

# COURSE OUTLINE



<b>COURSE NAME:</b> Advanced Topics in International Business	<b>COURSE NO:</b> IBUS 440
<b>TERM:</b> Fall 2012	<b>COURSE CREDITS:</b> 3
<b>Instructor:</b> <b>E-mail:</b>  <b>Cell:</b> <b>Phone:</b> <b>Office:</b>	<b>INSTRUCTIONAL HOURS PER WEEK:</b> 3  <b>Office hours:</b>

## COURSE PREREQUISITES:

*87 credits of 100 level or higher coursework which must include IBUS 255.*

## REQUIRED TEXT and OTHER RESOURCES:

- The Asian Wall Street Journal** - <http://asia.wsj.com/home-page>
- Big Mac Index 2010** - <http://wallstcheatsheet.com/tag/big-mac-index-2010>
- Corruption Perceptions Index** - <http://www.transparency.org>
- International Business Times** - <http://www.ibtimes.com/>
- McDonaldization of Society 5** - <http://www.pineforge.com/mcdonaldizationstudy5/index.htm>
- Moodle: University of Guam** - <http://campus.uogdistance.com/>
- Morningstar.com** - <http://www.morningstar.com/>
- The Economist** - <http://www.economist.com/>
- The Times 100 Case Studies** - [http://www.thetimes100.co.uk/company\\_list.php](http://www.thetimes100.co.uk/company_list.php)
- USA Today Case Studies** - <http://www.usatoday.com/educate/college/case-studies.htm>
- US News & World Report** - <http://www.usnews.com/>
- World Business News** - <http://edition.cnn.com/BUSINESS/>

World Development Indicators. World Bank, Washington D.C., 2010  
World Development Report. World Bank, Washington D.C., 2011  
Doing Business Worldwide. World Bank, Washington D.C., 2011  
World Development Finance. World Bank, Washington D.C., 2011  
Post Crisis Growth and Development. World Bank, Washington D.C., 2011  
Global Economic Prospects. World Bank, Washington D.C., 2011.

## COURSE FORMAT:

*Class meets once a week for three hours.  
4<sup>th</sup> hour activities will consist mostly of on-line case studies posted on Moodle and some class discussions of the cases.  
Proper and complete responses must be posted to forum on time.*

## **COURSE OUTCOMES:**

### **GENERAL OUTCOMES:**

*Students will be able to further their knowledge of international business practices in a world context paying attention to operations, trade, investments, international financial markets, new financial instruments, etc. Through case studies, students, will analyze current international business environments as well as specific industries and their successes and challenges. In addition, students study a variety of industries across the globe.*

*Effort will be made to expose students to the business practices of small, medium, enterprises and multinationals in developed, emerging and developing countries and common markets. This course can also take a thematic approach, depending on the current needs of market analysis (e.g. privatization, effect of economic recession in different regions on business, globalization related issues, country or region risk analysis, evolving business ethics in emerging and developing nations, entry and exit strategies for businesses working in international markets).*

### **SPECIFIC STUDENT OUTCOMES:**

Upon successful completion of this course, students should be able to demonstrate competence in the following abilities and skills:

<b>ABILITIES</b>		<b>LEVELS*</b>
COMMUNICATIONS	C1. Develop and present an international business case or article, orally and in written form to an annual general meeting of stockholders	3-6
	C2. Present on a regular basis your business ideas in written form on the forums posted for this course	3-6
ANALYSIS AND DECISION-MAKING	A1. Understand and explain concepts and theories concerning the global business environment.	2-5
	A2. Apply conceptual frameworks and theories to current events in the global business environment and to actual behaviour of firms (small and large) that engage in international operations.	3-5
	A3. Explain and discuss the seminal and contemporary international business literature including the reinforcement of some international economic concepts that business managers use in the normal operation of their businesses.	2-6
	A4. Engaging in sound domestic and international business decision making including financial and non-financial impact analysis	3-6
	A5. Display improved skills in critical thinking, analysis and problem solving	2-6
	A6. Demonstrate improved skills in independent research.	3-6
	A7. Develop further knowledge related to the existing routes of internationalization of the firm.	3-5

	A8. Advance skills in strategy making related to doing business and exiting business in emerging and developing nations while contrasting analysis of expansion and exiting in domestic and developed markets.	3-5
ANALYSIS AND DECISION-MAKING	A9. Advance knowledge in the supply and demand of capital funds, with reference to new financial institutions and instruments.	2-4
	A10. Advance student knowledge of multilateral organizations such as the World Bank, Inter-American Development Bank, European Development Bank, etc and their current impact on business practices.	2-5
SOCIAL INTERACTION	S1. Use a collaborative approach to problem solving and situation analysis in classroom activity	4-6
	S2. Use a collaborative approach to problem solving and situation analysis outside classroom activity when doing group work.	4-6
Citizenship, Sustainability and Global Perspective	G1. Integrate social and global perspectives into situation analysis and decision-making.	3-6
	G2. Understand the dimensions of social impact on business situations.	4-5
	G3. Understand the economic and in some cases the political dimensions of business situations.	3-6

\*See School of Business – Our Commitment to Assessment and Constructive Feedback for description of the six “Levels” of Comprehension.

### **EVALUATION PROFILE:**

Assessment	% of Final Grade	Individual/ Group	CAPabilities Assessed			
			Communications	Analysis & Decision Making	Social Interaction	Citizenship & Global Perspectives
Midterm Exam	20%	I		X		X
Case Creation (writing)	20%	I and G		X		X
Case Presentation	30%	G	X	X	X	X
Case Analysis	20%	I		X	X	X
Peer Evaluation	<u>10%</u>	I	X	X	X	X
<b>Total</b>	100%					

### **Assignment Description**

#### **Mid-Term Exam.**

There is a written exam worth 20% of the total mark. Students will find an analysis of an international business case. The exam will include a section of short answers divided between a unit of analysis of an international business cases covered in class and another question or set of questions on current issues.

### **Case Creation.**

Twenty percent of the total mark will be the presentation in written and in oral form of a business situation identified, researched, analyzed, by you and your group. Your group will be responsible for writing a case. Your group will identify an area of international business related to their academic and or professional interests and through primary, secondary research. Students will receive specific instructions for the case writing. There will be sections on industry background, company background, challenges and opportunities defined, business strategy recommendations, assessment of alternatives, risk analysis and conclusions. Usually, the case creation paper will be between 10-20 pages with a fully developed bibliography.

### **Case Presentation.**

Students will present a case worth 30% of their marks. The case is expected to be about 10-20 pages long and it should be on an area of international business covering at least two functional business areas. Depending on the semester, this group assignment could be a thematic one. Students will be assessed based on the depth of the international business case analysis, the proper background and industry trend, the quality of recommendation, the risk assessment and timeliness of submission.

### **Case Analysis.**

Case analysis is worth 20% of your total mark and it is individual work. There will be between 6 to 8 cases for analysis during the semester. The case studies cover different functional areas of business. The case analysis is usually three pages long. Unlike the case presentation, where students are not encouraged to dig beyond the case material, students can provide additional information to expand and enrich the analysis. Students will be assessed based on the depth of the international business case analysis, the proper background and industry trend, the quality of recommendation, the risk assessment and timeliness of submission.

### **Peer Evaluation.**

Students are required to provide a peer evaluation for 80% of the presentations. A peer evaluation form is provided for students to use. Students will be required to assess the analytical depth of the presentation, the quality of the documentation / bibliography utilized in the analysis, the quality of the recommendations provided, including the social/ environmental aspects of such recommendations. The results of the peer evaluations are considered assignments and have to be filled out by all students.

### **COURSE CONTENT/SCHEDULE:**

<b>Date</b>	<b>Topic</b>	<b>Readings (Pre-class)</b>	<b>In-class or assignments</b>
Week 1	Introduction to International business topics and trends		
Week 2		Instructors will introduce and lecture on two international business trends and based on a discussion outline students will discuss the above topics.	Instructor will provide links on the trends. Instructor and reference librarian will go over academic resources available to students for Advanced Topics in International Business.

Week 3	Globalization and China's new investors.	Class Discussion on Forum Topics and Current and relevant business news	Forum One due: Readings: Wharton. University of Pennsylvania: Lauder Global Business Insight: First Hand Business Perspectives on the Global Economy. East Asia: Coming of Age, A Look at China's New Generation of Investors and Financial Markets.
Week 4	Regional International Business Analysis.	Expert Lecture on International business analysis for a specific region of the World: Mexico, Southern Cone Countries of Latin America, China, India as examples. E.g. lecture by a DFAIT Federal Trade Commissioner, area expert. Current and relevant international business information will be analyzed and discussed.	Students will post a think piece of the expert's lecture. Background information on the industry can be discussed and assessed previous to the lecture if necessary and time allows.
Week 5	Entrepreneur's Business Perspectives.		Forum Two due: Student's Choose from <u>Doing Business 2011: Making a Difference for Entrepreneurs by the World Bank</u> . <u>Doing Business in Asia, East Europe, East African Community</u> .
Week 6	Class Assignment	Class Assignment. Groups will analyze case studies to be given in class, present in class and post their work on line.	USA Today Case studies. <a href="http://www.usatoday.com/educate/college/case-studies.htm">www.usatoday.com/educate/college/case-studies.htm</a> .
Week 7	Midterm Exam	Midterm Exam	
Week 8	From Consumerism to Sustainability around the World.		Forum Three due: <u>2010 State of the World: Transforming Business Cultures from Consumerism to Sustainability</u> . By World Watch Institute.
Week 9	Case Creation presentation	Case creation presentations	Class Discussions of Case Creation.
Week 10	Case Creation presentation	Case creation presentations	Class Discussions of Case Creation.
Week 11	New Economy Businesses in Latin America	Class Discussion on Forum Topics and Current and relevant business news	Forum Four due: Readings: Wharton. University of Pennsylvania: Lauder Global Business Insight: <u>First Hand Business Perspectives on the Global Economy</u> . Latin America: <u>Will New Mobile Internet Strategy in Latin America Pay Off for Spain's Telefónica</u> .

Week 12	Business Indicators around the world.	Class Discussion on Forum Topics and Current and relevant business news	Forum Five: due Student's Choose from <u>Doing Business 2011: USA, World Bank.</u>
Week 13	Retail and Global Markets	Class Discussion on Forum Topics and Current and relevant business news	Forum Six due: Emerging from the Downturn: Global Powers of Retailing.
Week 14	Case Presentations	Case Presentations	Discussions of Case Presentations
Week 15	Case Presentations	Case Presentations	Discussions of Case presentations.

## **UNIVERSITY POLICIES & EMERGENCY PROCEDURES**

Capilano University has policies on Academic Appeals (including appeal of final grades), Student Conduct, Cheating and Plagiarism, Academic Probation and other educational issues. These and other policies are available on the University website.

Emergency procedures are posted in every classroom.

In addition to the policies of the university, the School of Business has the following policies governing the management of our classes and curriculum.

## **SCHOOL OF BUSINESS POLICIES**

### **Examination and Pivotal Presentation Exemption Policy**

All students are required to appear and write their scheduled Mid-Term and Final examinations, and to produce, by the assigned date, all pivotal presentations, individual and/or group, unless they meet one of the following criteria:

#### **“Medical Exemption” will be considered, if:**

Within the ten calendar days prior to a mid-term or final examination, or within ten days of a pivotal presentation, **a student falls ill or is injured.**

**“Falling ill”** is defined as being formally advised by a physician of the need to isolate oneself for the purpose of preventing communication of disease or infection to others; being advised by a physician of compromised immunity that requires isolating oneself from contact with others to prevent communication of disease or infection to themselves, or; being in a physical state of health which so compromises a student’s ability to function, physically or cogitatively, during the ten days prior to the examination or presentation date.

**“Injury”**, for the purpose of Exemption, is defined as sudden, unanticipated physical harm that renders the applicant physically incapable of attending campus or, in such physical distress that the student is specifically advised by their physician to abstain from appearing at their examination or presentation. Students who are prescribed medication(s) to treat their injury and who believe that the medication(s) may be impairing their ability to successfully prepare for or write their examination or presentation may provide written evidence of their concerns as verified by their physician.

#### **“Catastrophic Personal Loss Exemption” will be considered, if:**

Events occur in the student’s life that are of such scope as to sufficiently distract a student from the examination or presentation preparation period, or from appearing at or adequately focusing on, the scheduled examination or presentation itself. This could include; loss of housing due to eviction, flood or fire; or death of an *immediate* family member\*. (Defined as a sibling, parent or grandparent, child, partner or spouse, parent or step-parent, aunt, uncle, niece, or nephew and

first cousins) Immediate family member *does not include* general acquaintances. Circumstances that may qualify as a personal loss could also include an immediate family member being diagnosed with a significantly life-altering or life-threatening illness or injury. In *all* of the above scenarios, a physician's letter or other specifically requested documentation must be provided to satisfy the Instructor as to the validity of the claim, and must be provided within ten calendar days prior to the date of the exam or presentation. If an instructor agrees with the request for Exemption, the request for *must* be presented by the instructor to their Unit Convenor for consideration and his/her approval. No request for Exemption will be considered approved by virtue of submission, and will remain as merely "under consideration" until approved or rejected by the Unit Convenor. A student applying for an exemption for a specific section which is instructed by the Unit Convenor will have their application reviewed by the Vice-Chair or Chair of the School of Business.

Any student who applies for and receives an Exemption will be assigned a Future Examination or Presentation Date: this date is non-negotiable. Failure to appear on/at the single date and time assigned by the instructor will result in an automatic "0" grade for that exam or assignment. This "0" grade may not be appealed or contested, and will not be changed.

**Attendance:** Regular attendance and punctuality are both essential and expected due to the nature and format of the course materials.

#### **Cheating and Plagiarism:**

Cheating is an act of deceit, fraud, distortion of the truth, or improper use of another person's effort to obtain an academic advantage. Cheating includes permitting another person to use one's work as their own. Plagiarism is the presentation of another person's work or ideas as if they were one's own. Plagiarism is both dishonest and a rejection of the principles of scholarship. Information about how to avoid plagiarism by proper documentation of sources is available in the Library, the Writing Centre and is published in the University Calendar.

#### **Penalties for Cheating and Plagiarism:**

A grade of '0' for an examination, quiz or assignment or 'F' for the course may be assigned if cheating or plagiarism has taken place. First incidents deemed by the instructor to be particularly serious or second or subsequent incidents of cheating and plagiarism will be dealt with under the provisions of the University Policy on Cheating and Plagiarism (See the University Calendar). All students should familiarize themselves with the University Policy on Cheating and Plagiarism as such behaviour can result in suspension from the University.

#### **Incomplete Grades:**

Incomplete grades will not be given unless special arrangements have been made with the instructor prior to the date set by University Administration.

#### **Professional Behaviour:**

Students must demonstrate a professional attitude and behaviour toward work, fellow students and their instructors. Each student should demonstrate reliability, respect for and co-operation with colleagues. A willingness to work calmly and courteously under difficult conditions as well as a determination to achieve first-class work while meeting deadlines is necessary in the Business School.

Students should have respect for equipment and systems. Students should display a constructive response to criticism.

**Copyright Policy:**

Students are expected to familiarize themselves with and abide by the University's Copyright Policy. The University's Copyright Policy is published in the University Calendar.

**PROGRAM POLICIES – Capilano School of Business**

In addition to the Capilano University and School of Business policies, the Capilano School of Business has the following policies governing the management of our classes and curriculum.

**Missed Exams and Quizzes:**

Missed exams or quizzes will receive a grade of "0" unless PRIOR arrangements (wherever possible) are made with the instructor. Permission to make up an exam will only be given in extraordinary situations such as illness of the student or the death of a close family member. A doctor's certificate, or other proof supporting the reason for the absence, may be required.

**English Usage:** All assignments are marked for correct English usage, proofreading and formatting.

**COURSE LEVEL POLICIES.**

In addition to Capilano University, Faculty of Business, and the Capilano School of Business policies, the following policies govern the management of this class and its curriculum.

**Grading Profile:**

A+	90-100%	B	73-76	C-	60-62
A	85-89	B-	70-72	D	50-59
A-	80-84	C+	67-69	F	Below 50%
B+	77-79	C	63-66		

**Assignments:** Homework assignments are due at the **start of class** on the due date unless otherwise advised by your instructor. Late assignments will only be accepted if prior approval for a late submission date has been given by the instructor.

**Programmable Tools:** Please note the use of programmable items such as calculators, dictionaries etc. is forbidden during tests, quizzes, and exams. Cell phones are not to be brought to any test, quiz, or exam.