>
</tr>
<tr>
<td>Discussion Question Responses</td>
<td></td>
<td>10%</td>
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<tr>
<td>Final exam</td>
<td></td>
<td>10%</td>
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<tr>
<td><strong>Total</strong></td>
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Academic Honesty

Academic honesty is highly valued at Montana Tech. You must always submit work that represents your own original words or ideas. If any words or ideas used in a class posting or assignment submission do not represent your original words or ideas, you must cite all relevant sources (in APA format) and make clear the extent to which such sources were used. Words or ideas that require citation include, but are not limited to, all hard copy or electronic publications, whether copyrighted or not, and all verbal or visual communication when the content of such communication clearly originates from an identifiable source. Please see the Montana Tech Catalog for more information about academic honesty, including consequences of academic dishonesty. **Any assignment that is plagiarized is given an immediate “Zero Points” and an academic disciplinary report is submitted to the University. No excuses accepted so keep in mind plagiarism will not be tolerated and submit your own work and cite words and ideas that are not your own.**

Final Grade and Percentages

<table>
<thead>
<tr>
<th>Grade</th>
<th>Percent</th>
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<tbody>
<tr>
<td>A</td>
<td>100-93%</td>
</tr>
<tr>
<td>A-</td>
<td>92-90%</td>
</tr>
<tr>
<td>B+</td>
<td>89-88%</td>
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<tr>
<td>B</td>
<td>87-82%</td>
</tr>
<tr>
<td>B-</td>
<td>81-80%</td>
</tr>
<tr>
<td>C+</td>
<td>79-78%</td>
</tr>
<tr>
<td>C</td>
<td>77-72%</td>
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</table>
STANDARDS FOR WRITTEN WORK

Depth of Scholarship
Assignments should represent the students careful, thoughtful efforts to cover the key elements of the topic thoroughly. Content should go beyond mere description or paraphrasing. The work should be based on an analytical framework of the students choosing.

Originality of Ideas and Research
All assignments must demonstrate a unique, creative approach to the problem being studied and represent the original work of the student.

Theoretical and Conceptual Framework
Assignments should display the students understanding of the theories and concepts relevant to the topic. Students should form their arguments by taking competing concepts and theories into account.

Use of Literature
Assignments should be grounded in appropriate, adequate, and timely academic literature. No specific number of sources is prescribed (but I should never see less than three), but those used should represent the best available references on the topic. Textbooks, newspapers, and magazines are not appropriate references for scholarly work.

Substantive Value
Assignments should contribute substantive (meaningful) value to the understanding of the subject.

Clarity and Logic of Presentation
Assignments should present ideas in a clear manner and with a strong organizational structure. Coverage of facts, arguments, and conclusions should be logically related and consistent.

Grammar and Adherence to APA Format
The rules governing the grammar and usage of standard American English must be followed, and language should be clear, precise, and appropriate for the intended scholarly audience.
When formatting and composing assignments, students must follow the guidelines described in the Publication Manual of the American Psychological Association. In addition the overall layout of assignments, including citations and reference pages, should adhere to APA style.
## Suggested Grading Scale for Written Work

<table>
<thead>
<tr>
<th>CRITERIA</th>
<th>WEIGHTING</th>
</tr>
</thead>
<tbody>
<tr>
<td>Depth of scholarship</td>
<td>10%</td>
</tr>
<tr>
<td>Originality of ideas and research</td>
<td>15%</td>
</tr>
<tr>
<td>Theoretical and conceptual framework</td>
<td>15%</td>
</tr>
<tr>
<td>Use of literature</td>
<td>15%</td>
</tr>
<tr>
<td>Substantive value</td>
<td>15%</td>
</tr>
<tr>
<td>Clarity and logic of presentation</td>
<td>10%</td>
</tr>
<tr>
<td>Grammar and adherence to APA format</td>
<td>20%</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

I reserve the right to change the requirements listed in the syllabus and/or change the weightings of the grading components.

**Final Exam**
There will be a final comprehensive exam at the conclusion of week 5. The exam will be posted and you are to return the exam by midnight, June 29th.
Country Report:
Before businesses make a decision to enter a country and begin to conduct business there they will perform a “audit” of the cultural, political and economic systems of that country. This information finds its way into what is called a “country report.” This will be a small group project of two to three people to a team. It is expected the report (all three parts) will be 20+-pages in length, be professionally written using 1” margins, proper headers and footers, cover pages, table of contents, page numbers, section headings, etc. You are not required to use the APA style of writing, but you are expected to provide a list of sources used in a bibliography found in the end of your paper. Your report will be submitted in three parts.

Part I is due Sunday, June 15th
Part II is due Sunday, June 22nd
Part III is due Sunday June 29th

Part I – Cultural Analysis
This will be a general survey of the country’s culture and involves interpreting the cultural information as it relates to marketing in that country. Before a marketing manager can determine if it is necessary to adjust to the environment or to determine what adjustments would be appropriate, it is necessary to understand the environment. This is particularly true of the culture of a country. The information suggested in the outline provided in the text deals with some of the key aspects of the culture. Throughout this section, you are encouraged to report the facts, which you have identified and to analyze the facts in terms of likely marketing implications of such information.

Cultural Analysis:
1. Discussion of the country’s relevant history
2. Geographical Setting
   a. Location
   b. Climate
   c. Topography
3. Social Institutions
   a. Family
   b. Education
   c. Political System
   d. Legal System
   e. Business Customs
   f. Religion
   g. Living Conditions
   h. Housing
   i. Language
4. Executive Summary
5. Sources of Information
Part II – Economic Analysis:
The second part of the project covers the economy of the country including a thorough analysis of the distribution and marketing systems. The objective of covering the topics contained in the text outline is not to have you present a written report of all the information that you have found on the subject, but to have you demonstrate an understanding of the material and highlight those points of particular significance from a market planning perspective.

Economic Analysis:
1. Population
2. Economic Statistics
   a. GNP
   b. Personal Income per capita
   c. Distribution of wealth
3. Transportation systems
4. Communication systems
5. Working conditions
6. Principle industries
7. Level of Foreign Direct Investment
8. Description of firms investing in the country, amount invested and why?
9. Trade Statistics
   a. Exports
      i. Primary exports
   b. Imports
      i. Primary imports
   c. Balance of payment situation
   d. Exchange rates and liquidity of currency
10. Trade restrictions
    a. Tariffs
    b. Quotas
    c. Embargoes
11. Inflation rates
12. Labor force
    a. Unemployment rates
    b. Underemployment rates
13. Level of diffusion
    a. Number of PC’s
    b. Telephones
    c. TV’s
    d. Radio’s
    e. Automobiles
14. Channels of Distribution
15. Media Types
    a. Availability of media
16. Executive Summary
Part III – Market Audit and Competitive Market Analysis
This is the most product or brand specific portion of the project. Information in the other parts are general in nature focusing on the culture and economy, whereas this part focuses on the product or brand, which allows the team to determine competitive market conditions and market potential. The data generated in this step are used to determine the extent of adaptation of the company’s marketing mix necessary for successful market entry and to develop the final step, the action plan.

Market Audit and Competitive Analysis
1. The product you will market and it’s ability for acceptance in market
   a. Relative Advantage
   b. Compatibility
   c. Complexity
   d. Trial ability
   e. Observability
2. Possible problems to product acceptance
3. The market opportunity
   a. Consumer buying habits
   b. Distribution of the product
   c. Pricing Strategy
   d. Promotion Strategy
4. Competitive Product Comparison
   a. Competitors Product
   b. Competitors Prices
   c. Competitors promotion activities
   d. Competitors distribution channels
5. Market Size and Growth Rates
   a. Opportunities
   b. Threats
6. Executive Summary
Resources for preparing your country report:
There are a number of resources available online to aid in your preparation of your country reports. The best site for preparing this report is from The University of Minnesota-Duluth for completing your country report. http://www.d.umn.edu/lib/gov/int.htm.

You will also find the CIA World Factbook to be a valuable resource. This may be found at https://www.cia.gov/library/publications/the-world-factbook/index.html

Michigan State University has another good site: http://globaledge.msu.edu/resourceDesk/

Here is the site I setup at the University of Wisconsin-Stout for completing the country report. http://libguides.uwstout.edu/content.php?pid=15055&sid=100982

The library of Congress has a site for country reports: http://lcweb2.loc.gov/frd/cs/list.html

Other Links:
Executive Etiquette: http://www.executiveplanet.com
Currency converter: http://www.xe.com/ucc/
World Trade Organization: http://www.wto.org/
Maps, Country Stats, etc.: http://www.atlapedia.com/
Week One

Globalization
- Synthesize prior management, macroeconomics and marketing classes to address the global environment.

Assignments
1. Reading Assignments:
   a. International Business, Carpenter, Chapter 1 and 2
   b. Articles: Review articles posted in week one for greater understanding of issues related to globalization and world trade.
2. Individual: Globalization - Individual paper assignments are due on Sundays – Day 7 at midnight.
   Topic: Globalization - After you have read the literature posted under unit one, the assignment is to write a two (2) page paper discussing controversies related to the topic. First of all, you will have to show you have read the readings and some additional sources. This does not mean to just quote from all the material, but go beyond that in presenting/discussing the arguments made in each reading. I would like your informed opinions included in the paper.

Specifications:
   Additional Research - Demonstrate that you have done additional Internet research on this topic by including three additional cited sources in your paper. By this, I mean three sources beyond the readings I listed in the Course Documents link. Proper citing of these sources in the narrative of your paper is required. Four pages, double spaced, not including Title or Works Cited Page. This means the paper should be 600-750 words. As with all papers prepared for this course, content in individual papers is expected to be supported by globally acknowledged, peer-reviewed, refereed research citations and sources. All written submissions should adhere to APA standards for writing, formatting, and citations/references.

3. Discussion Questions:
   Students will formulate a response to the Discussion Questions posted by the instructor, referencing supporting literature wherever appropriate. Students will continue to discuss each other’s responses throughout the course week. DQs are each 10 points each and are marked down 1 point for each day being late.
Week Two

International trade theory

- Synthesize prior management, macroeconomics and marketing classes to address the global environment.

Assignments

1. Reading Assignments:
   a. International Business, Carpenter. Chapters 2, 4 and 10
   b. Articles: Review articles posted in week two for greater understanding of issues related to international trade and why nations trade.

2. Individual: International trade theory - Individual paper assignments are due on Sundays – Day 7 at midnight.
   Topic: International trade theory - After you have read the literature posted under unit two, the assignment is to write a two (2) page paper discussing your understanding and controversies related to the topic. As you write, choose a country that trades with the United States. What is it that we trade with this country, why do we trade for it, what would life be in America without this product? Are we able to make this product ourselves? If so, what would it cost? Is this trade a result of absolute or comparative advantages? If trade was stopped, what would happen to the country and its people who trade with America? First of all, you will have to show you have read the readings and some additional sources. This does not mean to just quote from all the material, but go beyond that in presenting/discussing the arguments made in each reading. I would like your informed opinions included in the paper.

Specifications:
Additional Research - Demonstrate that you have done additional Internet research on this topic by including three additional cited sources in your paper. By this, I mean three sources beyond the readings I listed in the Course Documents link. Proper citing of these sources in the narrative of your paper is required. Two pages, double spaced, not including Title or Works Cited Page. This means the paper should be 600-750 words. As with all papers prepared for this course, content in individual papers is expected to be supported by globally acknowledged, peer-reviewed, refereed research citations and sources. All written submissions should adhere to APA standards for writing, formatting, and citations/references.

3. Discussion Questions:
   Students will formulate a response to the Discussion Questions posted by the instructor, referencing supporting literature wherever appropriate. Students will continue to discuss each other’s responses throughout the course week. DQs are each 10 points each and are marked down 1 point for each day being late.
Week Three

International culture and international business ethics

- Culture involves more than a nation’s language, it is its customs, religion, music, food, clothing, educational systems, social classes and norms, legal systems, social hierarchy, individualism or groups, ethics, morals, belief in work, recreation, the role of women, children and the elderly and much more.

Assignments

1. Reading Assignments:
   a. International Business, Carpenter Chapter 3
   b. Articles: Review articles posted in week three for greater understanding of issues related to globalization and world trade.

2. Individual: Culture and its influence - Individual paper assignments are due on Sundays – Day 7 at midnight.

   Topic: Culture and its influence - After you have read the literature posted under unit three, the assignment is to write a two (2 page paper discussing culture, social mores, customs, cultural relativism, and moral relativism. As you write, choose a country and research that countries culture, its history, the family, educational system, its treatment of women, children and the elderly. What is its legal system, political system, how is information communicated among people, what is its literacy rate, what is its infant mortality rate, what is its life expectancy? What makes these people unique? What social customs are open to outsiders, which are closed? What are its religious preferences and following? How would you describe their standard of living? Their housing? Do they live with multiple generations? What is the role of women? Ultimately this paper should define a nations and its people. You will have to show you have read the readings and some additional sources. This does not mean to just quote from all the material, but go beyond that in presenting/discussing the arguments made in each reading. I would like your informed opinions included in the paper.

Specifications:

Additional Research - Demonstrate that you have done additional Internet research on this topic by including three additional cited sources in your paper. By this, I mean three sources beyond the readings I listed in the Course Documents link. Proper citing of these sources in the narrative of your paper is required. Two pages, double spaced, not including Title or Works Cited Page. This means the paper should be 600-750 words. As with all papers prepared for this course, content in individual papers is expected to be supported by globally acknowledged, peer-reviewed, refereed research citations and sources. All written submissions should adhere to APA standards for writing, formatting, and citations/references.
3. Discussion Questions:
   Students will formulate a response to the Discussion Questions posted by the
   instructor, referencing supporting literature wherever appropriate. Students will
   continue to discuss each other’s responses throughout the course week. DQs are each
   10 points each and are marked down 1 point for each day being late.
**Week Four**

**Foreign direct investment and regional trade blocs**

- Culture involves more than a nation’s language, it is its customs, religion, music, food, clothing, educational systems, social classes and norms, legal systems, social hierarchy, individualism or groups, ethics, morals, belief in work, recreation, the role of women, children and the elderly and much more.

**Assignments**

1. Reading Assignments:
   a. International Business, Carpenter Chapters 2, 5, 6 and 7.
   b. Articles: Review articles posted in week four for greater understanding of issues related to globalization and world trade.

2. Individual: *Investing in another country* - Individual paper assignments are due on Sundays – Day 7 at midnight.

   Topic: Investing in another country - After you have read the literature posted under unit four, the assignment is to write a two (2) page paper discussing foreign direct investment and regional trade groups. Multinational firms view the world as a single entity and all people as customers, employees, and suppliers. Why do companies invest outside their home borders? Why do countries encourage investment? Why do countries form regional trade groups? What is the benefit of countries trading amongst each other? How are these regional trade groups agreements different from global trade agreements such as those agreed upon through the WTO? In writing this paper, choose two countries for your example and how the investment in that country benefits both the country receiving the investment, and the company making the investment. How does the investment help its people? Is the investment simply one of seeking lower labor costs or are there other benefits? What are the risks of investing in another country? Give examples. You will have to show you have read the readings and some additional sources. This does not mean to just quote from all the material, but go beyond that in presenting/discussing the arguments made in each reading. I would like your informed opinions included in the paper.

   **Specifications:**

   Additional Research - Demonstrate that you have done additional Internet research on this topic by including three additional cited sources in your paper. By this, I mean three sources beyond the readings I listed in the Course Documents link. Proper citing of these sources in the narrative of your paper is required. Two pages, double spaced, not including Title or Works Cited Page. This means the paper should be 600-750 words. As with all papers prepared for this course, content in individual papers is expected to be supported by globally acknowledged, peer-reviewed, refereed research citations and sources. All written submissions should adhere to APA standards for writing, formatting, and citations/References.
3. Discussion Questions:
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**Week Five**

*Doing business internationally*

- Any time a business decides their business there is an element of risk involved. The risk is lower when the move is closer to home and we are familiar with the culture, laws, language and people. To move outside our comfort zone, we must learn to embrace the unknown while also reducing this risk by being better informed. To move outside our current economic business area, we must be aware of how one enters new markets, how products are taken into and out of a country, how to form alliances with suppliers and buyers, and how to make your venture outside the country a profitable one.

**Assignments**

4. **Reading Assignments:**
   a. International Business, Carpenter Chapters 8, 9, and 14.
   b. Articles: Review articles posted in week five for greater understanding of issues related to risks in importing, exporting, and sourcing of products.

5. **Individual: Doing business outside your comfort zone** - Individual paper assignments are due on Mondays – Day 7 at midnight.
   
   **Topic:** Investing in another country - After you have read the literature posted under unit four, the assignment is to write a two (2) page paper discussing importing, exporting, global sourcing and logistics. In writing this paper, choose a country and consider what products or services may be successfully imported to that country, what may you wish to export from that country in order to have a successful trade? Take the position of a company in the United States and choose a country where you wish to pursue trade. Where would you begin? Would you import your product or invest locally to make it in that country? If you were to make it local, where would your raw materials come from? Where would your employees come from? Give examples. You will have to show you have read the readings and some additional sources. This does not mean to just quote from all the material, but go beyond that in presenting/discussing the arguments made in each reading. I would like your informed opinions included in the paper.

   **Specifications:**
   Additional Research - Demonstrate that you have done additional Internet research on this topic by including three additional cited sources in your paper. By this, I mean three sources beyond the readings I listed in the Course Documents link. Proper citing of these sources in the narrative of your paper is required. Two pages, double spaced, not including Title or Works Cited Page. This means the paper should be 600-750 words. As with all papers prepared for this course, content in individual papers is expected to be supported by globally acknowledged, peer-reviewed, refereed research citations and sources. All written submissions should adhere to APA standards for writing, formatting, and citations/references.
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