SAIIE

"Your Life Experience; Your Education"

UNIVERSITY OF WISCONSIN - PLATTEVILLE

Management of International Business

Course Code: BUSAD 3410
Prerequisites: One course in Business
Language of Instruction: English
Contact Hours: 42
Credit: 3
Professor: Carlos Ariza
Email: cariza@saiie.com

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A. COURSE DESCRIPTION

This course introduces students to the world of international business and management by studying cultural influences, government, and business structures in our global economy. Students also learn about trade relations, international finance and legal and labor agreements. Also covered, are topics on information needs, production systems, marketing, promotion and career planning.

The objective of this course is to understand the nature of international business. The course focuses on the motives for engaging in international business, the inter-cultural workforce, international trade organizations, regional trade groups, principals of international trade, currency exchange, and international accounting, finance and banking.

This study will include:

1. **Characteristics of domestic, multinational and global business organizations.**
   Define globalization and international business and how they affect each other. Understand why companies engage in international business and why international business growth has accelerated. Comprehend criticisms of globalization. Become familiar with different modes a company can use to accomplish its global objectives. Grasp the role social science disciplines play in understanding why international business is different from domestic business.

2. **How different cultural environments affect management of a multinational firm.**
   Be able to discuss the problems and methods of learning about cultural environments. Understand the major causes of cultural difference and change. Grasp behavioral factors influencing countries business practices. Become familiar with cultural guidelines for companies that operate internationally.

3. **The political and legal restraints of international business.**
   Discuss the different goals and functions of political systems. Profile trends in the emergence and diffusion of political systems. Identify the idea of political risk and approaches to managing it. Understand how different political and legal systems affect the conduct of business. Profile trends in evolution and diffusion of legal systems. Explain the major legal issues facing international companies. Profile the idea of intellectual property and the basis of concern and controversy.

4. **The economic environment when operating beyond domestic borders.**
   Appreciate the importance of economic analysis of foreign markets. Identify the major dimensions of international economic analysis. Compare and contrast the economic indicators of countries. Profile the characteristics of the types of economic

systems. Discuss the idea of economic freedom. Profile the idea, drivers, and constraints of economic transition.

5. **Governmental influences on international foreign trade.**
   Identify problems in evaluating the activities of MNEs. Evaluate the major economic impacts of MNEs on home and host countries. Establish the foundations for responsible behavior. Discuss some key issues in globalization and society-ethics and bribery, the environment, pharmaceuticals, and labor issues. Examine corporate responses to globalization.

6. **Trading groups and international organizations promoting trade.**
   Understand theories of why countries should trade. Comprehend how global efficiency can be increased through free trade. Become familiar with factors affecting countries trade patterns. Realize why countries export capabilities are dynamic. Discern why the production factors of labor and capital move internationally. Grasp the relationship between foreign trade and international factor mobility.

7. ***Governmental influence on trade.***
   To realize the rationales for governmental policies that enhance and restrict trade. Interpret the effects of pressure groups on trade policies. Understand the comparison of protectionist rationales used in high-income countries with those used in low-income countries' economies. Comprehend the potential and actual effects of governmental intervention on the free flow of trade. Understand the major means by which trade is restricted and regulated. Grasp the business uncertainties and business opportunities created by governmental trade policies.

8. **Gross-National Cooperation and Agreements.**
   Profile the World Trade Organization. Discuss the pros and cons of global, bilateral, and regional integration. Describe the static and dynamic effects and the trade creation and diversion effects of bilateral and regional economic integration. Define different forms of regional economic integration. Present different regional trading groups, such as the European Union (EU), the North American Free Trade Agreement (NAFTA), and Asia-Pacific Economic Cooperation (APEC). Describe the rationale for and success of commodity agreements.

9. **Going global through exporting.**
   Introduce the ideas of export and import. Identify the elements of export and exporting strategies. Compare direct and indirect selling of exporting. Identify the elements of import and import strategies. Discuss the types and roles of third-party

intermediaries in exporting. Discuss the role of countertrade in international business.

10. The organization of international business.
Profile the evolving understanding of the organization of international business. Describe traditional and contemporary structures. Study the systems used to coordinate and control operations. Profile the role of organization culture. Examine special situations in the organization of international business.

B. <u>OBJECTIVES</u>

- To provide, in general, a theoretical and practical basis for conducting effective global communication.
- To examine in general the role of managing cultural synergy within the global business environment with emphasis more specifically on organizational and interpersonal communication and negotiation skills.
- Develop an understanding of cultures and subcultures and the role they play in communicating and negotiating effectively in a global business environment.
- Increase understanding of universal systems as they relate to communicating and negotiating in a global setting.
- Examine contrasting cultural values and their impact on the international communication and negotiating process.
- Evaluate verbal thought patterns and nonverbal cues as they relate to conducting business abroad or in a multicultural domestic environment.
- Increase communication and negotiation effectiveness across cultures by examining language diversities, verbal dueling, high and low content language, and conversation taboos.
- Sharpen interpersonal and group communication skills as they relate to conducting world business.
- Examine country-specific dress, behavior, taboos, and other business and social customs as they relate to conducting business with persons from other cultures.
- Study international laws, as well as home country and host country laws that relate to conducting business in multicultural environments.
- Address aspects of cultural shock and reentry shock as they affect effective intercultural communication and negotiation.

C. ORAL AND WRITTEN PRESENTATION

Each student must prepare an original piece of work in which a company (either existing or new) is to be presented. The presentation is to be delivered orally and handed in to the teacher in written form.

For the oral presentation, which should last approximately 15 minutes, the presentation will focus on the development and follow-up of business outside the country of origin. The presentation should include company characteristics, business organization, and both cultural and political aspects. Evaluation will depend fundamentally on the originality of the presentation and how successfully the information is conveyed to listeners.

For the written presentation, students will have complete freedom with regard to structure and development, and the originality and quality of the content will be taken into account for purposes of evaluation.

The presentations are to be developed between the first and second exams, the oral presentations will take place between the second and final exams and the written presentation will be handed in at the student's oral presentation.

Norms for work that students send by email, have to number all pages of the attached file in bottom right-hand corner, the name and the surname of the student should appear in the top right-hand corner of the first page, including de course code.

The teacher will be available at any time for consultation with respect to the presentation.

D. CLASS ATTENDANCE

Class attendance is mandatory. More than three absences will be penalized. A fourth absence will be penalized with 3% deducted from the final mark, a fifth absence will be penalized with 5% deducted from the final mark, a sixth absence will be penalized with 7% deducted from the final work, etc. Class attendance will be taken at the beginning of class. Students arriving late will be considered absent, as well as, students failing to remain for the entire class.

The professor is available for appointments with any students who need to see him.

E. EXAMS

Exams will be developed according with the development of the program.

The first and second exam will be divided into two main parts. One part will be multiple choices (20%), and the second part general items normally will be four o six questions.

In the final exams, the student will have a case study where questions related to knowledge acquired during the course must be answered.

The questions will be general items where the student has to explain and develop de matters.

In the final exam, the case study will be 30% of the total.

If a student copies in an exam, he or she will be expelled from the classroom and receive a zero (F) in the course in question.

If a student totally or partially plagiarizes a piece of work, this work will receive a zero (F). In the event of a repeated offence the student will receive a zero (F) for the course.

F. PERCENTAGES OF EXAMS

First Exam……25%
2nd Exam……25%
Final exam……30%
Oral and written presentation….20%

GRADING

97-100 A+	87-89 B+
93-96 A	83-86 B
90-92 A-	80-82 B-
77-79 C+	67-68 D+
73-76 C	63-66 D
69-72 C-	60-62 D-

BELOW 60 = F

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G. TEXTBOOK

International Business. Environment and Operations John D. Daniels, Lee H. Radebaugh, and Daniel P. Sullivan (2007) 11th Edition, Pearson Education. Inc. Upper Saddle River, New Jersey.

Import Export, Dr. Carl A. Nelson (2008)

How to take your Business Across Borders Dr. Carl A. Nelson (2009)

Europe in 12 lessons, Pascal Fontaine (2010)

The students can visit freely the Public Libraries specially Infanta Elena, Mº Luisa Avenue and Seville University main library, San Fernando Street.