

INB305 International Business and Trade

Syllabus Overview

This syllabus contains all relevant information about the course: its objectives and outcomes, the grading criteria, the texts and other materials of instruction, and weekly topics, outcomes, assignments, and due dates. Consider this your roadmap for the course. Please read through the syllabus carefully and ask questions if you would like anything clarified. Please print a copy of this syllabus for reference.

Course Description

3 Credits

Prerequisite: None

This course is an effective balance between authoritative theory and meaningful practice. International Business is an authoritative and engaging voice on conducting business in international markets. This course not only describes the ideas of international business but it also includes contemporary examples, scenarios, and cases to help put theory into practice

Course Outcomes

At the completion of this course, students should be able to:

- Assess the cultural, political, and economic environments facing businesses.
- Evaluate the role of a government and ways it can change the market size.
- Distinguish among free trade, trade patterns, and factor-mobility theories.
- Plan an international expansion strategy using country evaluation (selection) steps and global strategies.
- Examine ways to enter an international market.
- Organize the four marketing functions in a foreign setting.
- Compare the supply chain between a domestic firm and a multinational corporation.
- Explain international accounting and finance regulations.
- Propose human resource practices that fit a country's cultural background and legal requirements.

Communication with Your Instructor

You will receive a welcome email from your instructor prior to the start of class. This email will contain your instructor's contact information. Your instructor will also be communicating with you via several methods in the course, including:

- **Announcements** – This communication tool, located on the navigation menu within your course in Canvas, contains important updates. Be sure to check for new announcements from your instructor each time you access your course.
- **Q&A** – Use this discussion board, located on the Home screen in your course, to communicate with your instructor and classmates regarding general course questions (i.e. missing links, assignment clarification, etc.).
- **Inbox** – Use the Inbox, located in the top right corner of Canvas, to send a message to your instructor or classmates.

Materials and Resources

Required or Supplemental Text or Resources:

- Czinkota, M. R., Ronkainen, I. A., & Moffett, M. H. (2011). *International business* (8th ed). Hoboken, NJ: Wiley.
 - ISBN: 978-0-470-53065-8

Bookstore Information

The bookstore can be located in the left-hand navigation of any Canvas course.

Library Services

Detailed information about the eLibrary can be found in the Student Resource Center. This is a course that all students have access to during their academic career.

Canvas Help Desk and Technical Questions

If you experience technical issues in your course, please contact the Canvas Help Desk by clicking the Help link (top right corner within Canvas). There are 3 ways to contact them:

- Phone (888-628-2749)
- Live chat
- Report a problem (submit a ticket)

Be sure to notify your instructor of any technical difficulties you are experiencing.

Additional resources are available in the Student Resource Center and the Canvas Guides website:

<https://community.canvaslms.com/docs/DOC-4121>

Weekly Schedule

Week 1 Introduction to International Business	
Outcomes	<ul style="list-style-type: none"> • Compare the aspects of globalization and international business • Discuss the major criticisms of globalization • Summarize ways to deal with cultural differences • Analyze cultural factors influencing a country's business practices
Readings	<ul style="list-style-type: none"> • Textbook, Chapter 1: The International Business Imperative • Textbook, Chapter 5: Culture
Lectures	<ul style="list-style-type: none"> • Actually, the world isn't flat • Global population growth, box by box • The art of choosing
Discussion	The culture of the expansion
Assignment	H1B Visas: A High-Tech Dilemma
Group Project	Multinational company group project

Week 2 International Trade	
Outcomes	<ul style="list-style-type: none"> • Describe international trade theories • Explain the relationship between foreign trade and international factor mobility • Outline the characteristics of the World Trade Organization and regional economic agreements • Predict the future of global trade climate.
Readings	<ul style="list-style-type: none"> • Textbook, Chapter 2: Trade and Investment Policies • Textbook, Chapter 3: The Theory of Trade and Investment
Lectures	<ul style="list-style-type: none"> • International Trade and Supply Chains • Trade starts here: Jackson Mutua. (2015). <i>WTO</i>. https://www.youtube.com/watch?v=unBrky1a-PQ • WTO insiders: Trade forecast and 2015 outcomes. (2016). <i>WTO</i>. https://www.youtube.com/watch?v=SYzCVY5bKNY
Discussion	Regional economic integration
Assignment	<i>Banana Wars</i>
Quiz	Refer to your course

Group Project	Multinational company group project
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Week 3	Legal and Economic Landscape
Outcomes	<ul style="list-style-type: none"> Describe the philosophy of different political and legal systems Examine legal issues facing international companies Differentiate legal and ethical guidelines for multinational corporations Evaluate various macroeconomic indicators
Readings	<ul style="list-style-type: none"> Textbook, Chapter 6: Politics and Law Textbook, Chapter 7: Global Financial Markets
Lectures	<ul style="list-style-type: none"> Circular flow of income and expenditures Regulatory overreach?
Discussion	Not illegal vs ethical
Assignment	<i>Will Tire Tariffs Launch a Trade Dispute</i>
Group Project	Multinational company group project

Week 4	Global Strategy
Outcomes	<ul style="list-style-type: none"> Explore international strategic development and implementation steps Describe global integration and local responsiveness Conduct a strategy analysis for an international company
Readings	<ul style="list-style-type: none"> Textbook, Chapter 9: Strategic Planning Textbook, Chapter 11: Organization, Implementation, and Control
Lectures	<ul style="list-style-type: none"> Shifting trends in strategy Harley Davidson targets new consumers Mapping the future of countries
Discussion	Global corporate strategy implementation
Assignment	<i>Porsche Changes Track</i>
Quiz	Refer to your course
Group Project	Multinational company group project

Week 5 International Marketing	
Outcomes	<ul style="list-style-type: none"> Examine marketing challenges for multinational corporations Evaluate and critique a scenario of a failed marketing campaign
Readings	<ul style="list-style-type: none"> Textbook, Chapter 14: Marketing
Lectures	<ul style="list-style-type: none"> What physics taught me about marketing 404, the story of a page not found
Discussion	A failed international marketing campaign
Assignment	<i>IKEA: Furnishing the World</i>
Group Project	Multinational company group project

Week 6 Supply Chain / Operations Management	
Outcomes	<ul style="list-style-type: none"> Investigate how quality affects the global supply chain Analyze the different dimensions of global manufacturing strategy
Readings	<ul style="list-style-type: none"> Textbook, Chapter 16: Logistics and Supply Chain Management
Lectures	<ul style="list-style-type: none"> What happens inside those massive warehouses? Inside the secret shipping industry
Discussion	Transportation
Assignment	<i>Mattel's Chinese Sourcing Crisis of 2007</i>
Quiz	Refer to your course
Group Project	Multinational company group project

Week 7 Finance and Human Resources	
Outcomes	<ul style="list-style-type: none"> Examine staffing frameworks for multinational corporations Evaluate motivational theories for global employees
Readings	<ul style="list-style-type: none"> Textbook, Chapter 17: Financial Management Textbook, Chapter 18: Human Resource Management
Lectures	<ul style="list-style-type: none"> Human Resource Management The way we think about work is broken Build a tower, build a team

Discussion	Morale and engagement
Group Project	Multinational company group project - Submission

Week 8	Future Considerations and Emerging Markets
Outcomes	<ul style="list-style-type: none"> • Investigate how globalization will continue to shape the future. • Analyze the unique challenges and opportunities of business in emerging markets
Readings	<ul style="list-style-type: none"> • Textbook, Chapter 19: New Horizons
Lectures	<ul style="list-style-type: none"> • Economic Growth has stalled. Let's fix it • The case for letting business solve social problems • The workforce crisis of 2030
Discussion	The advancement of globalization
Quiz	Refer to your course
Group Project	Peer review

Grading and Evaluation

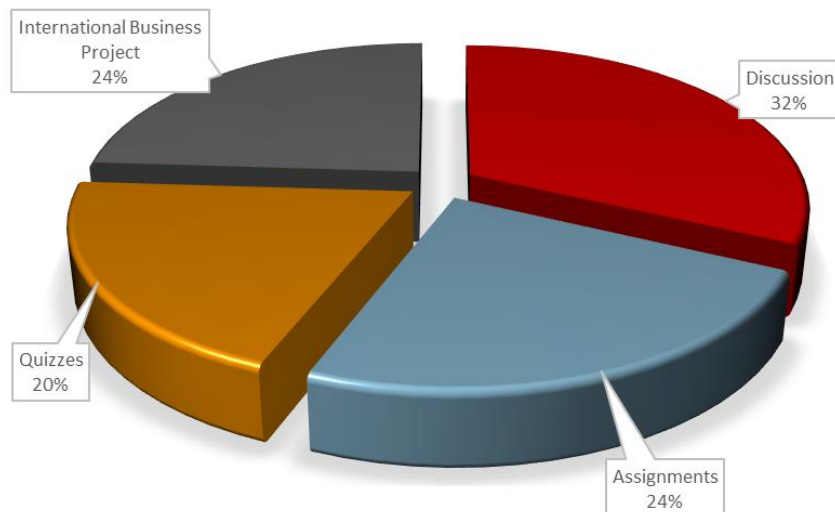
Your grades will reflect the way in which you present and support your topics and positions in the various learning activities used in this course. The grades will be based on the quality and quantity of your comments and responses in the various activities.

Be sure to review the discussion and assignment rubrics in the course for specific grading criteria.

The various graded activities are weighted as follows:

Course Element	% of Final Grade
Assignments	24%
Discussions	32%
Quizzes	20%
International Business Project	24%
Total	100%

Grade Distribution



Students will be expected to meet all the deadlines of the class as indicated throughout the course and in the syllabus. This is primarily so we don't get behind in the course. In addition, discussions cannot overlap from one week to the next. This is to ensure that all discussions and submissions take place within the week they are scheduled in order to be of value to the entire class as well as to help you not get behind. If there are extenuating circumstances, you will need to communicate that to the instructor and make arrangements accordingly, if appropriate.

Late Assignments: Exceptions are to be determined by the instructor on a case-by-case basis. There will be no opportunities for extra credit.

Learner Success Guidelines

These guidelines are provided to help you succeed in your coursework:

- Participate in the class introduction activity on the first day of class.
- Submit ALL assignments by the posted due dates and times.
- Check your emails daily.
- Contact Portal Help for logon problems or Canvas Help for technical issues with Canvas.
- Participate fully in all threaded discussions.
- Contact your instructor if you have questions about an assignment or need additional help completing your work successfully.

Academic dishonesty is grounds for dismissal from the program.

Academic Policies

The following Academic Policies can be found in the [Student Resource Center](#).

- Grading Criteria
- Reasonable Accommodations Policy
- Student Attendance Policy
- Academic Honesty and Integrity Policy
- Student Engagement and the Granting of Academic Credit
- Copyright Policy

Caveat

The above schedule, content, and procedures in this course are subject to change. All policies are superseded by the latest College Catalog available on our website:

<https://www.cambridgecollege.edu/student-rights-complaints-grievances/student-code-conduct>