INTERNATIONAL BUSINESS 200
Spring 2011

Instructor

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Discussion Leaders

Miriam Thangaraj
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Office Hours: Mon. 1:00-3:00 p.m., 1290 Grainger

Goal

Technology, privatization, deregulation, and growth of a mass culture are among the factors that drive global business today. This survey course aims to introduce the student to the key concepts necessary to understand the functioning of global markets and the inherent issues managers face in planning and executing international business strategies.

Website

The IB 200 website is available at https://courses.bus.wisc.edu/
You will need to login with your UW Net ID and password.
This syllabus, lecture presentations (saved as PDF files), discussion section slides, readings (besides the Hill Chapters) and assignments will be available on the website.

Note:
- Files may open up in a new browser window or application (for instance, Adobe Reader) so make sure to check your browser settings or other open applications if you are having trouble downloading or viewing files.
- Clear cookies and cache on your browser regularly or you may not see the most recently updated files or site content.

Required Materials

Charles W. L. Hill, Global Business Today, McGraw-Hill Irwin, 7e (paperback), 2010

Additional Readings and Web Activities

Throughout the semester, newspaper and periodical articles and/or web-based activities or material will be assigned and accessible through the course website. These assignments will constitute a portion of weekly lecture and discussion activities and the content is likely to appear on examinations.

Class Timing

Lecture:	12:05 p.m.	Mon. and Wed.	1100 Grainger
Discussion:	Per Registration		

IB 200 will meet outside of the scheduled lecture and discussion times on occasion:

Midterm	Monday, March 7	7:15 p.m.	Location TBA
Final Exam	Saturday, May 14	7:45 a.m.	Location TBA

Discussion Sections

The purpose of discussion section is to 1.) review lecture material, 2.) introduce and have class discussions concerning new material, and 3.) assist in worksheet and exam preparation. Participation in discussion section is graded. Exams will be returned to you by your TA in the discussion sections by section number, so please mark your discussion section number clearly on the exams.

Section	Time	Day	Place	TA
301	3:30 p.m.	R	1190 Grainger	Boryana Georgieva
302	2:25 p.m.	R	2167 Grainger	Boryana Georgieva
303	8:50 a.m.	F	2170 Grainger	Miriam Thangaraj
304	4:35 p.m.	R	2190 Grainger	Boryana Georgieva
305	9:55 a.m.	F	1280 Grainger	Miriam Thangaraj
306	11:00 a.m.	F	1280 Grainger	Boryana Georgieva
307	12:05 p.m.	F	1280 Grainger	Miriam Thangaraj
308	1:20 p.m.	F	2190 Grainger	Miriam Thangaraj

Impact of Discussion Section Assignments, Attendance and Involvement on Grade

Students must attend the discussion section for which they are registered.

To obtain an authorized absence for a meeting of your discussion section, you must e-mail your TA at least two days before the discussion section in question and provide him or her with a detailed explanation of your reason for needing to miss discussion that week. It is perfectly reasonable for the TA to request documentation, such as a note from the doctor, to substantiate absences. Reasons that constitute an authorized absence are strictly limited to job interviews, official university events (e.g., student organization field trips or university athletic events), religious holidays, and personal illness. You must receive a reply e-mail from your TA sanctioning the authorization for it to be considered excused.

Reasons that do NOT constitute an authorized absence include, but are not limited to: “family affairs” (e.g., special get-togethers, birthday parties, etc.), other social events, non-emergency-related doctor's appointments, and conflicts with part-time job schedules.

Participation and discussion section activities, including assignments (see below) will be worth 15% of your course grade. This score is assessed by your TA based on his/her evaluation of your attendance, as well as the quantity and quality of your involvement in discussion section activities.

Attendance and Involvement

Full percentage	Perfect (or near perfect) attendance/timeliness and outstanding quantity and quality of involvement in activities
Above average	Perfect (or near perfect) attendance/timeliness and good quantity and quality of involvement in discussion activities
Average	Consistent attendance/timeliness and satisfactory quantity and quality of involvement in discussion activities
Below average	Marginal attendance/timeliness and little involvement in discussion activities
No percentage	Poor attendance/timeliness and no involvement in any discussion activities

Assignments

Though there are regular assignments each week (e.g., chapter readings, newspaper articles) that do not have a portion that is due or collected, there will be approximately six (6) assignments requiring submission as specified on the date due. These assignments must be completed and submitted in person and in hard copy (e-mail not acceptable). Successful completion of these assignments will constitute a portion of the participation grade. Late assignments will not be accepted.

Grading

Discussion Section Participation	15 percent
Team Project	15 percent
Midterm	30 percent
Final exam	40 percent
	100 percent

Course grades will be determined based on a curve, which will be computed from overall percentage of points earned against total available. The average class GPA for this course will be approximately 3.0 in accordance with School of Business policy. This does not mean the distribution of grades in the course will follow a fixed distribution (e.g., 12% As, 20% ABs, 35% Bs, etc.).

Exam Scheduling

Because of the size of this course, there are no make-up exams. Medical and other emergencies will be handled on a case-by-case basis.

Exam Content & Format

The Midterm and Final exam will consist of true or false questions and multiple-choice questions. Short answer/essay questions will also be included in the Midterm only. Both exams will be approximately 90 minutes in length. The questions may cover lectures, including guest speakers, assigned readings, assignments and discussion section activities. The final exam will be cumulative.

Exam Appeals

Should you believe that your answer to an exam question is better than the stated answer, you need to submit a written statement of why you believe your answer is better than the stated answer. This appeal should be submitted in person to your TA, along with a copy of your score report, within the week following the return of the exam. Late exam appeals will not be considered.

Academic Misconduct

The University of Wisconsin has expressed increasing concern about academic misconduct. During exams, proctors will identify any students engaging in suspicious behavior (e.g., exposing their exam for other to observe, looking at another student's exam, writing exam answers in large print on the margins of an exam booklet so that others may see their answers, etc.). After the exam is over, any exams in question will be examined and a formal investigation may proceed. This will involve holding a formal meeting with the student(s), the instructor, teaching assistant(s) and the Chair of the Department of International Business. Based on this meeting, disciplinary action may be taken against the student. Serious acts of academic misconduct may result in the student(s) involved receiving a failing grade in the course or even expulsion from the University.

Team Project

The objective of this project is to provide students with the opportunity to use course material to analyze management issues and entry strategies for a given set of products and countries/regions. This project will involve the formation of teams (four or five students per team). Your TA will distribute detailed information regarding the team project several weeks into the semester.

Team projects will be graded by the TA and will reflect the quality of the preparation and presentation. Peer evaluations and input will also be used for grading of team projects.

Students Working with the McBurney Disability Center

If you are a student working with the McBurney Disability Center and you are entitled to special testing accommodations, please make an appointment to see Sachin Tuli by the end of the second week of the semester.

Course Outline

Please check the course website for the weekly outline and assignments (see above).

You are logged in as Sachin Tuli : Student (Return to my normal role)

COURSES@BUSINESS

Courses ▶ INT BUS 200

Return to my normal role

My courses

Activities
- Resources

Administration
- Profile

People
- Participants

Online Users
(last 5 minutes)
Sachin Tuli

Topic outline

Welcome to the International Business Courseweb

The course syllabus, lecture PowerPoint presentations (saved as PDF files), readings (besides the Hill Chapters) and assignments can be found on this website.

IB 200 Spring 2011 Syllabus

1 Week 1

January 19
Lecture: Introduction to the Course & International Business
Reading/Web Assignments: Login to course website. Upload your picture. Download and review course syllabus.

Discussion Section Topics: Introductions and BT Technology Timeline Discussion
Reading Assignment: BT Technology Timeline
If you use the interactive web version, please also review the first few pages of the PDF version for context.
Web version: http://www.btplc.com/Innovation/News/timeline/index.htm
Note for Mac users: Web version does not seem to work well on Firefox; try Safari.
BT Technology Timeline
Wk 1 Disc. Section slides

2 Week 2

January 24
Lecture: Globalization
Reading Assignments: Hill Chapter One - Globalization; New York Time article.
Web Assignment: Basic World Geography. For examinations, you should be able to identify the top 60 countries (from a multiple choice list) when presented a map with bordering nations labeled:
https://www.cia.gov/library/publications/the-world-factbook/rankorder/2001rank.html
Donadio, Rachel."Chinese Remake the 'Made in Italy' Fashion Label." New York Times. September 12, 2010
Lecture Notes - Globalization

January 26
Political Economies and Privatization
Reading Assignments: Hill Chapter Two - National Differences in Political Economy
Privatization in Russia. BBC News. Aug. 4, 2010
Lecture Notes - Political Economy & Privatization

Discussion Section Topic: Globalization & Ethics
Reading Assignments and **Fairtrade Assignment** due:
Read the below articles and questions. Then prepare responses to the questions to turn in at discussion section. (Maximum of one page, bullet point format acceptable, be sure to include your name and discussion section number)
Do you agree with Fairtrade labeling and practices? Why or why not?
How does Fairtrade affect producers of the same product in other countries, or domestic producers of other products?
Beattie, Alan. "Follow the thread." Financial Times. July 22, 2006.
"Fair Trade: What Price for Good Coffee?" Time. Oct. 05, 2009

3 Week 3

January 31
Lecture: International Trade Theory
Reading Assignment: Hill Chapter Five - International Trade Theory

February 2
Lecture: National Trade Policies
Reading Assignment: Hill Chapter Six - The Political Economy of International Trade
Tariff Schedule Assignment due in lecture.
Tariff Schedule Assignment

Links of interest

International Business News Sites
Financial Times
The Economist

Genera Resources
globalEDGE
CIA World Factbook

Map Resources
CIA World Factbook Countries by GDP (PPP)
National Geographic Xpeditions Atlas
Geography Quiz

Latest News

21 Jan, 14:27
Miriam Thangaraj
The Technology of Business
more...
Older topics ...

Discussion Section Topic: International Trade Theories and National Trade Policies

Discussion Section Topic: Group Project Overview

4 Week 4

February 7
Lecture: Balance of Payments and Foreign Direct Investment
Reading Assignments: Hill Chapter Seven - Foreign Direct Investment; Hill, Charles W. L. "Balance of Payments," *International business: competing in the global marketplace,* 6e, McGraw-Hill, New York, pp. 272-273.
Hill 6e, pp. 272-273 Excerpt
"China 2010 Foreign Investment Rises to Record." Bloomberg. January 17, 2011.

The McKinsey & Co. audio podcast provided below is not required, but may aid your comprehension of the Balance of Payments system.
Appendix to McKinsey & Co. Global Institute Podcast on U.S. Current Account Deficit

February 9
Lecture: Culture and International Business
Reading Assignment: Hill Chapter Three - Differences in Culture, including McDonald's and Hindu Culture case.
"Expanding Abroad? Avoid Cultural Gaffes" Wall Street Journal. January 19, 2010.
http://online.wsj.com/article
/SB10001424052748703657604575005511903147960.html#

Discussion Section Topic: Balance of Payments and Foreign Direct Investment

5 Week 5

February 14
Lecture: Intercultural Communication
Assignments: Reflect on the video segments shown in class and be prepared to share your thoughts in discussion section.

February 16
Lecture: Introduction to the Foreign Exchange Market
Reading Assignment: Hill Chapter Nine - The Foreign Exchange Market.

Discussion Section Topic: Culture and Intercultural Communication

6 Week 6

February 21
Lecture: The International Monetary System
Reading Assignment: Hill Chapter Ten - The International Monetary System & New York Times article.

February 23
Lecture: Currency Crisis

Discussion Section Topic: Foreign Exchange and Arbitrage

7 Week 7

February 28
Lecture: Foreign Currency Issues
Please bring a calculator to class.

March 2
Lecture: Outsourcing

Discussion Section Topic: Foreign Exchange and Arbitrage

8 Week 8

March 7
Midterm Exam (no lecture today)
7:15 p.m at TBD

March 9
Lecture: TBD

9 Week 9

SPRING BREAK

10 Week 10

March 21
Lecture: Global Strategy
Reading Assignment: Hill Chapter Eleven - Strategy of International Business

March 23
Lecture: Entering Foreign Markets
Reading Assignment: Hill Chapter Twelve - Entering Foreign Markets

Discussion Section Topic: Review Midterm Exam; Entering Foreign Markets & Global Strategy

11 Week 11

March 28
Lecture: Global Marketing and R&D
Reading Assignment: Hill Chapter Fifteen - Global Marketing and R&D

March 30
Lecture: Logistics & Transportation
Reading Assignment: Hill Chapter Fourteen - Global Production, Outsourcing and Logistics

Discussion Section: Marketing Cases

12 Week 12

April 4
Lecture: Exporting and Importing
Reading Assignment: Hill Chapter Thirteen - Exporting, Importing and Countertrade

April 6
Lecture: Global Human Resource Management
Reading Assignment: Hill Chapter Sixteen - Global Human Resource Management

Discussion Section Topic: Global HR; Blue Denim Film

13 Week 13

April 11
Lecture: International Accounting & Taxation

April 13
Lecture: Regional Economic Integration
Reading Assignment: Hill Chapter Eight - Regional Economic Integration

Discussion Section Topic: International Taxation Worksheet Due and Review

14 Week 14

April 18
Lecture: The World Trade Organization
Reading Assignment: Review pp. 223-236 of Hill Chapter Six

April 20
Lecture: International Law

Discussion Section Topic: Review WTO Cases

15 Week 15

April 25
Lecture: Catch Up & Group Presentation Tips

April 27
Lecture: India

Discussion Section Topic: Team Project Presentations

16 Week 16

May 2
Lecture: China

May 4

Lecture: Concluding Thoughts and the Future, and Course Evaluation

Discussion Section Topic: Team Project Presentations

17 Week 17

May 14
Final Exam
7:45 a.m.
Location:

Courses ► INT BUS 200

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