



## Hankuk University of Foreign Studies

### 2018 Summer Session

### BUS 202 International Business

### Course Outline

**Course Code:** BUS 202

**Instructor:** Mark Radding, CPA, MBA, MSA

**Home Institution:** University of Massachusetts Boston

**Office Hours:** Tuesday/ Thursday 2:00 – 3:00

**Email:** [mark.radding@umb.edu](mailto:mark.radding@umb.edu)

**Credit:** 4

**Class Hours:**

This course will have 72 class hours, including 40 lecture hours, professor 10 office hours, 10-hour TA discussion sessions, 2-hour review sessions, 10-hour extra classes.

**Course Objectives:**

After finishing this course, you should have an understanding of the global business environment at various levels:

At the national level, you will be able to: describe different political, economic, and legal environments of countries, recognize the determinants of culture and distinguish between national cultural dimensions, and identify ethical issues in international business as well as develop recommendations for handling such issues.

At the cross-border level, you will be able to: recognize factors influencing the foreign exchange market and currency systems, differentiate between different types of regional integration, and describe how governments influence the trade environment.

At the firm level, you will be able to: describe each component of the strategic decision-making process of firms considering internationalization, explain different entry modes as well as their advantages and disadvantages, and understand key issues facing multinational enterprises and their employees.

This course will be a mix of lecture, in-class exercises, and class discussions. Very little lecture time will be devoted to topics that students can readily comprehend on the basis of self-study. Instead, class discussion will focus on those areas where comprehension is substantially enhanced by additional elaboration or illustration. Therefore, it is crucial that you come to class prepared for the day's readings and assignments.



**REQUIRED TEXT AND OTHER MATERIAL:**

1. *Hill and Hult (10th edition). Global Business Today. McGraw-Hill, ISBN: 9781259686696*
2. McGraw-Hill Connect (homework manager) packaged with the new textbook and various technologies available through the publisher's website. Please follow the instruction in the ppts for Connect registration.
3. Silent calculator.

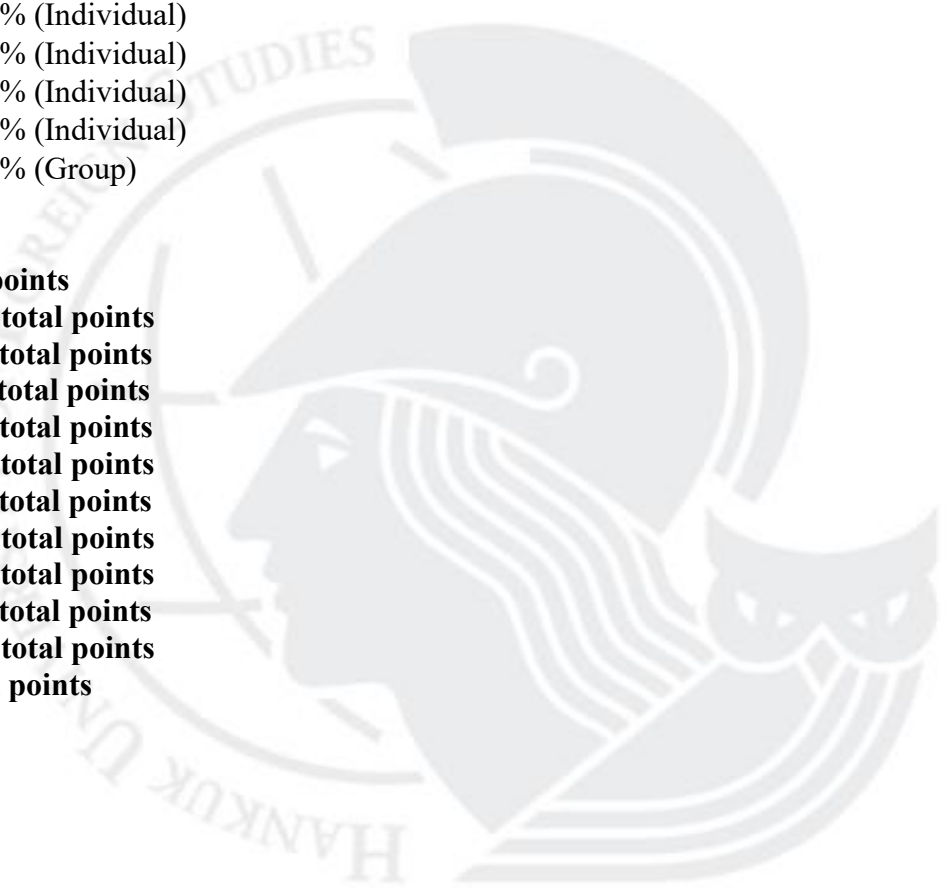
Other materials for this course may include case studies, academic papers, videos, guest speakers, and newspaper articles. Please check Moodle regularly for weekly assignments and reading materials.

**Grade Components:**

Midterm Exam 25% (Individual)  
Final Exam 30% (Individual)  
Quizzes 20% (Individual)  
Homework 10% (Individual)  
Country Project 15% (Group)

**Grading**

**A 93% of total points**  
**A- 90-92.99% of total points**  
**B+ 87-89.99% of total points**  
**B 83-86.99% of total points**  
**B- 80-83.99% of total points**  
**C+ 77-79.99% of total points**  
**C 73-76.99% of total points**  
**C- 70-72.99% of total points**  
**D+ 67-69.99% of total points**  
**D 63-66.99% of total points**  
**D- 60-62.99% of total points**  
**F <60% of total points**





## Course Components

### 1. Exam 1 (25%):

The midterm exam will be comprised of multiple choice questions, vocabulary, and short essay questions. The exam will cover materials presented in the book and assigned readings/ videos.

### 2. Exam 2 (30%):

The final exam will be cumulative but focused primarily on chapters covered after the midterm exam. The exam will be comprised of multiple choice questions, vocabulary, and short essay questions. The exam will cover materials presented in the book and assigned readings/ videos.

### 3. Quizzes (20%):

Quizzes will be given through McGraw Hill Connect. Please refer to the McGraw Hill Connect schedule for upcoming quizzes. They will cover assigned readings for that day and/or material covered in the classroom.

### 4. Homework (10%), “IB in the News” write-up:

Select a recent news article related to topics we have discussed in class. Provide the title, author, source, and date of the news article you selected. Also, attach a copy of the article you have selected and staple it to your write-up. In your write-up mention:

4. Why did you choose this article?
5. What are the main ideas of the article according to you? Describe in 2-3 sentences, not more.
6. How does the information or ideas discussed in the news item relate to the material we have discussed in class?
7. What lessons about your life and work have you learned?
8. One question that you would raise after reading this article?

The write-up is to be completed individually. It should be no shorter than one page and longer than 2 pages, double spaced, clearly organized, 1” borders all around, computer-typed in 12 font Times New Roman, typo-free, and following standard guidelines for quality college writing and citation formats of either MLA or APA.

Bring a hard-copy of the article to class; do NOT email me your article or write-up.

### 5. Country Project Report (15%):

**A. Country Project Paper:** Groups of 4 will be randomly assigned a particular country of the world. For that country, your group will survey the political, economic, legal, cultural, trade, and monetary environment. In addition, each group is expected to outline the challenges and opportunities of conducting business in the country and provide relevant guidelines for successful international business ventures in the country based on their research about the country as well as international business.

I recommend you approach this paper as a consulting firm or government agency providing information about this country to businesspeople around the world. This report should be able to be used by a firm located anywhere in the world that may be interested in doing business with your selected country. Thus, you should take a business perspective.

A possible outline that includes major topics for your report is:

1. Introduction
2. Political Environment (political system, structure, political parties, political risk)



3. Legal environment (legal system, legal issues in international business, legal risk)
4. Economic environment (economic system, main products and services, economic risk)
5. Monetary environment (currency system, currency risk)
6. Trade environment (major exports/imports, main trading partners, regional economic integration, tariff and trade barriers, government incentives for conducting business there)
7. Cultural analysis (cultural determinants, cultural dimensions, norms)
8. Outline of challenges and opportunities of doing business in the country (i.e. analysis and integration of information from other parts of the paper and other country data, also rising or declining industries for this country)
9. Guidelines for success when doing business in the selected country (i.e. not in general)

The written report should be 10-12 pages in length (single-sided, typed, double-spaced, and error free in Times New Roman 11-12 point font), excluding the cover page, table of contents, list of references, and appendices. In addition to the main content, all written reports must include a cover page, a table of contents, page numbers, a list of current references (minimum of 10), and an appendix of key figures, charts, and the like. References should be written in American Psychological Association (APA) or Modern Language Association (MLA) format. If you are not familiar with these formats, consult manuals in the library.

Current references should come from a variety of sources such as journals, websites, and books. Do not use the internet and textbook as your sole resources. You are encouraged to use headers and sub-headers to label different sections of the paper. Since points will be deducted for spelling and grammar mistakes, I strongly recommend that each group have its report proofread by a writing tutor prior to submission.

A detailed **outline** of the country project report is due on the Week 4. The outline should list the main points that will be made for different sections of the report. As I will provide written feedback on your detailed outline, this is your opportunity to determine whether you are on the right track in terms of content and format, and you are encouraged to have already thoroughly researched the different portions of the paper and have decided on a general organizational structure for the paper. Groups are encouraged to meet with me during office hours to discuss my comments on your outline.

Group project paper will be graded (out of 60) as follows:

- 1) Content – 75%: This is the most important part of the report. This shows a group's ability to find, sift through, and compile information pertinent to this assignment. It also shows your analytical ability in terms of determining the challenges and opportunities of doing business in a country, and providing guidelines for successful ventures into this country. Thoroughness, accuracy, and keen analysis should come through in this portion of the paper.
- 2) Process – 25%: This refers to readability, flow, logic, organization, professional look, and writing mechanics, citations of the report. Reports should be clear, concise, structured in a logical fashion and easily readable, with a logical flow of thoughts and ideas as well as transitions between paragraphs. The report should be devoid of spelling and grammatical errors. It should also look neat and professional, adhering to paper specifications noted above.



**B. Country Project Presentation:** Each group will present a brief summary of its findings, including all group members in the presentation. Group presentations should be 15-20 minutes in length and should cover key points. It is not necessary to present everything in your papers: you should focus on a sub-sample of the most interesting and relevant points of each section of the paper and include major challenges and opportunities as well as recommendations for successful business ventures in the country.

**Creativity is encouraged in all presentations.** You may wish to consider using role plays, mock business meetings, interview formats, or other devices to maintain interest. You should inform me two weeks prior to your presentation if you need any audio-visual equipment in addition to what is available in our classrooms.

The country project presentation will be graded (out of 40) as follows:

- 1) Content – 50%: This aspect corresponds to what was written above about the group country project report. Evidence of thoroughness, accuracy, and a quality analysis should come through in the presentation.
- 2) Presentation – 25%: This area refers to general presentation skills. Students should be audible, have good eye contact, come across as confident and knowledgeable, clearly state their points, and finish within the time limit. Practicing in advance is important and helpful.
- 3) Creativity – 25%: Be creative and have fun when giving presentations. **Let your creative juices flow (please see my note above on Creativity).**

## COURSE POLICIES

### 1. ATTENDANCE POLICY

This is a fast track course and you are expected to attend all sessions. Anyone who misses classes more than once may receive a half a grade final grade discount (i.e. B+ becomes a B) except for extraordinary reasons.

### 2. ELECTRONIC DEVICES

Electronic devices will be used for class purpose only. Use of cell phones during class time is always prohibited. Students may be directed to turn off personal electronic devices if the devices are not being used for class purpose.

### 3. LATE SUBMISSIONS AND MISSED EXAMS

No late submissions will be accepted.



<b>COURSE SCHEDULE, International Business</b>		
<b>Session date</b>	<b>Topic</b>	<b>Assignment</b>
Week 1	Introduction	
Week 1	Globalization	Read: Hill, Chapter 1
Week 1	National differences in political economy legal	Read: Hill, Chapter 2
Week 1	National differences in economic development	Read: Hill, Chapter 3
Week 2	Differences in culture	Read: Hill, Chapter 4
Week 2	Ethics in international business	Read: Hill, Chapter 5
Week 2	International trade theory	Read: Hill, Chapter 6
Week 3	Exam 1	Chapters 1-6
Week 3	Government policy and international trade	Read: Hill, Chapter 7
Week 3	Foreign direct investment	Read: Hill, Chapter 8
Week 3	The foreign exchange market	Read: Hill, Chapter 10
Week 4	The international monetary system	Read: Hill, Chapter 11
Week 4	The strategy of international business	Read: Hill, Chapter 12
Week 4	Entering foreign markets	Read: Hill, Chapter 13
Week 4	Exporting, importing, and countertrade	Read: Hill, Chapter 14
Week 5	Global production and supply chain management	Read: Hill, Chapter 15
Week 5	Global marketing and R&D	Read: Hill, Chapter 16
Week 5	Global human resource management	Read: Hill, Chapter 17
Week 5	Exam 2	Chapters 7-17
Week 5	Country Project Submissions	Submit your final papers (all groups)