

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

GENERAL INFORMATION

Instructor:	Linda D. Clarke, B.S., B.A., M.B.A., Ph.D., J.D.	Phone:	(202) 421 - 5568
Office:	Bryan 219	Fax:	(352) 392 - 6020
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](#)
Pearson/Prentice Hall, 15th Edition, 2015.

ISBN-13: 978-0-13-345723-0

Please note: You need at least the 14th edition, specifically, for this course – prior versions are NOT the correct textbook for this term!

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 course site mail function or general discussion forum postings. You may use the 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: clarkel@ufl.edu.

GRADING

Course Requirements	Weights
Individual Midterm Exam	15%
Individual Final Exam	15%
Team Written Case Analysis	10%
Team Case PowerPoint Presentation	10%
Team Research Paper	40%
Individual Class Participation This includes CLASS ATTENDANCE!	10%
Total	100%

Letter Grade	Range	Letter Grade	Range	Letter Grade	Range
A	95-100%	B-	80-83	D+	67-69
A-	90-94	C+	77-79	D	64-66
B+	87-89	C	74-76	D-	60-63
B	84-86	C-	70-73	F	<60

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

You can also visit the UF Library at: www.ufl.edu/libraries

POLICIES AND PROCEDURES

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 1-8 of the text (including all cases within those chapters), and the second test, which is the final exam, will cover approximately chapters 9-20 (including cases). Students will take these exams in class using the e-learning system during the time periods allotted for each exam (posted on the course calendar below). **No make-up exams will be given.** Students will be able to access these exams under the “Quizzes” section of the course E-learning site on the day of the exam.

Note: Test grades will be posted automatically to the class E-learning 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 E-learning, each student team, once organized, is welcome to set up its own private discussion forum for group postings and other team-only communications. Students may also use the UF email and e-learning 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 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 e-learning 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 “Files” section of the e-learning 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. Attendance is an important component of the course and your grade will suffer/points will be deducted if you do not attend class regularly!

COURSE CALENDAR

Module	Topic
Week One: Tuesday Aug 23	Course introduction, students form teams, discussion of term assignments. Lecture: Chapter 1: Globalization and International Business, Chapter 2: The Cultural Environments Facing Business. Textbook Reading Assignment: Text Chapters 1, 2, 3 & 4.
Week One: Thursday Aug 25	Lecture: Chapter 3: The Political and Legal Environments Facing Business, Chapter 4: The Economic Environments Facing Business. Reading Assignment: Text Chapters 5 & 6 (and associated textbook...

	reading from chapters 1-4).
<p>Week Two: Tuesday Aug. 30</p>	<p>Lecture Chapter 5: International Trade and Factor Mobility Theory, Chapter 6: Government Influence on Trade.</p> <p>Textbook reading assignment: Chapters 7 & 8.</p> <p>Teams continue work on group projects.</p>
<p>Week Two: Thursday Sept. 1</p>	<p>Lecture: Chapter 7: Cross-National Cooperation and Agreements, Chapter 8 Global Foreign Exchange Markets.</p> <p>Discussion of team case presentation due dates and other activities due the following week. (Complete presentation schedule will be posted to the course e-learning site once finalized.)</p> <p>Teams continue work on group projects.</p> <p>Textbook reading assignment: Chapter 9.</p>
<p>Week Three: Tuesday Sept 6</p>	<p>Catch-up as needed and Review for Midterm Exam</p> <p>IMPORTANT: TEAMS are to meet independently to finalize each of the following assignments due before Sunday Sept. 11 at 11:00 pm, local time:</p> <p><u>Team Meeting Assignment #1:</u> Teams finalize their top three case selection preferences and POST these to the specially designated section of the “Discussions” forum on the course e-learning site.</p> <p><u>Team Meeting Assignment #2:</u> Teams finalize their country feasibility study topic (industry and country) and post completed worksheet to the “Assignments” section of the course e-learning site.</p> <p><u>Team Meeting Assignment #3:</u> If desired, your team can also have a review session together for first test on Thursday Sept. 8 This is an individual exam though, which will be taken in class under the “Quizzes” portion of the course e-learning site during the regular class meeting time on Thursday. This exam will cover chapters 1-8 of the text and lectures. Please refer also to the review guide posted under the “Files” section of the course e-learning site.</p>

<p>Week Three: Thursday Sept 8</p>	<p>IMPORTANT: Midterm Exam – ONLINE-Bring your laptops to class- the quiz will be located under “Quizzes” on the course e-learning site. All students must take the test during the regularly scheduled class period today. This test covers textbook chapters 1-8 only.</p> <p>DUE: Team worksheet with statement of feasibility study topic (industry and country, business specific parameters) must be posted by all teams by 11:00 pm on Sunday Sept. 11 to the “Assignments” section of the course e-learning site.</p> <p>DUE: Each team must also post its top three case preference selections by 11:00 pm on Sunday Sept. 11 to the specially designated section of the “Discussions” forum on the course e-learning site.</p> <p>Text: read Chapter 10</p> <p>Teams continue work on group projects.</p>
<p>Week 4: Tuesday Sept 13</p>	<p>Lecture: Chapter 9: The Determination of Exchange rates, Chapter 10: Global Capital Markets.</p> <p>Text: read Chapters 11 & 12.</p> <p>Teams continue work on group projects.</p>
<p>Week Four: Thursday Sept 15</p>	<p>Lecture: Lecture: Chapter 11: Globalization and Society, Chapter 12: The Strategy of International Business.</p> <p>Text: read Chapters 13 & 14.</p> <p>Teams continue work on group projects.</p>
<p>Week Five: Tuesday Sept 20</p>	<p>Lecture: Chapter 13: Country Evaluation and Selection.</p> <p>Team 1 In-class case presentation</p> <p>Team 2 In-class case presentation.</p>

	<p>Text: read Chapters 14 & 15</p> <p>Teams continue work on group projects.</p>
<p>Week Five: Thursday Sept 22</p>	<p>Lecture: Chapter 14: Export & Import,</p> <p>Text: read Chapters 16 & 17.</p> <p>Team 3 In-class case presentation</p> <p>Team 4 In-class case presentation</p> <p>Teams continue work on group projects.</p>
<p>Week Six: Tuesday Sept 27</p>	<p>Lecture: Chapter 15: Direct Investment and Collaborative Strategies.</p> <p>Text: read Chapters 18 & 19.</p> <p>Team 5 In-class case presentation.</p> <p>Team 6 In-class case presentation.</p> <p>Teams continue work on group projects.</p>
<p>Week Six Thursday Sept. 29</p>	<p>Lecture: Chapter 16: The Organization of International Business.</p> <p>Team 7 In-class case presentation.</p> <p>Team 8 In-class case presentation.</p> <p>Text: read Chapters 17 & 18.</p> <p>Teams continue work on group projects.</p>
<p>Week Seven Tuesday Oct. 4</p>	<p>Lecture: Chapter 17: Marketing Globally, Chapter 18: Global Manufacturing and Supply-Chain Management.</p> <p>Team 9 In-class case presentation.</p> <p>Team 10 In-class case presentation.</p>

	<p>Text: Read Chapters 19 & 20.</p> <p>Teams continue work on group projects.</p>
<p>Week Seven</p> <p>Thursday</p> <p>Oct. 6</p>	<p>Last Regular Class Meeting:</p> <p>Lecture: Chapter 19: The Multinational Finance Function, Chapter 20: International Human Resources. Final Exam Review Session, wrap-up of any remaining case presentations, lecture materials, etc.</p> <p>Text: review Chapters 9-20 in preparation for the final exam.</p> <p>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!</p> <p>DUE: ALL TEAM RESEARCH PROJECTS (Country Feasibility Studies) are due by the end of class today, no exceptions!</p>
<p>Week 8</p> <p>Tuesday</p> <p>Oct. 11</p>	<p>FINAL EXAM – Online - Students will take the final exam in class under the “Quizzes” portion of the course E-learning site. Please bring your laptops to class. The exam covers all materials in chapters 9-20 (including cases).</p> <p>DUE: Students to post the completed self and peer evaluation forms to the “Assignments” portion of the course site no later than 11 pm on Tuesday Oct. 11.</p>