

## **MGM415 International Business Management**

### **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 examines the elements of international business, including the international business environment, national business environments, and international business management. By developing an understanding of how these ever-changing elements are integrated and how the imposing force of globalization impacts the entire system, students will be able to describe and prepare for the challenges inherent in starting or managing a business in the global market.

### **Course Outcomes**

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

1. Debate the positive and negative effects of globalization on international markets.
2. Analyze strategies for successful international marketing and distribution campaigns.
3. Assess the importance of ethics and social responsibility for international businesses.
4. Summarize the international financial system.
5. Explore the importance of human resources management on international business opportunities.

### **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

No Required Textbook

## 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 LIB100: eLibrary Overview course and 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

<b>Week 1 Globalization: Impact on International Business</b>	
Outcomes	<ul style="list-style-type: none"> <li>Define the term “globalization,” as used in the context of international business management.</li> <li>Analyze globalization as it pertains to international markets.</li> <li>Contrast and compare the arguments in the current globalization debate.</li> <li>Assess the impact of globalization on national sovereignty.</li> </ul>
Readings	<ul style="list-style-type: none"> <li>Contributions of international organizations towards globalization in the 21st century</li> <li>Information and Communication Technologies – One Engine of Globalization</li> <li>Rise of a Trading Power, in 10 Years</li> <li>The future of global trade and the WTO</li> </ul>
Lectures	<ul style="list-style-type: none"> <li>Globalization: The Process</li> <li>Globalization: Impact on International Markets</li> </ul>
Discussion	<b>The World Trade Organization and International Monetary Fund</b>
Assignment	<b>Debate on Globalization</b>

<b>Week 2 Impact of Culture on International Business</b>	
Outcomes	<ul style="list-style-type: none"> <li>Define the term, “culture,” as used in the context of international business management.</li> <li>Describe the impact of national cultures and subcultures on business.</li> <li>Assess the effects that particular cultural components have on international business practices.</li> <li>Deduce how the physical environment and technology can impact international business.</li> </ul>

Readings	<ul style="list-style-type: none"> <li>• Culture studies in international business: Paradigmatic shifts</li> <li>• Caving in without even so much as a tweet</li> <li>• PDiN Quarterly –Trends in Public Diplomacy</li> </ul>
Videos	Select NBC Learn Videos
Lectures	<ul style="list-style-type: none"> <li>• What Do We Mean When We Say “Culture” in the Context of International Business Management?</li> </ul>
	<ul style="list-style-type: none"> <li>• How the Components of Culture Impact International Business</li> </ul>
Discussion	<b>Impact of Social Media on Cross-Cultural Engagement</b>
Assignment	<b>Competitive trends in the business world because of cultural differences</b>
Project Assignment	Ethical dilemma in global business context part 1
Quiz 1	Refer to your course

<b>Week 3      Emerging Markets and Competition</b>	
Outcomes	<ul style="list-style-type: none"> <li>• Compare and contrast centrally planned economies and mixed economies.</li> <li>• Summarize the distinguishing characteristics of a market economy.</li> <li>• Assess a nation’s level of economic development.</li> <li>• Critically analyze the notion that companies can help improve a nation’s standard of living through economic development.</li> <li>• Forecast the emerging markets most likely to provide competition for U.S. products in the next five years.</li> </ul>
Readings	<ul style="list-style-type: none"> <li>• INTRODUCTION TO THE SPECIAL ISSUE ON CHINA AS A POTENTIAL SUPERPOWER: A BRIC PERSPECTIVE</li> <li>• Institutions and emerging markets: Effects and implications for multinational corporations</li> </ul>

Lectures	<ul style="list-style-type: none"> <li>Centrally Planned Economies and Mixed Economies</li> <li>Emerging Markets and the Importance of Economic Development in Poor Countries</li> </ul>
Discussion	<b>Emerging Markets</b>
Assignment	<b>Features of Emerging Markets</b>

<b>Week 4 International Trade and Trade Relations</b>	
Outcomes	<ul style="list-style-type: none"> <li>Define the term “international trade” and summarize theories around trade.</li> <li>Assess the impact of trade relations with emerging nations on global business issues.</li> <li>Analyze the motives behind government intervention in international trade.</li> <li>Evaluate the effectiveness of methods used to restrict trade.</li> </ul>
Readings	<ul style="list-style-type: none"> <li>Chaos and instability: Human rights and U.S. policy goals in Cuba</li> </ul>
Lectures	<ul style="list-style-type: none"> <li>International Trade</li> <li>Business-Government Trade Relations</li> </ul>
Discussion	<b>International Trade Relations</b>
Project Assignment	<b>Part 2: Ethical dilemma points of comparison.</b>
Quiz 2	Refer to your course

<b>Week 5 The International Financial System</b>	
Outcomes	<ul style="list-style-type: none"> <li>Investigate the influence the world’s most important financial centers have on the international capital markets.</li> <li>Summarize the functions, instruments, and institutions of the foreign exchange market.</li> <li>Assess the impact of fluctuating exchange rates on international business.</li> <li>Analyze the impact of the current international money system on the euro zone.</li> </ul>

Readings	<ul style="list-style-type: none"> <li>• The tax evasion scandal: Tax havens help corporations keep many billions untaxed</li> <li>• IMF agrees to the latest Greek rescue package.</li> </ul>
Lectures	<ul style="list-style-type: none"> <li>• International Financial Markets</li> <li>• International Monetary System</li> </ul>
Discussion	<b>Monetary System and Financial Markets</b>
Assignment	<b>Bolster the Greek economy</b>

<b>Week 6 International Opportunities and International Entry Modes</b>	
Outcomes	<ul style="list-style-type: none"> <li>• Summarize the steps required to measure international market potential.</li> <li>• Assess the difficulties of conducting international market research.</li> <li>• Explore the benefits of using secondary international data.</li> <li>• Classify the ways that companies use exporting, importing, and counter-trade.</li> <li>• Analyze the strategic factors when selecting an entry mode into international business.</li> </ul>
Readings	<ul style="list-style-type: none"> <li>• Coca-Cola Enterprises, Inc. Reduces Carbon Footprint While Growing Business, Improves Water Use Ratio and Launches Recycling Joint Venture</li> <li>• Cuba: In the shadow of Castro</li> </ul>
Lectures	<ul style="list-style-type: none"> <li>• Analyzing International Opportunities</li> <li>• Selecting and Managing Entry Modes</li> </ul>
Discussion	<b>Coca-Cola</b>
Project Assignment	<b>Project due</b>

Quiz 3	Refer to your course
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<b>Week 7 Success Stories and Cautionary Tales in Development and Marketing</b>	
Outcomes	<ul style="list-style-type: none"> <li>Assess the impact of globalization on international marketing activities.</li> <li>Analyze the best practices that managers should follow when developing, marketing, and distributing products for the international market.</li> </ul>
	<ul style="list-style-type: none"> <li>List factors that can impact international promotional strategies.</li> </ul>
Readings	<ul style="list-style-type: none"> <li>Planning and Negotiating to Win</li> </ul>
Lectures	<ul style="list-style-type: none"> <li>Developing Global Product and Promotional Strategies</li> <li>Design Distribution Strategies and Develop Price Strategies</li> </ul>
Discussion	<b>Going Global</b>
Assignment	<b>Failure in going global</b>

<b>Week 8 Global Human Resources</b>	
Outcomes	<ul style="list-style-type: none"> <li>Compare and contrast European and American companies' attitudes towards workers.</li> <li>Summarize various staffing policies used by international companies.</li> <li>Assess the importance of cultural training in international ventures.</li> <li>Analyze how labor-management relations differ around the world.</li> </ul>
Readings	<ul style="list-style-type: none"> <li>Globalization implications for human resource management roles</li> <li>Best HR practice and the multinational company</li> </ul>
Lectures	<ul style="list-style-type: none"> <li>Hiring and Managing Employees</li> <li>Global Human Resources</li> </ul>

Discussion	<b>Working rights and labor unions</b>
Assignments	<b>Global and Reflection</b>
Quiz 4	Refer to your course

## 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
Discussions	30%
Assignments	30%
Quizzes	20%
Project	20%
<b>Total</b>	<b>100%</b>

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>