

UNIVERSITY OF REGINA

BUS 308 001 – INTERNATIONAL BUSINESS

Fall 2017 (September 06 – December 21)
1900-2145, Thursday

Instructor: George Z. Peng, Ph.D.
Office: ED 565.4
Telephone: 337-8485
E-mail: George.Peng@uregina.ca
Office Hours: Feel free to make an appointment for a time that suits your schedule, or you can reach the instructor by email or telephone.

COURSE OBJECTIVE:

This introductory course surveys various issues in international business. Major topics to be covered include:

- 1) The general aspects of international business: the nature of international business; the economic, political and socio-cultural contexts of international business; and the global institutions for international business.
- 2) The functional aspects of international business: international finance, international marketing and R&D, international production, and international human resource management.
- 3) The management aspects of international business: the organizational challenge for multinationals, international market entry, the implementation of multinational strategy, and the managerial implications. Business ethics / corporate social responsibility in international business and the future of multinationals are also covered.

PREREQUISITES:

There are no prerequisites for this course, although an understanding of basic microeconomics theories (e.g., industrial organization) will be helpful.

REQUIRED MATERIALS:

- 1) Hill, C. W. L., & McKaig, T. 2014. *Global Business Today* (4th Canadian Edition). Toronto: McGraw-Hill Ryerson. ISBN-13: 9781259024986.
- 2) A case package that contains 5-8 cases from Ivey Publishing.

ACADEMIC MISCONDUCT:

You are encouraged to interact with and learn from other students in this class. However, you are expected to behave with integrity and this includes adhering to the section on Student Behavior found in the Academic Calendar. Ask me in advance if you have any questions about misconduct.

SPECIAL NEEDS:

If there is any student in this course who, because of a disability, may have a need for accommodations, please come and discuss this with the professor, as well as contacting the Coordinator of Special Needs Services at 585-4631.

IMPORTANT GROUND RULES:

- I will use UR Courses to post class notes and to communicate with the class. Therefore, please familiarize yourself with UR Courses (<https://urcourses.uregina.ca/>).
- **STUDENTS MUST DISPLAY THEIR NAME CARDS AT EVERY CLASS.**
- **A STUDENT IS REQUIRED TO INFORM THE INSTRUCTOR IN ADVANCE IF S/HE PLANS TO LEAVE CLASS EARLY.** Failure to do so will result in your missing one attendance towards participation.
- Students who miss 3 or more evenings will receive zero towards participation. Class attendance is compulsory for everyone on the days when groups will make case presentations.
ATTENDANCE IS TAKEN AT EVERY CLASS.
- Students who ask others to forge their signatures on the attendance sheet will receive zero towards participation.
- Unless otherwise specified, all reports must be submitted at the beginning of the class on the day they are due. PENALTY for late submission is 20% of the mark assigned to the respective project per day. Papers more than 5 days late will be assigned a mark of zero.
- In group assignments, it is expected that each student contributes his/her best to the group. The group members will be asked to evaluate the performance of each member in the group. This evaluation will be taken into consideration when assigning the grades.

GRADING AND EXAMINATIONS:

Class participation		10%
Group case analysis & presentation	Due on November 16	30%
Mid-term	October 12	30%
Final exam	December 14 (Tentative)	30%

Class participation:

Students are expected to come to each class well-prepared and are encouraged to participate in class discussions. Students who cannot attend a particular class should advise the instructor prior to the class. Active participation includes asking questions related to class material, answering questions, participating in class discussions that relate to course material. At the end of the semester, your final grade will be reduced by 10% (out of 100%) when the number of absences exceeds 3 evenings.

Mid-term and final exams:

Two exams will be given during the semester, with each covering approximately half of the semester. The final exam is non-cumulative, covering only the materials taught after the mid-term. The exams are intended to test what you have learned from the textbook, class instructions and projects. Both exams will be in the form of multiple choice questions and short answer questions.

Group case analysis and presentation:

The instructor will assign students into **n** groups for a group project of case analysis and presentation. Students will analyze the case and formulate the solution to the decision(s) to be made in the case. The project report should include three major sections: identification of case issues(s), analysis of the issue(s), and recommendations. Your analysis should be based on the information provided in the case, using the conceptual framework learned from the class. You will learn more about how to analyze a case at the “*Case Analysis Workshop*” (See course schedule on the next page).

I will evaluate your paper based on its quality. Although I do not require a strict structure, I expect to see good “business writing”. The length of the report should be between 15 and 20 one-and-half spaced pages, excluding the title page, table of contents, executive summary, references, tables and exhibits. The main body of the write-up should be typed using Times New Roman of 12-point font size. Each team is also supposed to present their case to the class.

The deliverables for this project are a written report and your PowerPoint slides used for the presentation in **both electronic and hard copy** format. The case report and slides should be submitted on **November 16**. Late submissions will be penalized. If you have good reasons for missing this deadline, please do let me know **IN ADVANCE**.

TENTATIVE COURSE SCHEDULE:

Date	Topic	Chapter
September 07	Introduction / Course outline / Expectations (15 min) Globalization	1
September 07	Country differences in political economy	2
September 14	The cultural environment	3
September 14	Ethics in international business	4
September 21	International trade theories	5
September 21	The political economy of international trade	6
September 28	Case Analysis Workshop	n.a.
September 28	Case Analysis Workshop	n.a.
October 05	Foreign direct investment	7
October 05	Regional economic integration	8
October 12	Mid-term	Ch. 1-8
October 12	Video & Discussion	n.a
October 19	Global Strategy	11
October 19	Entering Foreign Markets	12
October 26	Exporting, Importing, and Countertrade	13
October 26	Global Marketing and R&D	14
November 02	Global Manufacturing and Materials Management	15
November 02	Global Human Resource Management	16
November 09	Case Video & Discussion	n.a.
November 16	Group Case Presentations & Class Case Analysis	n.a.
November 16	Group Case Presentations & Class Case Analysis	n.a.
November 23	Group Case Presentations & Class Case Analysis	n.a.
November 23	Group Case Presentations & Class Case Analysis	n.a.
November 30	Group Case Presentations & Class Case Analysis	n.a.
November 30	Group Case Presentations & Class Case Analysis	n.a.
December 14 (Tentative)	Final exam	