

**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. 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, or higher

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

**Please note: You need the 15th edition or higher,  
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](mailto:clarkel@ufl.edu) Please **DO NOT** email the instructor through the Canvas course mail function or general Discussion Forum postings. You may use the E-Learning 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 (Midterm)	15%
Individual Test #2 (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%
<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 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, see calendar below).

**Note:** Test grades will be posted to the class E-learning site at the end of each respective examination period for the class only 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.

## COURSE CALENDAR

Module	Topic
Week One: Tuesday Jan 9	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 Jan. 11	Lecture: Chapter 3: The Political and Legal Environments Facing Business, Chapter 4: The Economic Environments Facing Business.  Reading Assignment: Text Chapters 5 & 6 (and any needed catch-up reading from chapters 1-4).
Week Two:	Lecture Chapter 5: International Trade and Factor Mobility Theory,

<p>Tuesday Jan 16</p>	<p>Chapter 6: Government Influence on Trade.</p> <p>Textbook reading assignment: Chapter 7.</p> <p>Teams continue work on group projects.</p>
<p>Week Two: Thursday Jan 18</p>	<p>Lecture: Chapter 7: Cross-National Cooperation and Agreements,</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 8.</p>
<p>Week Three: Tuesday Jan. 23</p>	<p>Lecture: Chapter 8 Global Foreign Exchange Markets.</p> <p>Textbook reading assignment: Chapter 9.</p>
<p>Week Three: Thursday Jan 25</p>	<p>Review for Exam #1(covers chapters 1-8 only).</p> <p>Lecture: Chapter 9: The Determination of Exchange rates</p> <p><b>DUE:</b> 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 Jan.28 to the “Assignments” section of the course e-learning site.</p> <p><b>DUE:</b> Each team must also post its top three case preference selections by 11:00 pm on Sunday Jan 28 to the specially designated section of the “Discussions” forum on the course e-learning site.</p> <p>Text: read Chapters 10, 11.</p> <p>Teams continue work on group projects.</p>

<p>Week 4: Tuesday Jan. 30</p>	<p>Exam #1 covering chapters 1-8 in class using Canvas. <u>Bring your laptop to class.</u></p>
<p>Week Four: Thursday Feb. 1</p>	<p>Lecture: Chapter 10: Global Capital Markets, Chapter 11: Globalization and Society</p> <p>Text: read Chapter 12</p> <p>Teams continue work on group projects.</p>
<p>Week Five: Tuesday Feb. 6</p>	<p>Lecture: Chapter 12: The Strategy of International Business.</p> <p>Teams continue work on group projects.</p> <p><b>Team 1 In-class case presentation</b></p> <p><b>Team 2 In-class case presentation.</b></p> <p>Text: read Chapters 13 &amp; 14</p> <p>Teams continue work on group projects.</p>
<p>Week Five: Thursday Feb. 8</p>	<p>Lecture: Lecture: Chapter 13: Country Evaluation and Selection, Chapter 14: Export &amp; Import</p> <p>Text: read Chapters 15 &amp; 16.</p> <p><b>Team 3 In-class case presentation</b></p> <p><b>Team 4 In-class case presentation</b></p> <p>Teams continue work on group projects.</p>

<p>Week Six: Tuesday Feb. 13</p>	<p>Lecture: Chapter 15: Direct Investment and Collaborative Strategies.</p> <p>Text: read Chapters 17 &amp; 18.</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 Feb. 15</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 &amp; 18.</p> <p>Teams continue work on group projects.</p>
<p>Week Seven Tuesday Feb. 20</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 &amp; 20.</p> <p>Teams continue work on group projects.</p>

<p>Week Seven</p> <p>Thursday</p> <p>Feb. 22</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><b>DUE:</b> 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><b>DUE:</b> 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>Feb. 27</p>	<p><b>FINAL EXAM –</b> In class using Canvas. <u>Bring your laptop to class.</u> The exam covers all materials in chapters 9-20 (including cases).</p> <p><b>DUE:</b> Students submit completed self and peer evaluation forms to “Assignments” on Canvas site no later than 11 pm on Tuesday Feb 27.</p>

Note: This course calendar is tentative and subject to change as conditions, such as opportunities for guest speakers, inclement weather, etc. warrant. Students will be notified via announcements from the course site if there are any changes.