

## ECBA 404: International Business

**Prerequisite(s): None**

**Credits: 3**



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### **I. Course Description**

This course provides a study of international business in regard to its impact on global environments by studying global markets, strategies, and operations.

### **II. Course Objectives**

By the end of this course, students will:

1. Understand the need for and impact of international business.
2. Learn the relationship that trade and investment policies have with domestic policies.
3. Examine international political and legal environments.
4. Learn the background of international trade and investment activities.
5. Discuss the currency markets and international financial environment.
6. Understand the importance of research.
7. Examine the strategic planning process in regards to global markets.
8. Discuss marketing functions and challenges facing marketing managers.
9. Define logistics management, supply-chain management, and goal management.
10. Understand principles of corporate governance and operations.

### **III. Course Textbooks and Reading Materials**

***\*Students must purchase in advance texts and/or materials for this course.***

***International Business, The Challenges of Globalization, 8th edition***

John Wild and Kenneth Wild

ISBN: 9780133867930

### **IV. Weekly Information**

#### **Module One – Week 1**

#### **Global Business Environment**

#### **Objectives**

At the end of this Module, you should be able to:

- 1.1 Identify the types of companies active in international business
- 1.2 Explain globalization and how it affects markets and production

- 1.3 Detail the forces that are driving globalization
- 1.4 Explain culture and the need for cultural knowledge
- 1.5 Summarize the cultural importance of values and behavior
- 1.6 Describe the roles of social structure and education in culture

**Reading**

Chapter 1: Globalization, pp 2 - 39

Chapter 2: Cross-Cultural Business, pp 40 – 71

**Lecture**

Chapters 1 & 2

**Deliverables**

Discussion: Introduction

Discussion: Cultural Literacy

Written Assignment

Test

**Module Two – Week 2****National Business Environments****Objectives**

At the end of this Module, you should be able to:

- 2.1 Describe the key features of each form of political system
- 2.2 Explain how the three types of economic systems differ
- 2.3 Summarize the main elements of each type of legal system

**Reading**

Chapter 3: Political Economy and Ethics, pp 72 – 103

Chapter 4: Economic Development of Nations, pp 104 - 131

**Lecture**

Chapters 3 & 4

**Deliverables**

Discussion: Political Systems and Business Expansion

Written Assignment

Test

### **Module Three – Week 3**

#### **International Trade and Investment**

##### **Objectives**

At the end of this Module, you should be able to:

- 3.1 Describe the benefits, volume, and patterns of international trade
- 3.2 Explain the international product life cycle theory
- 3.3 Explain why governments sometimes intervene in trade
- 3.4 Outline the instruments that governments use to promote trade
- 3.5 Describe the worldwide pattern of foreign direct investment (FDI)
- 3.6 Outline the levels of economic integration and its debate

##### **Reading**

Chapter 5: International Trade Theory, pp 132 – 155

Chapter 6: Political Economy of Trade, pp 156 – 177

Chapter 7: Foreign Direct Investment, pp, 178 – 199

Chapter 8: Regional Economic Integration, pp 200 - 225

##### **Lecture**

Chapters 5, 6, 7, & 8

##### **Deliverables**

Discussion: Trade Policy

Written Assignment

Test

### **Module Four – Week 4**

#### **The International Financial System**

##### **Objectives**

At the end of this Module, you should be able to:

- 4.1 Explain the importance of the international capital market
- 4.2 Describe the main components of the international capital market
- 4.3 Outline the functions of the foreign exchange market
- 4.4 Describe the importance of exchange rates to business
- 4.5 Outline the factors that help determine exchange rates
- 4.6 Describe efforts to create a system of floating exchange

**Reading**

Chapter 9: International Financial Markets, pp 226 – 249

Chapter 10: International Monetary System, pp 250 - 273

**Lecture**

Chapters 9 & 10

**Deliverables**

Discussion: International Currencies

Written Assignment

Test

**Module Five – Week 5****International Strategy and Analysis****Module Objectives**

At the end of this Module, you should be able to:

- 5.1 Explain the company analysis techniques that precede strategy selection
- 5.2 Describe various strategies that companies use to reach their goals
- 5.3 Outline the key issues behind the selection of organizational structures
- 5.4 Explain the importance of examining basic appeal and national factors
- 5.5 Describe how companies measure and select a market or site
- 5.6 Identify the main source of secondary market research data

**Reading**

Chapter 11: International Strategy and Organization, pp 274 – 295

Chapter 12: Analyzing International Opportunities, pp 296 - 319

**Lecture**

Chapters 11 & 12

**Deliverables**

Discussion: International Research Methods

Written Assignment

Test

**Module Six – Week 6****International Business Entry and Marketing Methods****Objectives**

At the end of this Module, you should be able to:

- 6.1 Describe how companies use exporting, importing, and countertrade
- 6.2 Explain the various methods of export/import financing
- 6.3 Describe the different types of contractual and investment entry modes
- 6.4 Describe the factors to consider in developing international product strategies
- 6.5 Outline the international promotional strategies and methods available to firms
- 6.6 Describe the two main international pricing strategies and factors to consider

**Reading**

Chapter 13: Selecting and Managing Entry Modes, pp 320 – 345

Chapter 14: Developing and Marketing Products, pp 346 - 365

**Lecture**

Chapters 13 & 14

**Deliverables**

Discussion: Contractual Entry Modes

Written Assignment

Test

**Module Seven – Week 7****Managing International Operations and Human Resources****Objectives**

At the end of this Module, you should be able to:

- 7.1 Describe the elements to consider when formulating production strategies
- 7.2 Outline the issues to consider when acquiring physical resources
- 7.3 Identify the key production matters that concern managers
- 7.4 Explain the three types of staffing policies that companies use
- 7.5 Describe the key human resource recruitment and selection issues
- 7.6 Summarize the main training and development programs that firms use

**Reading**

Chapter 15: Managing International Operations, pp 366 – 385

Chapter 16: Hiring and Managing Employees, pp 386 - 403

**Lecture**

Chapters 15 & 16

**Deliverables**

Discussion: Production and Operations

Written Assignment

Test

## **V. Course Information and Grading**

### **Course Requirements (Weekly)**

Each lesson will be based on the inclusion and grading of the following segments: Discussion Boards, Assignments/ Case Studies/ Projects.

### **Class Discussions**

Successful online learning requires active and meaningful participation in the Discussion Board Forum. Critical thinking, appropriate use of judgment and professional comments are required for all responses. Simple agreement or disagreement with a fellow student does not constitute a quality response. Student opinions are important but must be supported by relevant data obtained in the literature or text.

1. One initial discussion board post is due by the fourth day (Thursday @ 11:59 pm) of each weekly module and two response posts are due by the last day (Sunday @ 11:59 pm) of each weekly module.
  - a. Undergraduate Word Count Requirements:
    - i. Initial post must be >200 words
    - ii. Responses must be >150 words
  - b. Graduate Word Count Requirements:
    - i. Initial post must be >250 words
    - ii. Responses must be >200 words
2. Participation – Students must meet initial and response post deadlines to be eligible for full points. Late initial posts may be accepted with a 33% reduction in the overall score assessed for each day late. Two response posts are required. If only one is received, then the overall score will be reduced by 25%. If no response posts are received, then the overall score will be reduced by 50%.
3. Students should be respectful and write in a proper and professional manner.

Please refer to the Discussion Board Rubric located within course syllabus for specific requirements and guidance on delivering a substantial discussion.

### **Late and Make-up Assignments**

All deliverables are due by 11:59 PM on the due dates indicated. When substantive emergencies occur, acceptance of late submissions is left to the discretion of the course instructor.

Assignments that are submitted after the due date with prior written approval (text or email) from the instructor may receive the following deductions:

1. Late assignments are subject to a deduction of 10% of the available points for each day late.

2. Assignments submitted later than one week after due date will not be accepted and will receive a zero (0).
3. No work may be submitted after the last day of the course.
4. See Class Discussions for late discussion post policy.

### **Written Work**

- All graded assignments must be typewritten, as designated by the professor of record for the course.
- All referenced materials must be presented according to the Publication Manual of the American Psychological Association (APA), based on the most current published edition. (current, 7<sup>th</sup> edition) (Except for English courses that specify use of MLA format.)
- All required written assignments are due on the last night of each lesson week at 11:59pm EST. This information is included in the course scheduler and calendar of every course.
- All written and graded assignments are considered the property of the College of Adult and Professional Studies and should be returned to the appropriate professor of record for the related course.
- SafeAssign may be used to check for plagiarism.

### **Grading Scale and Assigned Letter Grades**

Charleston Southern Online Undergraduate classes follow the following numerical and letter grading scale. Grades will be posted by the Sunday night following the closing of the lesson. No grades will be given to students over the phone.

A: 900 - 1,000 points  
B+: 870 - 899 points  
B: 800 - 869 points  
C+: 770 - 799 points  
C: 700 - 769 points  
D: 600 - 699 points  
F: 0 - 599 points