

MGMT 4500
INTERNATIONAL BUSINESS ENVIRONMENT
SPRING 2015

PROFESSOR: Dr. Bowler
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REQUIRED MATERIALS: 1. Griffin, Ricky W. and Pustay, Michael W. 2010. International Business, 6th Edition, Prentice Hall, provided by CIMBA.
2. Course packet

COURSE VISION, GOALS, and STRATEGIES

VISION

The vision for this course is that it will become an open and supportive forum for learning about international business environments. We will strive to create a participative, consultative learning environment where we will learn about the world's marketplaces, different aspects of the international environments and managing international business from a strategic perspective.

GOALS

As a result of this course, all participants should demonstrate increased knowledge, understanding, and appreciation of

1. global marketplaces and business centers;
2. legal, technological, accounting, and political environment differences;
3. dimensions of culture;
4. ethics and social responsibility in international business;
5. international trade and investment theories; and
6. international strategic management.

STRATEGIES

1. Students and faculty become participants in a learning environment which includes
2. readings and quizzes;
3. lectures and short written assignments;
4. group and individual projects; and
5. in-class discussions, including small group and case discussions.

There will be a cumulative Final Exam during the Final Exam period.

2. All participants contribute to the class discussion with
 - appropriate questions
 - examples and
 - reading or research findings.

COURSE REQUIREMENTS:

FOUR QUIZZES @ 100 PTS.	400
PARTICIPATION	200
FINAL EXAM	200
JOURNAL	200
GROUP CASES	200
Group PROJECT	300

CLASS GRADING SCALE:

89.5%-100%:	A
79.5%-89.49%:	B
69.5%-79.49%:	C
59.5%-69.49%:	D
0%-59.4%:	F

Course grades will be approximately distributed according to the recommended guidelines of the Management & Organizations Department at the University of Iowa, which is approximately 30% A's, 40% B's, 25% C's and 5% D's and F's

Four Quizzes: Non-cumulative, mixed format 1 hour quizzes.

Final Exam: Cumulative, short answer and essay exam covering text, lectures, readings, discussions, etc. This will be an integrative exam that will require students to apply what they have learned in their studies, company visits and travels during the term.

STUDY ABROAD E-JOURNAL

Students will keep an electronic journal that describes their experience living and studying in Italy & abroad. Each week, I will give you some questions that I would like you to answer. For example, you may be asked to visit a local business and discuss how it differs from companies in the United States. Likewise, you may be asked to compare and contrast your home culture with Italian or European culture and to describe your ability to successfully adapt to life in Spain. You may also be asked to do research and analysis as part of some assignments. For instance, you may be asked to compare the corporate social responsibility views of Italian companies and U.S. companies. Or you may be asked to investigate exchange rates and discuss how the value of the dollar versus the euro has affected your spending habits. I will provide additional guidance regarding the e-journal in class, but it is an important part of your grade. As such, you will want to be sure that your assignments are properly researched, well written, and interesting.

CASE LEADERSHIP AND READINGS

Class discussion will revolve around the cases and readings that are assigned each day. It is essential, then, that you read these assignments prior to class. Moreover, I strongly encourage you to take notes. Everyone is required to lead at least two case discussions during the course of the semester. That is, working in teams (probably of two), you will be responsible for guiding the class discussion of at least two of the cases. In doing so, you should be prepared to frame the class discussion of the key issues of the case and to elicit the participation of other students.

GROUP PROJECT

Students will work in groups to bring a U.S. Domestic company to Europe. This is a large undertaking in multiple facets. The project should address structure and function of the organization, the product or service itself, production or service location, all aspects of marketing, legal and personnel issues, etc. The report should be in the form of a proposal being written to me, the head of the company or potential investor. The presentation should be a proposal as well designed to sell me on the international expansion. Students should think about the subject/product/service/company for this project as they travel for the first few weeks of the term. Once a topic is chosen the group should establish a gap that the product/service/company will fulfill. Once that gap is established and approved then the group can proceed with the project development. Think Italian/Euro Shark Tank. It is possible the “celebrity” judges will attend the presentations in a Shark Tank format.

CLASS PARTICIPATION

Active participation is vital for this course. Class discussion will revolve around the cases and readings. It is essential, therefore, that you read these assignments prior to class. On occasion, without notice, students may be asked to describe or discuss the key ideas of an assigned reading; if you are unprepared or do not participate, this will negatively impact your class participation grade. Also, there may be unannounced quizzes to ensure that the assigned readings have been completed. Poor performance on these quizzes will hurt your participation grade, too. Obviously, unexcused absences will adversely affect your participation grade as well. Students who are prepared, attentive, and ask informed questions on business visits will receive higher participation grades. Although I will rely on objective data in making judgments about class participation, this evaluation is ultimately a subjective one.

CIMBA Attendance Policy: Attendance at all classes and CIMBA sanctioned activities is MANDATORY. All unexcused absences will have the following consequences:

1st absence will result in the loss of 1/3 of a letter grade in the class

2nd absence (cumulative) will result in the loss of an entire letter grade

3rd absence (cumulative) will result in dismissal from the program

Absences due to illness require a note from the CIMBA Undergraduate Office Staff and/or the Instituto Filipino medical staff. If a student is sick and cannot attend class, he/she must inform the CIMBA Staff immediately and failure to do so will result in an unexcused absence.

Accommodating Disabilities: If you have a disability that may require some modification of seating, testing, or any class requirement, please let me know as soon as possible so that appropriate arrangements can be made. Similarly, if you have any emergency medical information that I should be aware of, or if you need special arrangements in the event of the building being evacuated, please let me know. Please see me after or outside of class to discuss these issues.

Policy on Cheating: It is my sincere hope that no student in this class submits work which is not his or her own. However, it seems prudent to clarify in advance the policy on cheating. If I determine that any assignment was not written solely by the student whose name appears on the assignment, the student will receive a zero (0) for the assignment and may receive an “F” for the class. All incidents of cheating will be reported to the CIMBA Undergraduate Office and the Associate Dean of the Tippie College of Business and the student may be placed on disciplinary probation for the remainder of the semester. In general, the decision of the professor may be appealed to the CIMBA Undergraduate Staff and/or the College of Business Judicial Board, then to the Associate Dean for the Undergraduate Program. The Honor Code for the Tippie College of Business will determine the appropriate process. The Honor Code is located on the University of Iowa website.

Sexual Harassment: The CIMBA Undergraduate Program and The University of Iowa are committed to providing students with an environment free from sexual harassment. If you feel that you are being or have been harassed or you are not sure what constitutes sexual harassment, we encourage you to visit the University website, www.sexualharassment.uiowa.edu/index.php, and to seek assistance from the CIMBA Director, Brandelle Unkrich, at 319-335-1041 or brandelle-unkrich@uiowa.edu.

FERPA Requirement: In order to participate in this class, it may be necessary to reveal to other students the names of students who are enrolled in this course. If you do not want your name revealed to other students enrolled in this course, please contact me in writing by the end of the first week of class.

Complaints: Student concerns regarding this course should first be discussed with me, the faculty member teaching this course. If we can't resolve the complaint, you may contact the Management & Organizations Department Chair, Amy Kristof-Brown (319-335-0928, amy-kristof-brown@uiowa.edu). If you cannot resolve the complaint by speaking with the chair, you may contact the Associate Dean of the Tippie College Undergraduate Program, Ken Brown (319-335-0924, kenneth-g-brown@uiowa.edu).

The professor reserves the right to add to or delete from this schedule, as changes may be necessary to accommodate time constraints. Any changes will be communicated with students during classes.

Topical Course Outline and Schedule

Class	Topic	Assignments & Readings (subject to addition/change)
1	Course Introduction and Overview of International Business	
2	Global Marketplaces & Business Centers	
3	Global Marketplaces & Business Centers	
4	Legal, Technological, Accounting & Political Environments	
5	Quiz 1	
6	The Role of Culture	
7	Exploring cultures	
8	Ethics and Social Responsibility in International Business	
9	International Trade & Investment	
10	Quiz 2	
11	The International Monetary System and the Balance of Payments	
12	Foreign Exchange and International Financial Markets	
13	Formulation of National Trade Policies	
14	International Cooperation Among Nations-Strange bedfellows	
15	Quiz 3	
16	International Strategic Management	
17	Strategies for Analyzing and Entering Foreign Markets	
18	International Strategic Alliances	
19	International Organization Design and Control	
20	Quiz 4	
21	Project Presentations	
Final Exam	Final Exam	