

Institutional Syllabus – GBUS 300-03 International Business

Fall 2018

James Drogan
7/26/2018

I. COURSE DESCRIPTION

An introduction to international business examining the environment in which multinational firms operate and the distinctive ways in which global enterprises perform business functions. Topics include the impact of cultural and political-legal differences, trade theory, regional and global economic integration, foreign exchange, country selection, exporting and importing, supply chain management, marketing globally, and international human resource management.

3.000 Credit hours

3.000 Lecture hours

Prerequisite(s): GBMG 341 Organizational Management

Corequisite(s): None

Follow-On Courses: Seminar courses

Role in Curriculum: Major course

II. TEXT(S)

A. Assigned Text(s):

1. Daniels, J. D., Radebaugh, L. H., & Sullivan, D. P. (2015). *International Business. Environments and Operations* (15th ed.). Upper Saddle River, NJ: Prentice Hall (Pearson). ISBN 10: 0-13-345723-0; ISBN 13: 978-0-13-345723-0.

Instructor's Note

This is a very good book and, if you are serious about international business, is a good investment. I call to your attention that it can be rented (see Amazon) and a copy is available in the Luce Library.

B. Additional Material:

1. Distributed in class or via Blackboard

III. STUDENT LEARNING OBJECTIVES

A. Course Objectives

1. Exhibit development of teamwork, leadership, communication, and critical thinking skills.
2. Recognize the legal, economic, political and cultural environments impacting international business
3. Identify government, direct investment, stakeholder influences on trade and international trade theory.

4. Be familiar with foreign direct investment, exchange rates and restrictions.
5. Have an understanding of multinational firms, corporate policy, export/import strategies, country selection and operational factors in respective host countries.
6. Understand economic integration (e.g., NAFTA, EU) and free trade organizations and initiatives (e.g., GATT, WTO) effect on MNEs' decision making.
7. Be familiar with international business functions, such as global marketing and international human resources sourcing and staffing needs.
8. Understand ethical issues as they apply to international business.

Instructor's Note

These learning objectives, approved by GBAT, are a mix of the general and specific and, inasmuch as they provide the basis for guidance to the student, may overcomplicate the learning experience. They may also sow the seeds of confusion when trying to grasp international business. I'm inclined to think there are three major objectives:

- 1. Understand the what, why, where, how, who, and when of international business and be able to apply that understanding to the analysis of international business issues.***
- 2. Awareness and understanding of contemporary issues in international business, especially how these affect the shipping industry.***
- 3. Apply a comprehensive set of ethical, critical thinking, and communications skills to international business.***

IV. COURSE ASSESSMENTS

A. Assessments in the Class

1. Attendance (mandatory; three or more unexcused absences will lead to failure in the course)
2. BRI¹ Deliverables (written assignments)
3. Team Presentation
4. Team work

B. External Assessments

1. None.

V. ACCOMMODATIONS FOR STUDENTS WITH LEARNING DISABILITIES

If you believe that you need accommodations for a disability (also referred to as IEPs and 504 plans), please notify me within the first week of class and contact the Office of Accessibility Services at (718) 409-7348 or email Dean William Imbriale at wimbriale@sunymaritime.edu for an appointment to discuss your needs and the process for requesting accommodations. Since accommodations may require early planning and generally are not provided retroactively, please contact Accessibility Services as soon as possible!

VI. ACADEMIC INTEGRITY POLICY

Absolute integrity is expected of every Maritime student in all academic undertakings.

¹ BRI (Belt and Road Initiative) and OBOR (One Belt One Road) are used interchangeably in this document, just as they are in world at large, to refer to the same undertaking.

A Maritime student's submission of work for academic credit indicates that the work is the student's own. All outside assistance should be acknowledged, and the student's academic position truthfully reported at all times. In addition, Maritime students have a right to expect academic integrity from each of their peers.

Students are expected to do their own work in class, on assignments, laboratory experiments, and examinations or tests in accordance with the directions given by the instructor. It is the responsibility of all students to read and understand this statement of College policy on academic integrity. Maritime College considers the violation of academic integrity a serious matter, and one that will be treated as such.

A student who violates academic integrity may, depending on the nature of the offense, be subject to one or more of the following measures: failure of the assignment or examination, failure of the course, dismissal from the Regiment of Cadets, or dismissal from the College. Violations of academic integrity, also known as academic dishonesty, are subject to review by the Judicial Board. For details, go to:

<http://www.sunymaritime.edu/sites/default/files/media/Documents/AcademicIntegrityPolicy.pdf>

ALL ACADEMIC INTEGRITY VIOLATIONS WILL BE REPORTED TO THE DEAN OF STUDENT AFFAIRS

GBUS 300-03 International Business Fall 2018

Instructor Information

Prof. James Drogan, jdrogan@sunymaritime.edu, 718-409-7289

Office hours: 9AM – 3PM Tuesday – Thursday MAC 228. Appointments are recommended.

Class Meetings

Tuesday and Thursday, 830AM – 945AM, MAC 214

Class Policies

Attendance is mandatory. Please notify me by any available means if you expect to be absent.

Cellphones, laptops, and tablets are welcome, but need to be used within the context of the course. This privilege will, if necessary, be rescinded.

Respect is paramount, for others, and of self. I encourage and seek to provoke lively debate on relevant issues. The aim here is to pay attention, to listen and hear, to understand, to practice tolerance, to accept and, ultimately, to work in a more positive way for the common good. Derision and snarky comments have no place in the classroom.

Grading

Grading comprises:

1. Attendance: 28 meetings x 2 points each = 56 points
2. BRI Deliverables: 9 deliverables x 10 points each = 90 points. Grading of BRI Deliverables utilizes a rubric. Detail on the rubric will be found at Grading of BRI Deliverables on p 11.
3. Team presentations: 10 points
4. Teamwork: 16 points

No more than 172 points can be earned. That is, there is no such grade as an A+.

No makeup work will be assigned and no other extra credit is available.

Final Grade Assignments

%	GPA	Grade
100.0%	4	A
93.0%	4	A
90.0%	3.7	A-
87.1%	3.3	B+
83.0%	3	B
80.0%	2.7	B-
77.1%	2.3	C+
73.0%	2	C
70.0%	1.7	C-
67.1%	1.3	D+
63.0%	1	D
0.0%	0	F

The initial final grade is assigned according to the following table.

The initial final grade represents the points attained divided by the total points available. This math guides me in the assignment of the final grade. What this means is that the final grade I assign may be different from the mathematical grade. In assigning the final grade I take into account your consideration, respect, and encouragement of others; your desire for learning and discipline in completing the assignments; your ability to bring relevant issues to the attention of the class.

Course Outline

Overview

This course is summarized in the following graphic.

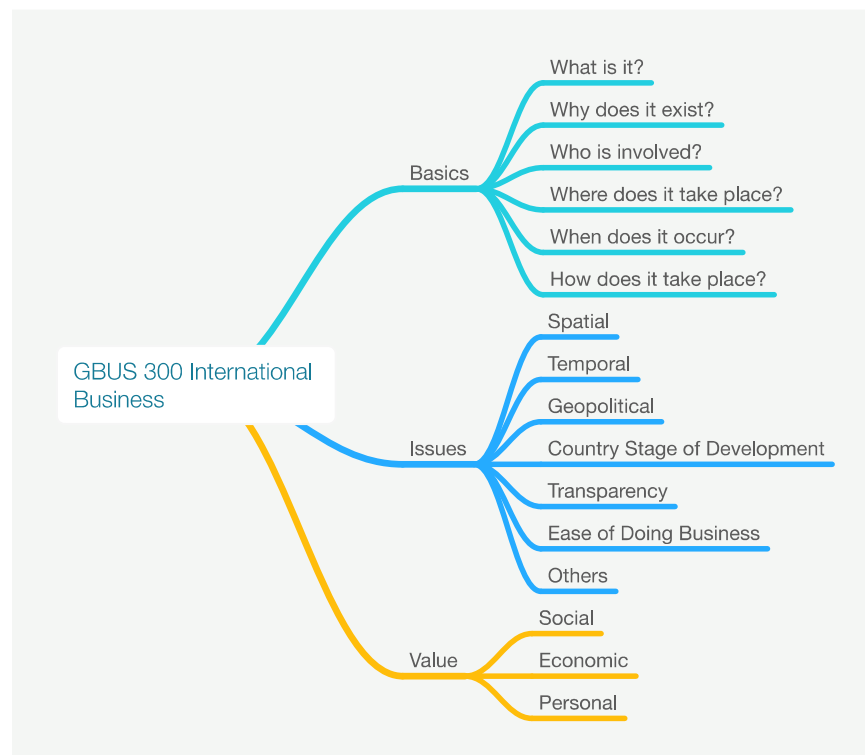


Figure 1 Major Topics in the Course

There are 15 major topics in this course corresponding with 15 of the 20 chapters in Daniels. A topic will be introduced in a facilitated discussion on a Thursday. On the following Tuesday the topic will be reviewed in a facilitated discussion. In the interim between Thursday and Tuesday you are expected to complete any reading assignments, give some thought to the matter at hand, complete any written assignments, and prepare for the ensuing Tuesday discussion and, if it's your turn, a presentation.

Please note that the introduction of the topic will not be a reprise of the applicable chapter from Daniels.

A second major component of the course is a student-led presentation and discussion on a specific BRI (Belt and Road Initiative) topic on Tuesday. BRI is further explained in *One Belt One Road* (Drogan, 2017a).

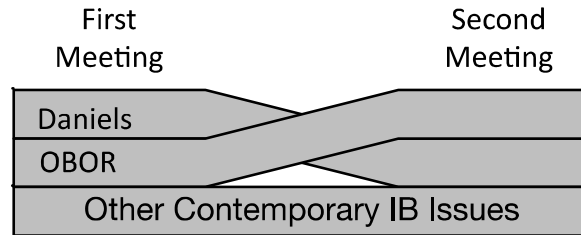


Figure 2

Figure 2 shows the relationship between the two meetings during the week. The BRI (the original acronym for the Belt and Road Initiative) discussion in the second meeting is led by students. There is space allowed within the schedule to take up contemporary topics in international business.

Detail

1. Introduction to the Course (Tuesday only)
 - a. Introduction to the course.
 - (a) Objectives
 - (b) Approach
 - (c) Grading
 - (d) Feedback
 - b. Introduction to *International Business*
 - c. Introduction to the *Belt and Road Initiative*
 - d. Introduction to *Contemporary Issues and Tools*
 - e. Reading Assignments
 - (a) *A Splendid Exchange* (Bernstein, 2008, Introduction)
 - (b) *No Ordinary Disruption* (Dobbs, Manyika, & Woetzel, 2015, pp. 1–12)
 - (c) *The Second Machine Age* (Brynjolfsson, 2014, Chapter 1)
 - (d) *One Belt One Road* (Drogan, 2017a)
2. Globalization and International Business
 - a. Thursday
 - (a) Introduction to *Globalization and International Business*
 - (b) Reading Assignments
 - (i) *Globalization and International Business* (Daniels, Radebaugh, & Sullivan, 2015, Chapter 1)
 - (ii) *China Paves the Way for a New Silk Road* (“China Paves the Way for a New Silk Road,” 2017)

- b. Tuesday
 - (a) *Team Work*
 - (b) *Writing Papers*
 - (c) *Feedback: Importance and Processing*
 - (d) *Presentations*
- 3. The Cultural Environments Facing Business
 - a. Thursday
 - (a) Introduction to *The Cultural Environment Facing Business*
 - (b) Introduction to *BRI: Definition*
 - (c) Reading Assignment
 - (i) *The Cultural Environment Facing Business* (Daniels et al., 2015, Chapter 2)
 - (ii) *The Affect of Cross Cultural Management Factors on the Design of Global Business Systems* (Drogan, 2010)
 - (iii) *Cultural Acumen for the Global Manager: Lessons from Project GLOBE* (Javidan & House, 2001)
 - (d) Writing Assignment
 - (i) Propose a definition of BRI
 - b. Tuesday
 - (a) Discussion of *The Definition of BRI* led by students
 - (b) General Feedback on the *Definition of BRI*
 - (c) Discussion of a contemporary issue in international business
- 4. The Political and Legal Environments Facing Business
 - a. Thursday
 - (a) Introduction to *The Political and Legal Environments Facing Business*
 - (b) Introduction to *The Objectives of BRI*
 - (c) Reading Assignment
 - (i) *The Political and Legal Environments Facing Business* (Daniels et al., 2015, Chapter 3)
 - (d) Writing Assignment
 - (i) Identify and prioritize the objectives of BRI
 - b. Tuesday
 - (a) Discussion of *The Objectives of BRI* led by students
 - (b) General feedback on the *Objectives of BRI*
 - (c) Discussion of a contemporary issue in international business

5. The Economic Environments Facing Business
 - a. Thursday
 - (a) Introduction to *The Economic Environments Facing Business*
 - (b) Introduction to *The Assets Required for BRI*
 - (c) Reading Assignment
 - (i) *The Economic Environments Facing Business* (Daniels et al., 2015, Chapter 4)
 - (d) Writing Assignments
 - (i) Identify *The Assets Required for BRI*
 - b. Tuesday
 - (a) Discussion of *The Assets Required for BRI* led by students
 - (b) General feedback on *The Assets Required for BRI*
 - (c) Discussion of a contemporary issue in international business
6. International Trade and Factor-Mobility Theory
 - a. Thursday
 - (a) Introduction to *International Trade and Factor-Mobility Theory*
 - (b) Introduction to *The Parties Interested in BRI*
 - (c) Reading Assignment
 - (i) *International Trade and Factor-Mobility Theory* (Daniels et al., 2015, Chapter 5)
 - (d) Writing Assignment
 - (i) Identify and prioritize *The Parties Interested in BRI*
 - b. Tuesday
 - (a) Discussion of *The Parties Interested in BRI* led by students
 - (b) General feedback on *The Parties Interested in BRI*
 - (c) Discussion of a contemporary issue in international business
7. Governmental Influence on Trade
 - a. Thursday
 - (a) Introduction to *Governmental Influence on Trade*
 - (b) Reading Assignment
 - (i) *Governmental Influence on Trade* (Daniels et al., 2015, Chapter 6)
 - (c) Writing Assignment
 - (i) None
 - b. Tuesday (no class; hold Monday classes on Tuesday ; Columbus Day)
8. Cross-National Cooperation and Agreements
 - a. Thursday
 - (a) Introduction to *Cross-National Cooperation and Agreements*

- (b) Introduction to *BRI Accomplishments and Plans*
 - (c) Introduction to a model for analyzing international business
 - (d) Reading Assignment
 - (i) *Cross-National Cooperation and Agreements* (Daniels et al., 2015, Chapter 7)
 - (e) Writing Assignment
 - (i) Identify the *BRI Accomplishments and Plans* as of this date
 - b. Tuesday
 - (a) Discussion of *BRI Accomplishments and Plans* led by students
 - (b) General feedback on *BRI Accomplishments and Plans*
 - (c) Discussion of a contemporary issue in international business
9. Global Foreign Exchange Markets
- a. Thursday
 - (a) Introduction to *Global Foreign Exchange Markets*
 - (b) Introduction to *The Relationship Between BRI and Existing International Business*
 - (c) Reading Assignment
 - (i) *Global Foreign Exchange Markets* (Daniels et al., 2015, Chapter 8).
 - (d) Writing Assignment
 - (i) Identify the relationships between BRI and existing international business.
Focus on one specific example.
 - b. Tuesday
 - (a) Discussion of *The Relationship Between BRI and Existing International Business* led by students
 - (b) General feedback on *The Relationship Between BRI and Existing International Business*
 - (c) Discussion of a contemporary issue in international business
10. Global Capital Markets
- a. Thursday
 - (a) Introduction to *Global Capital Markets*
 - (b) Introduction to *Competition and Collaboration in BRI*
 - (c) Reading Assignment
 - (i) *Global Capital Markets* (Daniels et al., 2015, Chapter 10)
 - (d) Writing Assignment
 - (i) Identify the major competitors and collaborators likely to be found in BRI
 - b. Tuesday
 - (a) Discussion of *Competition and Collaboration in BRI* led by students
 - (b) General feedback on *Competition and Collaboration in BRI*

- (c) Discussion of a contemporary issue in international business

11. Globalization and Society

a. Thursday

- (a) Introduction to *Globalization and Society*
- (b) Introduction to *BRI Conclusions*
- (c) Reading Assignment
 - (i) *Globalization and Society* (Daniels et al., 2015, Chapter 11)
- (d) Writing Assignment
 - (i) The conclusions have you reached regarding the potential impact of BRI on international business

b. Tuesday

- (a) Discussion of *BRI Conclusions* led by students
- (b) General feedback on *BRI Conclusions*
- (c) Discussion of a contemporary issue in international business

12. The Strategy of International Business

a. Thursday

- (a) Introduction to *The Strategy of International Business*
- (b) Introduction to *BRI Recommendations*
- (c) Reading Assignment
 - (i) *The Strategy of International Business* (Daniels et al., 2015, Chapter 12).
- (d) Writing Assignment
 - (i) Recommendations for resolving the issues emerging from the intersection of BRI and international business.

b. Tuesday

- (a) Discussion of *BRI Recommendations* led by students
- (b) General feedback on *BRI Recommendations*
- (c) Discussion of a contemporary issue in international business

13. Country Evaluation and Selection

a. Thursday

- (a) Introduction to *Country Evaluation and Selection*
- (b) Reading Assignment
 - (i) *Country Evaluation and Selection* (Daniels et al., 2015, Chapter 13)

b. Tuesday

- (a) Discussion of a contemporary issue in international business

Note: This is the Tuesday of Thanksgiving Break week and no class is scheduled for the subsequent Thursday. The Tuesday following the break will be given over to a discussion of a contemporary issue in international business.

14. Human Side of International Business

a. Thursday

(a) Introduction to *The Human Side of International Business*

(b) Reading Assignment

(i) *International Human Resource Management* (Daniels et al., 2015, Chapter 20)

(c) Tuesday

(i) Discussion of a contemporary issue in international business

15. Global Manufacturing and Supply Chain Management

a. Thursday

(a) Introduction to *Global Manufacturing and Supply Chain Management*

(b) Reading

(i) *Global Manufacturing and Supply Chain Management* (Daniels et al., 2015, Chapter 18)

(c) Student Course Evaluations

(d) Course After Action Review (optional)

Writing Guide for BRI Deliverables

See *Writing Guide for BRI Deliverables* (Drogan, 2017b).

Grading of BRI Deliverables

Here is the rubric by which the deliverables will be assessed.

Assessment → Factor ↓	Consistently Exceeds Requirements 4	Occasionally Exceeds Requirements 3	Meets Requirements 2	Fails to Meet Requirements 1
Concise, Precise, Clear	Words and structure match the context and clearly convey the intent of the communications. Graphics are appropriate in support of the narrative.	The words and structure match the context, but occasionally interfere with clearly understanding in the intent of the communications. Graphics are occasionally inappropriate.	The words and structure do not match the context to a noticeable degree and consistently interfere with understanding the intent of the communications.	The words and structure do not match the context nor do they permit an understanding of the intent of the communications.
Compelling	Compels one to read and accept the assessments, conclusions, and recommendations included therein.	Compels one to read, but occasionally causes one to question the assessments, conclusions, and recommendations included therein.	Occasionally impedes the reading and accepting the assessments, conclusions, and recommendations included therein.	Substantial difficulty in reading and accepting the assessments, conclusions, and recommendations included therein.
Relevant	All aspects are relevant to the requirements of the assignment.	There are a few, minor examples of inattention to the requirements of the assignment.	There are a few, major examples of inattention to the requirements of the assignment.	Examples of inattention to the requirements of the assignment abound.
Credible	Little to no evidence of concern	Occasional, minor evidence that generates concern	Occasional, major evidence that generates concern	Major question of credibility

The assessment process is the result of reading the submission and judging each of the Factors (rows) on the basis of the Assessment of the degree to which the expectation of the factor are met. For example:

	4	3	2	1	
Clear, Precise, Clear	X				
Compelling		X			
Relevant			X		
Credible				X	
	4	3	2	1	2.5

The assessment of a submission may be as shown above. The grade points are vertically summed in the bottom row. That sum is divided by four to yield a grade of 2.5 (C+) for this submission. The grade of a

2.5 is converted to points and entered into the gradebook. That sum is divided by four to yield a grade of 2.5 (C+) for this submission. For example, for a deliverable worth 10 points, the points awarded would be 8.

Grading of Presentations

The process for the grading of presentations is similar to grading of deliverables.

	Consistently Exceeds Requirements 4	Exceeds Requirements at Times 3	Meets Requirements 2	Fails to Meet Requirements 1	
Criteria and Prompt Questions					Comments
Audibility (hear clearly?)					
Pace (too slow; too fast?)					
Fluency (Is the speech pattern fluent, indicating familiarity with the material and rehearsal of delivery?)					
Tone and Energy (Is there sufficient variation in tone? Does the presenter seem enthusiastic?)					
Eye Contact (Is the presenter making eye contact across the audience and avoiding becoming note-bound?)					
Body Language and Gesture (Is the presenter's posture upright and confident? Does their movement and gesture enhance, not distract from, what they are saying?)					
Appropriateness to the Audience (Is the content and approach relevant, interesting and engaging?)					

Structure and Cohesion (Was the structure clearly outlined? Is the order logical and easy to follow? Is it signposted throughout? Is the balance of various elements effective? Is timing accurate?)					
Use of Visual Aids (Is there a suitable amount? Are they easy to read? Do they effectively support the oral delivery? Does the presenter use them competently?)					

Source: ("Assessing Oral Presentations," n.d.)

Schedule

Class #	Day	Date	Topic or Deliverable	Attendance	OBOR Deliverables
1	Tuesday	8/28/2018	1. Introduction to the Course	2	
2	Thursday	8/30/2018	2. Globalization and International Business	2	
3	Tuesday	9/4/2018		2	
4	Thursday	9/6/2018	3. The Cultural Environment Facing Business	2	
5	Tuesday	9/11/2018	Team 1 - OBOR: Definition	2	10
6	Thursday	9/13/2018	4. The Political and Legal Environments Facing Business	2	
7	Tuesday	9/18/2018	Team 2 - OBOR: Objectives	2	10
8	Thursday	9/20/2018	5. The Economic Environments Facing Business	2	
9	Tuesday	9/25/2018	Team 3 - OBOR: Assets	2	10
10	Thursday	9/27/2018	6. International Trade and Factor-Mobility Theory	2	
11	Tuesday	10/2/2018	Team 4 - OBOR: Interested Parties	2	10
12	Thursday	10/4/2018	7. Governmental Influence on Trade	2	
	Tuesday	10/9/2018	Note: Hold Monday Classes on Tuesday		
13	Thursday	10/11/2018	8. Cross-National Cooperation and Agreements	2	
14	Tuesday	10/16/2018	Team 5 - OBOR: Accomplishments and Plans	2	10
15	Thursday	10/18/2018	9. Global Foreign Exchange Markets	2	
16	Tuesday	10/23/2018	Team 6 - OBOR: Relationship to Existing International Business	2	10
17	Thursday	10/25/2018	10. Global Capital Markets	2	
18	Tuesday	10/30/2018	Team 7 - OBOR: Competition and Collaboration	2	10
19	Thursday	11/1/2018	11. Globalization and Society	2	
20	Tuesday	11/6/2018	Team 8 - OBOR: Conclusions	2	10
21	Thursday	11/8/2018	12. The Strategy of International Business	2	
22	Tuesday	11/13/2018	Team 9 - OBOR: Recommendations	2	10
23	Thursday	11/15/2018	13. Country Evaluation and Selection	2	
24	Tuesday	11/20/2018		2	
	Thursday	11/22/2018	Note: Thanksgiving Break		
25	Tuesday	11/27/2018		2	
26	Thursday	11/29/2018	14. The Human Side of International Business	2	
27	Tuesday	12/4/2018		2	
28	Thursday	12/6/2018	15. Global Manufacturing and Supply Chain Management	2	
			Finals Week		
				Attribute	Points
				Attendance	56
				Papers	90
				Team-led Discussion	10
				Teamwork	16
				Total	172
					%
					33%
					52%
					6%
					9%
					100%

References

- Assessing Oral Presentations. (n.d.). Brunel University. Retrieved from https://www.google.com/url?sa=t&rct=j&q=&esrc=s&source=web&cd=1&cad=rja&uact=8&ved=0ahUKewjdkZu5ifTaAhUCnFkKHZmNBAGQFggnMAA&url=http%3A%2F%2Fwww.brunel.ac.uk%2Flearnhigher%2Fgiving-oral-presentations%2FAssessing_Oral_Presentations.pdf&usg=AOvVaw2plqMW06TA4Gs8qdSe4ppP
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