GEB 6366 International Business
Hough Graduate School
Warrington College of Business Administration
University of Florida
Dr. Linda D. Clarke

**GENERAL INFORMATION**

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| Office Hours: | Immediately after class and by appointment. | Email: | clarkel@ufl.edu |

**COURSE DESCRIPTION**

International business concerns all the commercial transactions, both public and private, as well as activities related to those transactions, such as transportation, investment and regulations, that take place between two or more countries.

It is a large and constantly growing portion of the entire world’s business activity, thus most managers, regardless of industry, must approach their operations and strategies from an international point of view. The best modes of operation in an international context may not be the same as those of the purely domestic business environment, encompassing such activities as exporting and importing, dealing with foreign governments, cultures and regulations, as well as domestic regulations affecting those firms who seek to do business outside their home country.

In this course we will examine both the environment of international business as well as
many of the specific operational tools and characteristics unique to this environment.

### COURSE OBJECTIVES

The goal of this course is to introduce graduate students to the field of international business. Students should become familiar with three basic areas: underlying theories of international business, environmental factors affecting international activities, and the management of business functional operations in an international context. In addition to the subject matter, students are expected to learn how to analyze international situations and evaluate contemporary issues in international business.

These goals will be accomplished through the following activities: **Case analysis** will elaborate on basic issues in the field to ensure a breadth of understanding in the class. **Reading assignments** will offer more specific insights into particular areas of international business, providing depth of understanding. **Research Projects** will provide practice in applying the abstract theories and generalizations of the textbook and lectures to real world situations. **Suggested Readings**, such as *The Economist*, will provide up-to-date, real-life examples of the abstract theories and generalizations of the textbook and lectures.

**Research Papers** will offer practice in applying theories to hypothetical situations and solving international business problems. The **Exams** will afford students the opportunity to integrate everything they have learned in the course into a comprehensive framework, which will help make concepts seem more real, and aid in applying those concepts to everyday life.

### MAJOR & CURRICULUM OBJECTIVES TARGETED

**Global** – students will be able to apply knowledge of political, legal, economic, and cultural country differences to develop competitive strategies in foreign, regional, and global markets.

**Critical thinking** – students will be able to apply critical thinking skills to complex business problems. This includes: analyzing complex business problems with no “right answer,” identifying and evaluating relevant issues and information, generating and evaluating possible solutions to the problems, recommending solutions based on well-reasoned rationales, and communicating these thought processes to others in an effective manner.

**Use of information technology** – students will be able to use information technology as a tool to do essential business tasks. These include: the ability to create documents, presentations, databases and spreadsheets; the ability to use the web to find information and/or create and use web pages; and the ability to understand the
information technology-related terminology.

TEXTBOOK

*International Business: Environments and Operations*
*Daniels, Radebaugh, Sullivan*


SUGGESTED READINGS

*The Economist:* Lead Articles for each week.

*The Wall Street Journal:* Front Page and International Section

TEACHING METHODOLOGY

This course is in the traditional live lecture format, however, students will also be expected to work and learn through team internet-based research projects, readings, discussions, case analyses and presentations.

COURSE PREREQUISITES

Please make sure that you have completed all prerequisites, if any, as required by your program of study before taking this course. If you are unsure whether you have met these requirements, please consult with your academic advisor.

COMMUNICATING WITH THE INSTRUCTOR

The best way to contact the professor is via email at clarkel@ufl.edu Please **DO NOT** email the instructor through the Elearning course site mail function or general Discussion Forum postings. You may use the Elearning course site mail function and
discussion forums to contact and communicate with other students in the class, but for any questions or comments to the Professor, please use her direct UFL email address ONLY.

| GRADING |
|-----------------|-----------------|
| **Course Requirements** | **Weights** |
| Individual Test #1 | 15% |
| Individual Test #2 | 15% |
| Team Written Case Analysis | 10% |
| Team Case PowerPoint Presentation | 10% |
| Team Research Paper | 40% |
| Individual Class Participation | 10% |
| **Total** | **100%** |

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<td>80-83</td>
<td>D+</td>
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**LIBRARY SERVICES**

The UF library provides a number of services to on-campus and distance learning students. For example, students can request detailed instructions on how to access library resources by seeking assistance from the librarians online at [www.uflib.ufl.edu/ask](http://www.uflib.ufl.edu/ask)

You can also visit the UF Library at: [www.ufl.edu/libraries](http://www.ufl.edu/libraries)
As a college, we care about and enforce the Policies and Procedures as they are important to the quality of the education we are providing to you. Details on UF policies can be found at the university website: www.ufl.edu.

EXAMS

There will be two individual tests in this course. The first test, will cover approximately chapters 1-10 of the text (including all cases within those chapters), and the final test will cover approximately chapters 11-20 of the text (including cases). Students will take these exams in class during the time periods allotted for each exam (posted on the course calendar below). No make-up exams will be given for any reason. Students will be able to access these exams under the “Quizzes” section of the course Elearning site on the day of the exam.

Note: Midterm and Final test grades will be posted to the class site at the end of each respective examination period for the class after all students have completed the exam.

Final grades for the course will be available to students on the university system at the end of the term. After the university’s final grade post date, I am happy to discuss individual grades and answer any questions you may have.

DISCUSSION

In addition to the general discussion forum on the course Elearning site, each student team, once organized, can set up its own private discussion forum for group postings and other team-only communications. Students may also use the UF email and Elearning course mail or chat features to hold meetings and discuss items of relevance to the course with one another.

ASSIGNMENTS

All semester assignments are listed with their due dates in the course calendar section below. The primary assignments for this term are the team case analysis project, and the team country feasibility study research paper, along with the individual midterm and final tests. Detailed instructions and outlines for these written assignments as well as other relevant course materials will be posted under the course content section of the Elearning site as appropriate during the term.

RESEARCH PAPER
The team country feasibility study research paper is the major assignment of this course. A detailed description and outline of this assignment can be found posted under the course content section of the Elearning site.

**EXPECTATIONS OF THIS COURSE**

All students are expected to conduct themselves in a responsible, courteous, and professional manner in all course communications with both the professor and other class members. All students are expected to stay in communication on a regular basis with their team members. Any student who does not perform his/her share of the work or remain in communication with his team members can be given notice by the team, a minimum of 48 hours in advance, that if he/she does not contact team/make arrangements regarding work share, that the student will be “fired” from the team by the other members. All teams are expected to manage their own interpersonal group dynamics and allocate the workload reasonably and equitably amongst all team members.

You will be expected to show up and interact in class with the professor and your fellow students; to do assignments; to meet deadlines; and in some cases, to work online with your team, as well as attending team meetings in person.

**COURSE CALENDAR**

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<th>Module</th>
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<td><strong>Week One: June 30</strong></td>
<td>Student teams post case selection preferences. Students work with teams on Feasibility Study and Case projects. <strong>DUE</strong>: A statement of feasibility study topic (industry and country) must be posted by all teams by 11:00 pm on Sunday July 3 to the specially designated section of the class site’s “Discussion” forum.</td>
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<td>Week</td>
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| **Week Two:** July 5 | Reading Assignment: Text Chapters 5 & 6.  
Textbook reading assignment: Chapters 7 & 8.  
Teams continue work on group projects |
| **Week Two:** July 7 | Text: read Chapters 9 & 10.  
Lecture: Chapter 7: Governmental Influence on Trade. Chapter 8: Cross-National Cooperation and Agreements.  
**Team 1 In-class case presentation.**  
Teams continue work on group projects |
| **Week Three:** July 12 | Text: Review Chapters 1-10 in preparation for the midterm exam.  
**Team 2 In-class case presentation.**  
Teams continue work on group projects |
| **Week Three:** July 14 | **DUE:** Midterm Exam – THURSDAY July 14 – In class but will be taken ONLINE so bring your laptops to class this on this date - the test will be located under “Quizzes” on the course site. This exam covers textbook chapters 1-10. NOTE: Anyone cheating on this or any exam in this course will receive a failing grade for the course and their case turned over to Administration for potential expulsion from the University. I take the academic integrity policies very seriously so the BOTTOM LINE: DO NOT CHEAT IN THIS COURSE!!  
Text: read Chapter 11 & 12.  
Teams continue work on group projects |
| **Week 4:** July 19 | Text: read Chapters 13 & 14 |
| Week Four: July 21 | **Team 3 In-class case presentation.**
Teams continue work on group projects |
|-------------------|------------------------------------------------------------------|
| **Week Five: July 26** | Text: read Chapter 15 & 16 & begin reviewing for the final exam (see summary review guide to be posted to the class site and discussed in class).
**Team 4 In-class case presentation.**
Teams continue work on group projects. |
| **Week Five: July 28** | Text: read Chapters 17 & 18. |
| **Week Six: Aug. 2** | Text: read chapters 19 & 20 & review for final exam.
**Team 5 In class case presentation.**
**DUE:** please note that ALL written case projects not yet turned in are due from all teams by the end of class today, no exceptions!
Teams continue work on group projects. |
| **Week Six: Aug. 4** | Last Regular Class meeting – Lecture: Chapters 19 & 20 & Review Session, wrap-up of any remaining case presentations, etc. Text: Review chapters 11-20 as needed for final exam.
**DUE:** ALL TEAM RESEARCH PROJECTS (Country Feasibility Studies) are due by the end of class today, no exceptions! |
| **Week Six: Aug. 4** | **DUE:** FINAL EXAM – In class - Students will take the final exam under the “Quizzes” portion of the course site, so remember to bring your laptops to class on this date. The exam will cover all materials in chapters 11-20 (including cases).
**DUE:** Students to complete self and peer evaluation forms directly to the Assignments section of the course Elearning site no later than 11 pm on Thursday August 4. |