

**The Fisher College of Business
The Ohio State University**

**Introduction to
International Business
MHR 2000**

Spring Semester 1, 2018

**In-person section: TH 8:00-9:20 AM in 220 Sullivant Hall
Online section: Only intro & exams in 220 Sullivant Hall****

Dr. Rafael A. Corredoira

Office: 718 Fisher Hall
Office Hours: W 1:00pm – 3:30pm, and by appointment
Phone: (614) 247-5055
E-mail: corredoira.2@osu.edu (preferred)

Required Text and Technology:

Hills, Charles. Global Business Today (Customized book) with Connect access card, 9th Edition. McGraw-Hill Irwin Companies, Inc. ISBN 9781307146974

- Hard copies with Connect access card available at Barnes & Noble – The OSU Bookstore at Gateway/15th & High
- Direct Access through Connect available at Canvas

TopHat account

Sign up at: <https://tophat.com/sign-up/>

Technical and Other Requirements for this Hybrid Class:

- Computer: current Mac (OSX 10.9+) or PC (Windows 7+) or ChromeBook
- Browsers: Firefox 35+, or IE11+, or Windows Edge, or Chrome 40+, or Safari 8.x+ (Mac)
- Plug-ins: Flash 11+ and Java SE7 & SE8
- High speed internet connection
- Basic computer and web-browsing skills

THE NATURE OF THIS COURSE

This course is a required course in Fisher's undergraduate business administration program, and is designed to help students gain an international perspective on business. The reason why this is an important course for all business undergraduates is that today's world economy is highly globalized, and the process of globalization is continuing unabated. This basically means that, due to more or less open economies, companies today face increasing competition from other companies that come from all corners of the globe. Since many of these other companies have competitive advantages that are not easy to replicate, facing this competition is very problematic and requires managers to come up with new strategic approaches.

In such a scenario, international business plays a critical role. More than ever, successful firms in this day and age must increasingly look beyond traditional domestic markets in order to compete successfully. Even if a firm has no plans to go abroad at this time, firms of all sizes and in virtually all types of industries are encountering foreign competition in their domestic market. Managers must adapt to this changing environment with a strong understanding of how international competition takes place, why it is critical to the performance of their own firm, and how to develop international strategies that will enhance their performance.

The international environment impacts all aspects of business. Whatever your major is, it is critical for you as a business student to learn the international dimensions of business activities in order to be successful in today's business world. This course provides you with the initial understanding you need in this regard.

In all, the purpose of this course is to provide you with:

1. knowledge necessary for understanding how the international environment of business works,
2. skills for analyzing the business environment of foreign countries as potential markets for business,
3. opportunities to develop the mind-set and perspective expected of a business person working in international contexts, and
4. understanding of how overseas operations of firms are managed, especially those of multinational corporations (MNCs).

THE TWO SECTIONS OF THE COURSE

The In-person Section:

Lectures for this class will be delivered in person on Tuesdays and Thursdays from 8-9:20AM in 220 Sullivant Hall. I will also provide online versions of the lectures for you to watch. You can adapt your attendance and/or viewing during the week in a way that best suits your schedule.

Lectures, whether in-person or online, will include material that has some but not complete

overlap with the text, so it is important to read the assignment chapters. I also include additional material in the lectures that are not available in the chapters, including news, videos and other information.

You are responsible for all lecture material.

Exams will be on the following dates and time, please make a note of these dates:

	Date	Location
Exam I	January 30 (8:00am-9:20am)	220 Sullivant Hall
Exam II	TBD (during exam days, February 26 or 27)	TBD

The Online Section:

Pre-recorded lectures will be on Carmen. Make sure that you keep up with the assigned readings for each week. Even if you are enrolled in the online section, you are welcome to attend the in-person lectures any time you feel like it. The schedule of lectures is in the end of this syllabus.

Lectures, whether in-person or online, will include material that has some but not complete overlap

with the text, so it is important to read the assignment chapters. I also include additional material in the lectures that are not available in the chapters, including news, videos and other information.

You are responsible for everything covered in the online lectures.

****Although this course is online, the introduction and the two exams will be in-person on the following dates and times:**

	Date	Location
Introduction	January 8 (4:10pm-5:30pm)	220 Sullivant Hall
Exam I	January 30 (4:10pm-5:30pm)	220 Sullivant Hall
Exam II	TBD (during exam days, February 26 or 27)	TBD

COURSE METHODOLOGY AND REQUIREMENTS FOR THE COURSE

The idea of this course is to give you the opportunity to acquire and show your knowledge about international business in as many ways as possible. For that reason, I have set up multiple ways of earning points that accumulate toward your final grade. Since not everybody learns the same way, it is up to you to select what methods you decide to use to prepare for class (which will give you the opportunity to show your level of preparation) and up to me to select the methods to evaluate your knowledge (weekly quizzes, online case discussions, and exams). As you will notice, if you complete at satisfactory levels all the preparation methods, and excel in all quizzes, case discussions and exams you will be able to accumulate more than 100 points. The grade will

be determined by how many points you have earned during the course, not by what learning or evaluation methods you used to accumulate them.

Any grand total above 93 points will earn an A.

Text Reading Assignments:

The assigned readings are provided at the end of the syllabus. Try to stay on top of the schedule. Don't make the colossal mistake of doing the assigned readings just a few days before the exam. There is simply too much material that you need to master, and the great majority of the students that follow this strategy bomb on the exam. I also found that those who do not keep up with the material rarely score high on quizzes.

I have provided an exam review sheet on Carmen that lets you know which text-related content you need to know for the exams. This will include some cases, so don't forget to read them.

Knowledge Assessment

These assessments are completed after completing the corresponding lectures.

Quizzes:

There are six open-book online quizzes, due at the end of each week (Sunday at midnight). They cover the chapters of the corresponding week. These quizzes are designed to help you to master the material and do well on the exams, so make sure to do them. Each is worth 2 points, for a total of 12 points. They include True/False (3) and multiple choice questions (7). For multiple choice questions, you will have a second chance to respond if your first answer was wrong. You will earn 2 points if you score 80%+, one point for scores 50-79% and no points for non-completion or scores <50%. There is a quiz at the end of week 1.

Online Case Discussion:

There will be up to 3 case studies for students to participate in an online discussion. They will be posted by the end of week 2 and discussion will remain open until the end of Week 6. Contributions (depending on quality) will earn up to 5 points per case for a maximum of 10 points. What do I consider a thoughtful contributions? Thoughtful contributions are quality comments and can be characterized by one, or more, of the following attributes:

- Applies theories or concepts from the readings or lectures
- Moves the discussion forward by building on previous contributions with new insights
- Constructively challenges a previous comment or analysis
- Contributes relevant information and facts
- Asks insightful questions

Exams:

There will be two non-cumulative exams in this course, Exam 1 and Exam II. Each exam will cover the material only up to the previous one. Keep in mind, however, that prior knowledge will be important for understanding future material. Material for the exams will come from the following sources: 1) text readings, 2) class lectures, and (3) videos/news reports. Each exam is worth 40 points.

The exams will consist of True/False and multiple choice questions. On days of exams, please make sure your books and papers are under your seat. Please bring two #2 pencils (soft lead) and an eraser. You will be required to put the dot number of your OSU email address on the exam answer sheet so that grades can be verified. Remember, only the answers you put on the answer sheet will count.

Preparation tools

These assignments are designed for and usually will provide the maximum benefit when completed before class.

LearnSmart (LS) Assignments:

There are 11 LS Assignments, one per chapter. LS is a Connect tool that helps you to prepare for class. It is interactive and provides you with instant feedback (also guiding you to relevant reading) as you complete the exercises. Satisfactory completion (as defined by spending the minimum time allotted to complete the exercise) will earn 1 point. The completion of the 11 LS Assignments will earn 1 bonus point. The maximum number of points earned in LS is 10 points.

Preparation Videos Assignments:

There are 11 Preparation Video Assignments, one per chapter. These videos are a Connect tool that helps you to prepare for class. They include a short video, a brief description of the issue and questions to assess your understanding. It is interactive and provides you with instant feedback as you complete the exercises. Satisfactory completion getting more than 70% of the points in the exercise will earn 1 point. The completion of the 11 Preparation Video Assignments will earn 1 bonus point. The maximum number of points earned in Preparation Video is 10 points.

Preparation Interactive Assignments:

There are 11 Preparation Interactive Assignments, one per chapter. These Interactives are a Connect tool that helps you to prepare for class. They include a brief description of the issue and questions to assess your understanding. It is interactive and provides you with instant feedback as you complete the exercises. Satisfactory completion getting more than 70% of the points in the exercise will earn 1 point. The completion of the 11 Preparation Video Assignments will earn 1 bonus point. The maximum number of points earned in Preparation Interactive is 10 points.

Grade Components:

The final course grade will be based on a total of 100 percentage points and weighted according to the following scheme:

<u>Course Grade Component</u>	<u>Points</u>
<u>Knowledge Assessment</u>	
Exam I	40
Exam II	40
Online Quizzes	12
Online Case Studies	10
<u>Preparation Assignment</u>	
LearnSmart	10
Preparation Videos	10
Preparation Interactive	10
Acknowledgment of Syllabus	1
<u>Total</u>	<u>133</u>

Grading Scale:

Final grades will be computed on the basis of the total number of points earned on exams, quizzes, online discussions, and Connect assignments by the student. Grades will be assigned according to the following scale:

Points	Letter
Grade 93+	A
92.99 to 90	A-
89.99 to 87	B+
86.99 to 83	B
82.99 to 80	B-
79.99 to 77	C+
76.99 to 73	C
72.99 to 70	C-
69.99 to 67	D+
66.99 to 60	D
59.99 and below	E

Missed Exams and Deadlines:

There will be no make-up exams without a documented medical record or other documented emergency for the date and time of the exam. Students who miss an exam without a valid excuse will receive a zero for that exam.

Disability Services

Any student who feels s/he may need an accommodation based on the impact of a disability should contact me as early as possible to privately discuss the specific needs. Please contact the Office for Disability Services at 614-292-3307 in room 150 Pomerene Hall to coordinate reasonable accommodations for students with documented disabilities.

Academic Misconduct

The exams and assignments are not collaborative. In this course, academic misconduct includes (a) knowingly providing or receiving information during examinations; or the possession and/or use of unauthorized materials during those examinations, and (b) knowingly providing or using unauthorized assistance on assignments. I will take action I deem appropriate for such misconduct, including reporting it to university authorities and failing the student in the course.

Academic integrity is essential to maintaining an environment that fosters excellence in teaching, research, and other educational and scholarly activities. Thus, The Ohio State University and the Committee on Academic Misconduct (COAM) expect that all students have read and understand the University's *Code of Student Conduct*, and that all students will complete all academic and scholarly assignments with fairness and honesty. Students must recognize that failure to follow the rules and guidelines established in the University's *Code of Student Conduct* and this syllabus may constitute "Academic Misconduct."

The Ohio State University's *Code of Student Conduct* (Section 3335-23-04) defines academic misconduct as: "Any activity that tends to compromise the academic integrity of the University, or subvert the educational process." Examples of academic misconduct include (but are not limited to) plagiarism, collusion (unauthorized collaboration), copying the work of another student, and possession of unauthorized materials during an examination. Ignorance of the University's *Code of Student Conduct* is never considered an "excuse" for academic misconduct, so I recommend that you review the Code of Student Conduct and, specifically, the sections dealing with academic misconduct.

If you have any questions about the above policy or what constitutes academic misconduct in this course, please contact me.

Assistance:

If you have any trouble with Carmen, call the ITS Helpdesk at 292-8976 during office hours. After 5 pm, call 688-HELP (4357).

If you have any questions relating to class content, please contact me directly. You can always stop by during office hours but feel free to email me with any questions. I prefer email over phone calls. Let me know which section you are in (online or in-person) in the email so I can understand and address your query better. I will typically respond within 24 hours but no later than 48 hours. If it is longer than that, I may not have gotten your email so feel free to resend the email.

GUIDELINES FOR SUCCESS IN THIS COURSE

This section is intended as a supplement to the information contained above. It is given to assist students in "how to take" this course.

I. The Professor's Perspective on Education

I believe that the main purpose of your academic education is to teach you to think independently, creatively and effectively. These are the types of thinking skills that will carry you through the rest of your life, and make you successful at whatever it is you choose to do. How do we develop such thinking skills? It is not easy, but engaging in certain processes help such development. For example, research has shown that active learning (exploring or using new knowledge) is more effective than passive learning (simply reading or being told information). While content acquisition is an important preliminary step to understanding most subjects, truly effective understanding requires analysis. Analysis demands greater mental effort, which is painful in the short run but highly satisfying in the long run.

The problem is, it is easier to say this than to actually accomplish it, particularly in a large classroom such as this one. In particular, it is not so easy to accomplish this in a lecture format, which often promotes passive learning. For this reason, I will try to show the material in more than one way, using videos, news reports from the internet, maps and pictures. Even if you don't want to raise your hand in class, you should try to mentally answer the question. If you get it right, you know that your understanding is in the right direction. If you don't, it alerts you about where to improve. And that's the most valuable type of learning, because you will remember it better.

II. Time Management

A general rule of thumb is that study and preparation time should take between two and three hours for every meeting hour. It may take any specific individual more or less time. You know yourself: pace your study time for lectures, assignments and exams accordingly. My experience is that when students prepare for each lecture by reading the text in advance, they tend to learn and remember better for the exam. Engaging with the preparation tools also improves understanding, retention, and exam performance.

III. Using the Textbook

Read the entire assigned pages in the textbook, including cases, some of which will be on the exams. Use the special features of the text to aid your understanding of the material (e.g., maps, outlines, glossary of terms, etc.). The Preparation tools from Connect incorporated in the course (LearnSmart, Preparation Videos, and Preparation Interactive) are meant to facilitate your understanding of the Textbook. Quizzes are meant to help to improve your understanding of the textbook and prepare you for the exam.

IV. Exam Preparation

If you read the chapters (preparation tools from Connect are meant to help you to understand the chapters), come to the lecture ready to understand and participate, take notes, and review the chapter and class notes before exam and quizzes, you should do well on the exams. The quizzes are meant as stepping stones in your preparation for the exams. The exams are intended to test knowledge acquisition, comprehension and application. Test material will be from the chapter readings and any additional material covered in class. Make sure that you understand the logic of a concept. Mindless memorization will be worth little to you for the exams. Previous experience has indicated that most students who do not prepare and watch/attend lectures in a consistent basis over the term are highly unlikely to score well. Since I do not grade on a curve, each student has a chance of earning an "A" for the course.

SCHEDULE

Remember: Do the readings as they are scheduled each week so you stay on track. Waiting until a few days before the exam is a recipe for disaster on the exam.

I will alert you via email and/or Carmen if anything changes on the schedule.

Date	Topic	Chapter in Text
Week 1		
Jan 9	Introduction to Course International Business and Globalization	Chap. 1
Jan 11	National Differences in Political Economy	Chap. 2-3 (selected)
Week 2		
Jan 16	Differences in Culture	Chap. 4
Jan 18	Corporate Social Responsibility (and Ethics) in International Business	Chap. 5
Week 3		
Jan 23	Why does International Trade exist?	Chap. 6
Jan 25	Exam Preparation	
Week 4		
Jan 30	Exam I	Covers all text/class material since start of course
Feb 1	Political Economy of International Trade	Chap. 7
Week 5		
Feb 6	Foreign Direct Investment	Chap. 8
Feb 8	Regional Economic Integration	Chap. 9
Week 6		
Feb 13	Exchange Rate Determination	Chap. 10
Feb 15	International Monetary System	Chap. 11
Week 7		
Feb 20		
Feb 22	Exam Preparation	
Week 8		
Feb 26/27	Exam II	Covers all text/class material since Exam 1