

**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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**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, 16th Edition, 2018.

ISBN-13: 9780134200057

Note: You are welcome to buy or rent this textbook in its paperback, hardbound, e-text, unbound, new or used formats, so long as it is the 16<sup>th</sup> edition. You do NOT need the “my management lab supplemental materials or online access for this course.

## 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](mailto:clarkel@ufl.edu) Please **DO NOT** email the instructor through the Sakai course mail function or general Discussion Forum postings. You may use the Sakai course 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%         |
| <b>Total</b>                      | <b>100%</b> |

| 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](http://www.uflib.ufl.edu/ask)

You can also visit the UF Library at: [www.ufl.edu/libraries](http://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](http://www.ufl.edu).

## EXAMS

There will be two individual tests in this course. The first test, will cover chapters 1-10 of the text (including all cases within those chapters), and the final test will cover chapters 11-20 of the text (including cases). Students will take these exams online 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 “Assessments” section of the course Sakai site on the day of the exam.

**Note:** Midterm and Final test grades will be posted automatically to the class Sakai 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 Sakai, each student team, once organized, will have its own private discussion forum for group postings and other team-only communications. Students may also use the UF email and Sakai 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 Saki 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 Sakai 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

| Module               | Topic  |
|----------------------|--|
| Week One:<br>June 27 | <p>Course Introduction, Students form teams, determine case project selections.</p> <p>Lecture: Chapters 1 &amp; 2</p> <p>Textbook Reading Assignment: Text Chapters 1, 2, 3, &amp; 4.</p> |
| Week One:<br>June 29 | <p>Student teams post case selection preferences.</p> <p>Lecture: Chapters 3 &amp; 4</p> <p>Students work with teams on Feasibility Study and Case projects.</p>                           |

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|                                | <p><b>DUE:</b> A statement of feasibility study topic (industry and country) must be posted by all teams by 11:00 pm on Sunday July 2 to the specially designated section of the course site’s “Discussion” forum.</p> <p>Reading Assignment: Text Chapters 5 &amp; 6.</p>  |
| <p>Week Two:<br/>July 6</p>    | <p>Note: No Class on Tuesday July 4, University Holiday.</p> <p>Textbook reading assignment: Chapters 7 &amp; 8.</p> <p>Lecture: Chapters 5 &amp; 6.</p> <p>Teams continue work on group projects</p>   |
| <p>Week Three:<br/>July 11</p> | <p>Text: read Chapters 9 &amp; 10.</p> <p>Lecture: Chapters 7 &amp; 8.</p> <p><b>Team 1 In-class case presentation.</b></p> <p>Teams continue work on group projects</p>  |
| <p>Week Three:<br/>July 13</p> | <p>Text: Review Chapters 1-10 in preparation for the midterm exam.</p> <p>Lecture: Chapters 9 &amp; 10, Review for Midterm.</p> <p><b>Team 2 In-class case presentation.</b></p> <p>Teams continue work on group projects</p>   |
| <p>Week Four:<br/>July 18</p>  | <p><b>DUE: Midterm Exam –Tuesday July 18 – In-Class</b> – please bring your laptops to class, as you will need them to take the midterm. All students must take the midterm exam in-class during the scheduled class today. No exceptions – attendance will be taken!</p> <p>Text: read Chapter 11 &amp; 12.</p> <p>Teams continue work on group projects</p> |
| <p>Week 4:<br/>July 20</p>     | <p>Text: read Chapters 13 &amp; 14</p> <p><b>Team 3 In-class case presentation.</b></p>   |

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|                               | <p>Lecture: Chapters 11&amp; 12.</p> <p>Teams continue work on group projects</p>   |
| <p>Week Five:<br/>July 25</p> | <p>Text: read Chapters, 15, 16 &amp; 17; begin reviewing for the final exam (see summary review guide to be posted to the class site and discussed in class).</p> <p>Lecture: Chapters 13 &amp; 14.</p> <p><b>Team 4 In-class case presentation.</b></p> <p>Teams continue work on group projects.</p>  |
| <p>Week Five:<br/>July 27</p> | <p>Text: read Chapters 18, 19, 20.</p> <p>Lecture: Chapters 15, 16, 17.</p> <p><b>Team 5 In class case presentation.</b></p> <p>Teams continue to work on group projects.</p>   |
| <p>Week Six:<br/>Aug. 1</p>   | <p>Last Regular Class Meeting – Lecture: Chapters 18, 19 &amp; 20 &amp; Review.</p> <p>Wrap-up of any remaining case presentations, etc.</p> <p>Text: Review chapters 11-20 as needed for final exam.</p> <p><b>DUE:</b> please note that <b>ALL written case projects</b> not yet turned in are due from all teams by the end of class today, no exceptions!.</p> <p><b>DUE: ALL TEAM RESEARCH PROJECTS</b> (Country Feasibility Studies) are due by the end of class today, no exceptions!</p>    |
| <p>Week Six:<br/>Aug. 4</p>   | <p><b>DUE: FINAL EXAM – In-Class.</b> The final exam covers all materials in chapters 11-20 (including cases). Please bring your laptops to class as you will need them to take the exam. All students must take the final exam in-class during the scheduled class today. No exceptions – attendance will be taken!</p> <p><b>DUE: Completed self- and peer evaluation forms</b> to be posted directly to the assignments section of the course site no later than 11 pm on Thursday August 3.</p> |
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