

**NORTHEASTERN UNIVERSITY**  
**INTB1203–Fall 2021**  
**OnGround/recorded sessions, Tues/Friday 3:25 pm – 5:05 pm EST**  
**Classroom: 130 Forsyth**  
**International Business and Global Social Responsibility**

**Professor Teddy Joyce, Esq., LL.M.**  
**International Business and Strategy Group**  
**Telephone:** 1-781-424-1475  
**E-mail:** [th.joyce@northeastern.edu](mailto:th.joyce@northeastern.edu)

**OFFICE HOURS AND CLASS SCHEDULE**

**By appointment.** Office, 314 Hayden (Room 319E) or via phone or videoconference. Please email me so that we can schedule time for us to meet.

**CANVAS:** Periodically course materials, including additional readings, video, questions or comments, as well assignments, will be posted on the class CANVAS account.

Class sessions and recording. We have scheduled regular weekly sessions at 3:25 pm to 5:05 pm on Tuesday and Friday. Our classroom will be Forsyth Hall room 130

**Recordings:** This course, or parts of this course, may be recorded for educational purposes. These recordings will be made available only to students enrolled in the course section, instructor of record, and any teaching assistants assigned to the course. Please note that if you desire to not be recorded you may choose to turn off your camera and/or mute your microphone (if attending remotely). You will be reminded at the beginning of each session that the session is being recorded, and that you have the option to not be recorded by turning off your camera and muting your microphone (if attending remotely), or by sitting at the back of the classroom at required social distance spacing (if attending on ground/in the physical class space).

Only students who have arranged an accommodation with the Disability Resource Center may use mechanical or electronic transcribing, recording, or communication devices in the classroom. Students with disabilities who believe they may need such an accommodation may contact the [Disabilities Resource Center](#).

**COURSE DESCRIPTION AND MATERIALS**

This course is designed to emphasize two separate yet related domains: international business and corporate social responsibility. From an international business perspective we will focus on topics such as the cultural, economic, legal, tax, technological, and political aspects of varying national business environments and their impact on international business operations. With respect to corporate social responsibility we will cover topics such as ethical reasoning, environmental management, and legal issues in business. A base knowledge of international business will be beneficial in the future as firms continue to trade with nontraditional trading partners. Students will be exposed to a variety of key international business concepts ranging from strategic planning in the global arena to managing behavior and interpersonal relations. Additional topics include international trade theory, national trade policies, foreign market analysis, managing technological issues, and international strategic management. In order to develop a comprehensive worldview, we will be using four primary, active-learning,

instructional methods: lectures, cases, debates, and group projects. Classes will generally be run as open forums and participation is encouraged and expected.

**Specific objectives are as follows:**

1. Provide students with an overview of the environment of international business.
2. Become familiar with planning, organizing, and controlling in international operations.
3. Understand how organizational behavior varies across cultures and in a multicultural environment.
4. Develop analytical decision-making, as well as written and verbal communication skills.
5. Comprehend the process of ethical reasoning.
6. Appreciate a range of moral issues in the global economy.

**Course Materials:**

**A. Textbook:**

Charles Hill and G. Tomas M. Hult, *Global Business Today*, 9<sup>th</sup>, 10<sup>th</sup> or 11<sup>th</sup> Editions, McGraw-Hill Irwin. Buy or rent online.

Additional reading and supplemental materials may be assigned at a later time.

**GRADING**

**Grading Scheme:**

**INDIVIDUAL**

**Class Participation**

**25%**

**Final Exam**

**25%**

**Total Individual: 50%**

**GROUP**

**Market Entry Plan & Presentation\***

**50%**

**Total Group: 50%**

**TOTAL GROUP AND INDIVIDUAL**

**100%**

**A = 90.0-100%**

**B = 80.0-89.9%**

**C = 70.0-79.9%**

**D = 60.0-69.9%**

**F = Below 59.9%**

**+ and – grades will be given where appropriate**

**\*Assignments are graded on two dimensions: 1) content/depth and 2) clarity/style; and will receive letter grades weighted as follows: A 95, A- 91, B+ 88, B 85, B- 81 etc**

**Class Participation (25%):** Class participation is essential to the flow of the course.

*Attendance* is mandatory and if you must miss a class please notify me in advance (via email is best). *Class Participation* is the willing and open display of information and knowledge to the group. This includes bringing in current event issues to discuss, making keen points about cases and class discussion, providing your view on the reading or topic of the day, and giving relevant insight from your life or career. Your participation grade will be based primarily on ***your contribution*** to class discussions.

Our participation marking scheme is as follows:

A, A- = Outstanding comments, well read and well versed on course material and provided an invaluable contribution to class discussion; B+, B, B- = Made reasonably intelligent comments, consistently, that were generally related to the topics and readings of the day; C+, C, C- = Occasionally made a point, struggled to keep up with readings; D = Missed class periodically and/or almost never shared a view with the class. In addition, after your third missed class, regardless of participation level, your grade will be reduced for each absence.

***NOTE Regarding technology and virtual sessions:*** *We strongly prefer that you make a strong effort to be focused and attentive when tapping into a virtual session. We will do our best to keep things interesting, and we ask that you commit to engage. Thank you.*

**Exams (1 final exam worth 25% of your grade).** Any material covered in class lectures, case analyses, additional readings, videos, and text assignments will be fair game for the exams. A typical exam will likely consist of a mini case, short answer, and essay questions.

**Market Entry Plan and Presentation (50%):** The purpose of this project is to learn about the many complexities involved with “going international.” The project also allows you to employ some of the international management concepts that you have come across during the term. Specific details are provided next.

**Guidelines:** Groups of roughly four students will be formed by the professor. As a group you will need to decide on an *international business proposal*. The scope and nature of this proposal is up to your team. I want you to have as much freedom as possible. Nonetheless, here are a few specific guidelines:

1. The proposal must be feasible.
2. The United States and at least one additional nation must be involved.
3. Your group's non-U.S. nation may not be a nation in which any group member holds, or has held, citizenship.
4. You must select a mode of entry (export, licensing, franchise, etc.).
5. You must do an environmental analysis.
6. You may base your proposal on an existing firm or you may create a firm.
7. A foreign (non-U.S.) market must be selected as the target market.
8. **Each team will do a 5 minute maximum presentation of their proposed topic on October 26. Maximum five slides (turn in hard copy): Target country and why, product/service description, target market, other viable alternative markets.**

**Presentation:** Each group will present their proposal to the class. Please do waste valuable presentation time on reading/restating tedious details. The goal of the presentation is to sell the class on your idea, thus, creativity will be rewarded. All members must participate in the presentation which should last no more than 15 minutes.

A written executive summary of your proposal (4 double-spaced page maximum, excluding exhibits and PowerPoint slides) must be turned in on the day you present (“Presentation Deliverable”). Also, please turn in an additional packet of any resources used and proposal details. Grades will be based on three factors: the feasibility of your proposal, the depth of your presentation, and the creativity and execution of your presentation.

Areas that could be covered in your presentation are (these are just suggestions):

Introduction – A brief profile of the firm and product or service. Further, a justification for the choice of country and mode of entry should be discussed.

Macroenvironment – An analysis of the macroenvironment of the selected country with an emphasis on the factors that are relevant to the firm. The analysis of Social, Technological, Economic, and Political/Legal forces.

Competitive Analysis – Assess the market conditions (such as size of market, market growth rate, consumers, sales analysis). Also, address how your firm will attain a competitive advantage.

Financial Analysis - Projections of future earnings via pro-forma financial statements or other financial analyses adds depth and credibility to your proposal.

Mode of Entry – A mode of entry into the foreign market must be selected. Pertinent factors surrounding this mode (for example import regulations, customs, payment methods, legal and tax considerations, etc.) should then be covered.

Cultural Tips – Any customs and cultural differences specific to the selected country that impact business operations.

Ethical/Corporate Social Responsibility Implications – Please identify any ethical concerns that you may have to confront; propose a plan for addressing ethical issues; and consider of employing a corporate social responsibility strategy can augment your profile and performance in the target country.

[REMAINDER OF THIS PAGE IS INTENTIONALLY BLANK]

## Course Schedule

### **\*\*\*\*Week 1\*\*\*\***

Week of Sept 6

Introduction, Overview of Course and Syllabus  
Introduction of Choice of Legal entity

### **\*\*\*\*Week 2\*\*\*\***

Week of Sept 13

Hill: Ch. 1 Globalization  
Understanding our Client!  
Hill Ch. 2 National Differences in Political Economy  
Assignment of Teams for Market Entry Presentations

### **\*\*\*\*Week 3\*\*\*\***

Week of Sept 20

Hill Ch. 3 Political Economy and Economic Development  
Hill Ch. 4 National Differences in Culture

### **\*\*\*\*Week 4\*\*\*\***

Week of Sep 27

Hill Ch. 5 Ethics in International Business  
Hill Ch. 7 The Political Economy of International Trade

### **\*\*\*\*Week 5\*\*\*\***

Week of Oct 4

Lecture: Understanding corporate distributions, dividends and foreign currency issues

### **\*\*\*\*Week 6\*\*\*\***

Week of Oct 11

No Class on Monday (Holiday)  
Understanding business and financial considerations for international expansion via organic or acquisitive growth

### **\*\*\*\*Week 7\*\*\*\***

Week of Oct 18

Ch 17 Global Human Resource Management

### **\*\*\*\*Week 8\*\*\*\***

Week of Oct 25

Hill Ch. 12 The Strategy of International Business

### **\*\*\*\*Week 9\*\*\*\***

Week of Nov 1

Hill Ch. 9 Regional Economic Integration

**\*\*\*\*Week 10\*\*\*\***

Week of Nov 8

No scheduled class time. Please use this time to meet with your teams to work on your Market Entry Presentations

**\*\*\*\*Week 11\*\*\*\***

Week of Nov 15

Lecture: Using holding companies as an international growth strategy.

**\*\*\*\*Week 12\*\*\*\***

Week of Nov 22

No class. Thanksgiving recess.

**\*\*\*\*Week 13\*\*\*\***

Week of Nov 29

Market Entry Presentations: Teams 1, 2, 3 and 4

**\*\*\*\*Week 14\*\*\*\***

Week of Dec 6

Market Entry Presentations: Teams 5, 6, 7, and 8

**\*\*\*\*Week 15\*\*\*\***

Week of Dec 13

Market Entry Presentations: Teams 9 and 10  
Review and Final Exam

Note: The instructor reserves the right to make any adjustments or changes to this syllabus and the course schedule if necessary during the term.

Honors: The Northeastern University Honor System as described in the Student handbook **will be strictly enforced.**