INTERNATIONAL BUSINESS/ GLOBALMARKETS

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**I.               Specifics**

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| **Instructor** | Angeline Grace Close  Assistant Professor,  Business Administration | **Course Site** | [http://radar.ngcsu.edu/~agclose /busa4527.htm](http://radar.ngcsu.edu/%7Eagclose%20/busa4527.htm)  [NGCSU Business Department Website](http://www.ngcsu.edu/Academic/Bus_Gov/BADM/index.shtml) |
| **Class Time/**  **Location** | A: T, R 9:30-10:45  Newton Oakes 011    B: T, R 11-12:15  Newton Oakes 011 | **Offices** | NGCSU (N): 116 Newton Oakes  706.864.1616 (T, R)  Athens (A): 124 Brooks Hall  706.542.3764 (M, W, F)  Gainesville (G): 158 Dunlap Mathis  770.718.3875  (Thurs. PM) |
| **Session** | Spring 2006 | **Office Hours** | T, R: 1-2 (N) & By Appt. |

**BUSA 4527 Description:** This is an introduction to international business and the study of global markets. We discuss and debate current business-related issues and topics in the international market via current issues and real multinational and global company cases.  We focus on international markets and their central relationship to international business. The topics may be applied to your interests and fields (e.g., accounting, finance, marketing, management).

**Prerequisite(s):** FINC 3440, MGMT 3661 & MKTG 3700

**Text:** Global Marketing, by Keegan and Green, 4th Edition, ISBN: 0131469193

**Supplemental Materials:** A globe, a world map,*The Economist, The Wall Street Journal, Newsweek, Forbes, US News and World Report*,

**Course Website:** [**http://radar.ngcsu.edu/~agclose/busa4527**](http://radar.ngcsu.edu/%7Eagclose/busa4527)

         This class is featured under BUSA 4527. The site has: 1) syllabus with schedule, 2) lecture slides, 3) reserve readings, and 4) case studies. Please download and print the syllabus and notes pages *before* that discussion. Please check the site weekly for updates/announcements.

**II. Description & Goals**

1. Think Global/Act Local: We will learn theoretical concepts in the discipline of international business and the importance of how to think globally in business.

2. Interactive Learning /New Media: We will build a solid knowledge of global e-commerce in business-to-consumer and business-to-business environments. The course material is posted online so that you can prepare ahead for interactive discussions.

3. Global Awareness: We will understand the impact of political, legal, economic, and cultural factors on business activities across countries and forces spurring globalization.

4.Case Study Strategy:  We will learn to analyze marketing plans and strategy for consumer products in foreign countries and globally via real company case studies.

5. Present international business concepts:  We will learn principles and strengthen our business vocabularies as we approach a global business environment.

**III. Schedule**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **DATE** | **CH./LECTURE** | **CASE STUDY** | **ASSIGNMENT & SUPPLEMENTARY SITE** | **FYI** |
| R 1-5 | **Syllabus-Welcome!**  **Introduction to Global Business & the case study.** | ***Hold control and click on each icon to read the case. Read each case before the class discussion.*** | **Visit Class Website and Print Syllabus**  **Buy Textbook**  **International Market Update**  **Read Ch. 1**  [**Global GNP's**](http://ucatlas.ucsc.edu/gnp/gnp.html) | **Please Bring/have read syllabus and case topics and Verify Dates of Exams for next class.** |
| T 1-10 | **1.  Global Business and Geographical Concerns** |  | **International Market Update**  [**World Map**](http://ucatlas.ucsc.edu/world.html)  [**WTO**](http://www.wto.org/) | **Select top 3 choices for the case you wish to work on.** |
| R 1-12 | **2. Global Economics** | **[Coca Cola Great Britain and Ireland](http://www.thetimes100.co.uk/case_study.php?cID=3&csID=16)** ***Coca-Cola***  (edition 8: World Game) | **International Market Update**  **Read Ch. 2**  [**International Monetary Fund**](http://www.imf.org/) |  |
| T 1-17 | **2. Global Economics**  **Issues in International Finance &**  **Currency** |  | **International Market Update**  [**Currency Exchange**](http://www.xe.net/ucc/) |  |
| R 1-19 | **3. The Global Trade Environment: Regional Market Characteristics- Europe** | http://faculty.unlv.edu/angeline/BUSA4527Syllabus_files/image006.jpg  [International Product Life Cycles](http://www.thetimes100.co.uk/case_study.php?cID=6&csID=189&pID=3) | **International Market Update Read Ch. 3**  [**EU Map**](http://radar.ngcsu.edu/%7Eagclose/eumap.pdf)  [**European Central Bank**](http://www.ecb.int/)  [**European Union**](http://europa.eu.int/) |  |
| T 1-24 | **3. The Global Trade Environment: Preferential Trade Agreements- Asia.**  **PNTR with China** |  | **International Market Update**  [**Asian Markets**](http://www.asiasource.org/)    [**Asia-Pacific Economic Cooperation**](http://www.apecsec.org.sg/) |  |
| R 1-26 | **4. Social/Cultural**  **Environments in Business.** | [Cadbury Schweppes](http://www.thetimes100.co.uk/case_study.php?cID=15&csID=195&pID=1)  [(Edition 10: Stakeholders)](http://www.thetimes100.co.uk/case_study.php?cID=15&csID=195&pID=1) | **International Market Update**  **Read Ch. 4**  [**International Business Customs**](http://www.getcustoms.com/2004GTC/index.html) | [**Study Abroad**](http://www.studyabroad.com/) |
| T 1-31 | **4. Social/Cultural**  **Environments in Business.** |  | **International Market Update**  [**International Trade**](http://ucatlas.ucsc.edu/trade/trade.html) | [**Study Guide 1**](http://radar.ngcsu.edu/%7Eagclose/ibstudyguide.doc) |
| R 2-2 | **4. Social/Cultural**  **Environments.** | **[McDonald's Restaurants 1](http://www.thetimes100.co.uk/case_study.php?cID=27&csID=41)**  [**McDonald’s**](http://www.thetimes100.co.uk/case_study.php?cID=28&csID=120&pID=1)  [(edition 9: Franchising)](http://www.thetimes100.co.uk/case_study.php?cID=28&csID=120&pID=1) | **International Market Update**  [**International Trade Flow & Inequality**](http://ucatlas.ucsc.edu/trade/trade_theme.php)  [**World Bank Group**](http://www.worldbank.org/) |  |
| T 2-7 | **5. The Legal and Regulatory Environments of Global Business.** |  | **International Market Update**  **Read Ch. 5**  [**UN International Law**](http://www.un.org/law/)  [**Trade Blocs**](http://ucatlas.ucsc.edu/trade/subtheme_trade_blocs.php) |  |
| R 2-9 | **5. The Legal and Political Environment of Global Business** | **[Nestlé](http://www.thetimes100.co.uk/case_study.php?cID=7&csID=30)** [**Nestle**](http://www.thetimes100.co.uk/case_study.php?cID=7&csID=30)  [**(ed. 8: Production)**](http://www.thetimes100.co.uk/case_study.php?cID=7&csID=30) | **International Market Update**  [**World Political Leaders**](http://www.rulers.org/) |  |
| T 2-14 | **EXAM 1 (Ch 1-5)** |  | **EXAM 1**  **(Ch. 1-5, market updates)** |  |
| R 2-16 | **6. Global Information Systems** | [Vodafone](http://www.thetimes100.co.uk/case_study.php?cID=41&csID=205&pID=1)  [(edition 10: Strategy)](http://www.thetimes100.co.uk/case_study.php?cID=41&csID=205&pID=1) | **International Market Update**  **Read Ch. 6** |  |
| T 2-21 | **6. Global Business Research** |  | **International Market Update**  [**CIBER**](http://ciber.bus.msu.edu/) |  |
| R 2-23 | **7. Segmentation, Targeting, and Positioning** | Philips  [Ed. 10: Positioning](http://www.thetimes100.co.uk/case_study.php?cID=75&csID=199&pID=1) | **International Market Update**  **Read Ch. 7** |  |
| T 2-28 | **7. Segmentation, Targeting, and Positioning** |  | **International Market Update**  [**AIESIC-US**](http://www.us.aiesec.org/main/) |  |
| R 3-2 | **9. Global Market Entry Strategies: Licensing and Investment.** |  | **International Market Update**  **Read Ch. 9**  [**Foreign Direct Investment**](http://ucatlas.ucsc.edu/fdi/fdi.html) | Last Class for W drops |
| T 3-7 | **9. Global Market Entry Strategies: Strategic Alliances**  **& Competitive Advantage.** |  | **International Market Update**  [**NAFTA**](http://www.naftaworks.org/) |  |
| R 3-9 | **16. Strategic Elements of Competitive Advantage.** | [**Audi UK**](http://www.thetimes100.co.uk/case_study.php?cID=14&csID=11)  **Audi**  [(ed. 8: Investing in People and Brands)](http://www.thetimes100.co.uk/case_study.php?cID=14&csID=11) | **International Market Update**  **Read Ch. 16**  [**International Business Alliances**](http://www.importers.com/trader/12344.html) | [**Study Guide 2**](http://radar.ngcsu.edu/%7Eagclose/ib%20study%20guide2.doc) |
| T 3-14 | **SPRING BREAK** |  |  |  |
| R 3-16 | **SPRING BREAK** |  |  |  |
| T 3-21 | **10. Product and Brand Decisions.** | Gillette  [(ed. 10 New Products)](http://www.thetimes100.co.uk/case_study.php?cID=58&csID=208&pID=1) |  |  |
| R 3-23 | **EXAM 2**  **(Ch 6, 7, 9, 16)** |  | **International Market Update**  **Read Ch. 10**  [**Global Brand Leadership**](http://www.globalbrands.org/) | **Advisement/**  **Registration  Summer/Fall '06 begins** |
| T 3-28 | **10. Product and Brand Decisions**    **Discussion/debate:**  **Global Brands** |  | **International Market Update**  [**Top Global Brands**](http://bwnt.businessweek.com/brand/2002/index.asp) |  |
| R 3-30 | **13. Global Advertising.** | **[Kraft Foods UK](http://www.thetimes100.co.uk/case_study.php?cID=26&csID=25)**  **Kraft**  [(Global Brand & Ad Analysis)](http://www.thetimes100.co.uk/case_study.php?cID=26&csID=25) | **International Market Update**  **Read Ch. 13**  [**International Advertising Resources**](http://www.bgsu.edu/departments/tcom/faculty/ha/intlad1.html) |  |
| T 4-4 | **13. Global Advertising/Public Relations.** |  | **International Market Update**  [**International Advertising Association**](http://www.iaaglobal.org/default.asp?subsiteID=2)  [**Multicultural Advertising**](http://www.aaf.org/multi/index.html) |  |
| R 4-6 | **14. Global Sales Promotion, Personal Selling.** | **[Amway](http://www.thetimes100.co.uk/case_study.php?cID=11&csID=6)**  [(ed. 8 Combining an Online/Offline Business)](http://www.thetimes100.co.uk/case_study.php?cID=11&csID=6) | **International Market Update**  **Read**  [**Global Business Relations**](http://businessculture.com/) |  |
| T 4-11 | **No Class for NGCSU’s**  **Honors Day**  **Work on Case Study Paper** |  | **International Market Update**  [**International Media**](http://www.kidon.com/media-link/index.shtml) | **Honors Day Business Presentations 1:00-3:00 Newton Oakes 019** |
| R 4-13 | **17. Global New Media in the Digital Revolution.** | **[HMV UK](http://www.hmv.co.uk/hmvweb/home.do)**  [**HMV**](http://www.hmv.co.uk/hmvweb/home.do)  **\*I am not assigning an “official” case to read here, just visit the** [**HMV UK site**](http://www.hmv.co.uk/hmvweb/home.do) **and think about their new partnership with** [**Amazon.com**](http://www.amazon.com/)**. In what ways is this a smart move? A not-so-smart move? Think about the good and the bad of the net in international business for discussion.** | **International Market Update** | **International Market Updates Due in Class** |
| T 4-18 | **17. Global Marketing and the Digital Revolution**. |  |  | [**Study Guide 3**](http://radar.ngcsu.edu/%7Eagclose/ibstudy%20guide3.doc) |
| R 4-20 | **16. Management: Controlling Global Business.** | [**Wal-Mart Case**](http://radar.ngcsu.edu/%7Eagclose/wal.doc) |  | **Case Reports Due in Class** |
| T 4-25 | **16. Management: Controlling Global Business.**  **Review for Final** |  | [**Fair Trade Issues**](http://www.fact-index.com/f/fa/fair_trade.html) |  |
| R 4-27 | **FINAL EXAM**  **(More focus on 10, 13, 14,16, 17, Case Study + Event Main Concepts)** | Meet in classroom at regular class time |  | **FINAL EXAM** |

**IV. Format, Policies & Grading**

**PowerPoint Presentation Based Discussions:**

The lecture material is posted via power point slides on our class website.

**Policies:**

* NO EMAIL ASSIGNMENTS ARE ACCEPTED
* Please see me with individual matters during office hours, in lieu of email.
* This syllabus may be updated or modified accordingly.
* NGCSU is committed to equal access to its programs, services, and activities for people with disabilities. Any student who feels s/he may need accommodation based on the impact of a disability should contact the Office of Student Disability Resources at 706-867-2782 in 221 Barnes Hall, to coordinate reasonable accommodations for students with documented disabilities.
* If either NGCSU or Gainesville College is closed (inclement weather, below), then no class.

**Class:**

1. We will begin and end on time.
2. We will have event and case discussions-PARTICIPATE.
3. Please turn off cell phones, or lose attendance points for that day.
4. Act like you are in a business environment (i.e., professional) in our class.
5. Honor code at all times; see NGCSU’s website for any ?’s on the honor code. The instructor is authorized to use turnitin.com plagiarism scanning program.
6. Please utilize office hours for concerns. Email is not the best way to communicate. I am more than happy to help during office hours or anytime by appt.

**Attendance & Participation:**

This class is for you to discuss international business issues-please speak up! Comments should reflect the market update and the case discussed for that class. Attendance and insightful participation in discussion is required. I note attendance. You are responsible for your own signature on the role sheet. In the event an assignment is missed due to absence, it cannot be made up, unless arrangements are made prior to the absence.

Please note NGCSU’s Attendance policy: if you miss more than 14% of classes, you will be dropped with either a W (before midpoint &passing) or a WF (not passing &/or after midpoint). Unless receiving notice from Academic Affairs reflecting an extenuating circumstance, this policy remains in addition to the course policy stated above.  Please see the Undergraduate Bulletin for a discussion of NGCSU's class attendance policy.

**Evaluation:**

* The International Market Updates and participation are worth 50 points.
* Exams are worth 100 points each, 200 points total.
* The team case presentation, report, and participation are worth 100 points.
* The final (including case questions) is worth 100 points.

**Total points for the course = 450.**

**Grading Scale (Out of 450 Points):**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Grade:** | **A** | **B** | **C** | **D** | **F** |
| **Points:** | 405+ | 360-404 | 318-359 | 271-317 | 270- |

A = 90-100% ; B = 80-89% ; C = 70-79%; D = 60-69% ; F=  < 60%

**INTERNATIONAL MARKET UPDATE: 50 points**

We will discuss/debate an International Market Update at the beginning of each class. On your day as leader, you will bring in an International Market Update (see sources on our site), and copy it for each class member, present it, and *facilitate a discussion/debate* on the topic. Bring in an event that corresponds with the syllabus topic of the day you lead. When it is your session as an event leader, type and present five interesting questions for the class to debate.  Staple these questions to a copy of the article to turn in at the specified date near the end of the semester. Your grade primarily includes participating in *all* events (20 points article selection/ presentation/questions; 30 points daily participation).

**EXAMS: (3 including final) @ 100 points each**

1. I will give the entire course period for exams.
2. The exams are multiple choice and T/F. Bring #2 pencils.
3. The exams come from both the book and the lecture material. The final exam covers key *concepts* from the cases and events.
4. It is crucial to read and be attentive in class to do well on the exams.
5. If you miss class, you are responsible for exam material assigned/discussed.
6. Tests cannot be taken after the sanctioned date. A missed, earns a 0 grade.
7. Students are not permitted to enter once the test begins, nor be excused.
8. The final exam covers mainly new material and case study concepts; yet, past material is needed to be understood to build on the new material.

**TEAM CASE PRESENTATION: 100 points (33 points paper, 33 points presentation, 34 points participation in ALL cases).**

**V. Team Case Presentation**

Everyone will present a case with an international focus.  Specific cases are assigned to each team, and are posted on my website under “cases”.  READ EACH CASE BEFORE CLASS.  Teams lead the discussion. During your 20 min. discussion, facilitate discussion about the case. Do not summarize the case-lead a debate and ask the class questions. You should bring presentation materials (e.g., photos, press kits, videos, product examples, music, food, drink, dress, business materials) on your day.  A five page report/case summary is due at the assigned date.

**Selection:**

The class will be divided, just as in a business situation. Please meet your group members and decide when to begin meeting.  Please refer to the schedule above for the dates that you will present.

**Case Information:**

o       The number in each team will depend on the final enrollment.

o       I consider the first few groups had less prep time, so will consider this in the presentation/discussion leading portion of the case grade.

o       Dress professionally (e.g., business interview) on your presentation day.

o       There will be one team discussion leading grade based on content, effort, creativity, and handout.

o       Everyone is expected contribute, and speak during all presentations.

o       Bring supplements (e.g., music, commercials, displays) to enhance your presentation.

o       Please let me know in advance of any non-contributors/problems.

o       You are welcome to invite guests to join our case discussions. Please let me know of guests in advance.

o       A five-page case report is due at the assigned date near the semester’s end. Each person does this report individually for a separate grade. This paper should have a cover page, thesis statement (i.e., clearly state the point of the case), an introduction, a brief overview of the company itself, a main focus on the case topic (not the company), a discussion on your insights and opinions about this company and case and its role in the international market, and a works cited in MLA format.   The presentation on CD marked with the topic and names is due with the final paper.