

GEB 6366 International Business

Spring 2021 - ONLINE – All Sections

REVISED 1/106

Hough Graduate School

Warrington College of Business Administration

University of Florida

Dr. Linda D. Clarke

GENERAL INFORMATION

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COURSE DELIVERY AND DESCRIPTION

Course Delivery: This course will be delivered in an online, asynchronous format. Students will be able to access the lecture videos by chapter from a link on the Canvas course site.

Course Description: International business concerns all the commercial transactions, both public and private, as well as activities related to those transactions, such as

transportation, investment and regulations, that take place between two or more countries.

It is a large and constantly growing portion of the entire world's business activity, thus most managers, regardless of industry, must approach their operations and strategies from an international point of view. The best modes of operation in an international context may not be the same as those of the purely domestic business environment, encompassing such activities as exporting and importing, dealing with foreign governments, cultures and regulations, as well as domestic regulations affecting those firms who seek to do business outside their home country.

In this course we will examine both the environment of international business as well as many of the specific operational tools and characteristics unique to this environment.

Minimal CANVAS use requirement:

All Spring 2021 courses delivered through any means (face-to-face, online, etc.) will be required to use the Canvas learning management system for at least the following purposes: Distributing and storing the course syllabus along with any syllabus updates, maintaining student grades, and regular communication with students. The only exceptions are courses set up as individual academic experiences such as directed independent study, supervised research, supervised teaching, and thesis or dissertation credits.

Instructors and/or course directors are also strongly encouraged to use Canvas for posting announcements, providing access to course materials, and scheduling Zoom meetings. These practices will help ensure that students who may be geographically dispersed and taking courses asynchronously have access to course content and provides an extra layer of security for Zoom sessions. Doing so will also allow for uniformity of the student course experience and will facilitate the process of making up of course work missed because of illness, periods of self-isolation, and other excused absences.

COURSE OBJECTIVES

The goal of this course is to introduce graduate students to the field of international business. Students should become familiar with three basic areas: underlying theories of international business, environmental factors affecting international activities, and the management of business functional operations in an international context. In addition to the subject matter, students are expected to learn how to analyze international situations and evaluate contemporary issues in international business.

These goals will be accomplished through the following activities: Case analysis will elaborate on basic issues in the field to ensure a breadth of understanding in the class. Reading assignments will offer more specific insights into particular areas of international business, providing depth of understanding. Research Projects will provide practice in applying the abstract theories and generalizations of the textbook and lectures to real world situations. Suggested Readings, such as The Economist, will provide up-to-date, real-life examples of the abstract theories and generalizations of the textbook and lectures.

Research Papers will offer practice in applying theories to hypothetical situations and solving international business problems. Exams will afford students the opportunity to integrate everything they have learned in the course into a comprehensive framework, which will help make concepts seem more real, and aid in applying those concepts to everyday life.

MAJOR & CURRICULUM OBJECTIVES TARGETED

Global – students will be able to apply knowledge of political, legal, economic, and cultural country differences to develop competitive strategies in foreign, regional, and global markets.

Critical thinking – students will be able to apply critical thinking skills to complex business problems. This includes: analyzing complex business problems with no “right answer,” identifying and evaluating relevant issues and information, generating and evaluating possible solutions to the problems, recommending solutions based on well-reasoned rationales, and communicating these thought processes to others in an effective manner.

Use of information technology – students will be able to use information technology as a tool to do essential business tasks. These include: the ability to create documents, presentations, databases and spreadsheets; the ability to use the web to find information and/or create and use web pages; and the ability to understand the information technology-related terminology.

TEXTBOOKS

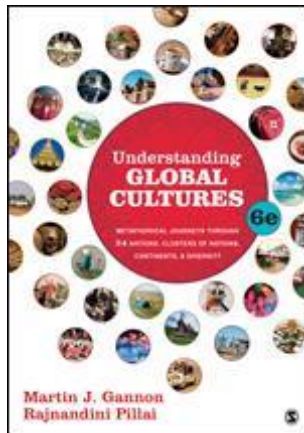
Text #1:

International Business, 16th Edition, John Daniels, University of Miami, Lee Radebaugh, Brigham Young University, Daniel Sullivan, University of Delaware



ISBN-10: 0134200055 • ISBN-13: 978-0134200057
©2018 • Pearson

Text #2:



*Understanding Global Cultures: Metaphorical Journeys
Through 34 Nations, Clusters of Nations, Continents &
Diversity, 6/E Martin J. Gannon, & Rajnandini Pillai,
California State University San Marcos*

ISBN13: 978-1-4833-4007-4
Sage Publications, Los Angeles.

Note: E-versions of texts, where available, are perfectly fine as well. You do not need any supplemental “course-pack” or other software materials, just the text(s).



SUGGESTED READINGS

[The Economist](#)- Lead Articles for each week.

[The Wall Street Journal](#)- Front Page and International Section

TEACHING METHODOLOGY

This course is delivered in the fully online format. Students will be expected to work and learn through team internet-based research projects, readings, discussions, case analyses and presentations.

COURSE PREREQUISITES

Please make sure that you have completed all prerequisites, if any, as required by your program of study before taking this course. If you are unsure whether you have met these requirements, please consult with your academic advisor.

COMMUNICATING WITH THE INSTRUCTOR

The best way to contact the professor is via email at clarkel@ufl.edu Please **DO NOT** email the instructor through the course site mail function or general Discussion Forum postings. You may use the course site mail function and discussion forums to contact and communicate with other students in the class, but for any questions or comments to the Professor, please use her direct UFL email address ONLY.

GRADING

Course Requirements	Weights
Individual Test #1	15%
Individual Test #2	15%
Team Written Case Analysis & PowerPoint Presentation	20%
Homework Assignments	10%
Team Research Paper	30%

Individual Class Participation (including team project worksheet completion)	10%
Total	100%

Letter Grade	Range	Letter Grade	Range	Letter Grade	Range
A	95-100%	B-	80-83	D+	67-69
A-	90-94	C+	77-79	D	64-66
B+	87-89	C	74-76	D-	60-63
B	84-86	C-	70-73	F	<60

LIBRARY SERVICES

The UF library provides a number of services to on-campus and distance learning students. For example, students can request detailed instructions on how to access library resources by seeking assistance from the librarians online at www.uflib.ufl.edu/ask

You can also visit the UF Library at: www.ufl.edu/libraries

POLICIES AND PROCEDURES

As a college, we care about and enforce the Policies and Procedures as they are important to the quality of education we are providing to you. Details on UF policies can be found at the university website: www.ufl.edu.

EXAMS

There will be two individual tests in this course. The first test will cover approximately chapters 1-8 of the text, and the final test will cover chapters 9-20 of the text. Students will take these exams online using Honorlock during the time periods allotted for each exam (posted on the course calendar below). **No make-up exams will be given without an officially sanctioned and fully documented excuse.**

Note: Midterm and Final test grades will be posted to the course site at the end of each respective examination period for the class after all students have completed the exam.

Final grades for the course will be available to students on the university system at the end of the term. After the university's final grade posting date, I am happy to discuss individual grades and answer any questions you may have.

DISCUSSION

In addition to the general discussion forum on Canvas, each student team, once organized, will have its own private discussion forum for group postings and other team-only communications. Students may also use the UF email and course mail or chat features to hold meetings and discuss items of relevance to the course with one another.

ASSIGNMENTS

All semester assignments are listed with their due dates in the course calendar section below. The primary assignments for this term are the team case analysis project, the team country feasibility study research paper, along with the homework assignments to be posted to Canvas, and the individual midterm and final tests. Detailed instructions and outlines for these written assignments as well as other relevant course materials will be posted under the "files" section of the course site as appropriate during the term.

RESEARCH PAPER

The team country feasibility study research paper is the major assignment of this course. A detailed description and outline of this assignment can be found posted under the "Files" section of the course site.

EXPECTATIONS OF THIS COURSE

All students are expected to conduct themselves in a responsible, courteous, and professional manner in all course communications with both the professor and other class members. All students are expected to stay in communication on a regular basis with their team members. Any student who does not perform his/her share of the work or remain in communication with his team members can be given notice by the team, a minimum of 48 hours in advance, that if he/she does not contact team/make arrangements regarding work share, that the student will be "fired" from the team by the other members, in consultation with the professor, and that student will no longer be eligible to receive the team project grades. All teams are expected to manage their own interpersonal group dynamics and allocate the workload reasonably and equitably amongst all team members.

You will be expected interact with the professor and your fellow students; to do assignments; to meet deadlines; and to work online with your team, as well as attending any virtual team meetings your group arranges.

COURSE CALENDAR

Module	Topic
<p>Week One: (Week of Jan 11th)</p>	<p>Course Introduction, Students form teams, determine case project selections.</p> <p>Use the specified “Discussions” forum on the course site to form teams, post team roster (with a team name!). Once your team roster is posted, a private team forum page will be set up for you on the course site.</p> <p>View: Lectures Chapters 1 & 2</p> <p>Textbook Reading Assignment: Text Chapters 1, 2.</p>
<p>Week One:</p>	<p>STUDENT TEAMS SHOULD MEET INDIVIDUALLY TO WORK ON TEAM RESEARCH PROJECT SET-UP WORKSHEET</p> <p>Students work with teams on Feasibility Study and Case Projects.</p> <p>DUE: Homework #1: A statement of feasibility study topic (industry and country, i.e., the completed worksheet) must be posted by all teams by 11:00 pm on Sunday Jan. 17th to the “Assignments” section of the course site. (The blank worksheet form is also available under “Assignments” in the course site). This is a GROUP assignment – only one person from each team needs to post the completed worksheet.</p> <p>Each team must also post their team case project preferences to the specified Discussions forum. Once these are posted your assigned case will be confirmed to your team. All teams will be sorted into two groups (Group A and Group B) for purposes of the two upcoming individual presentation review homework assignments. (Students will individually review presentations from teams in Group A in the first discussion assignment, and those in Group B in the second discussion assignment).</p> <p>Reading Assignment: Text Chapters 3 & 4.</p>

<p>Week Two: (Week of Jan. 18th) (Monday is MLK holiday)</p>	<p>View: Lectures Chapters 3 & 4.</p> <p>Textbook reading assignment: Chapters 5 & 6.</p> <p>Teams continue work on group projects</p>
<p>Week Two:</p>	<p>View: Lectures Chapters 5 & 6.</p> <p>Text: read Chapters 7 & 8.</p> <p>Teams continue work on group projects</p> <p>DUE: Team Case Project - All case write-up and narrated PPT. presentations due by 11 pm on Sunday Jan. 24th by 11 pm Gainesville time. Please post your completed Presentation to BOTH the “Assignments” section of the course site for grading purposes AND to the designated discussion forum for other students to view and complete their upcoming individual presentation review assignments.</p>
<p>Week Three: (Week of Jan. 25th)</p>	<p>Text: Review Chapters 1-8 in preparation for the midterm exam.</p> <p>View: Lectures Chapters 7 & 8</p> <p>Teams continue work on group projects</p>
<p>Week Three:</p>	<p>Text: read Chapters 9 & 10.</p> <p>Teams continue work on group project</p> <p>Students review for Midterm.</p> <p>DUE: Individual Homework #2: Discussion Forum Assignment – Review and Comment on each Team Case Presentation from teams in GROUP A. Due by 11 pm (Gainesville time) on Sunday Jan 31.</p>
<p>Week Four: (Week of Feb. 1st)</p>	<p>DUE: Midterm Exam –The exam window will be open from 9:00 am on Tuesday Feb. 2 until 11:00 pm on Wed. Feb. 3, Gainesville local time. All students must take the midterm exam during this scheduled period, no exceptions. You will have any consecutive 90 minutes during this period to take and submit the exam. Note: The use of Honorlock is required to take the exam.</p>

	<p>View: Lectures Chapters 9 & 10.</p> <p>Text: read Chapters 11 & 12</p> <p>Teams continue work on group projects</p>
Week Four:	<p>View: Lectures Chapters 11 & 12.</p> <p>Text: read Chapters, 13 & 14</p> <p>Teams continue work on group projects.</p> <p>DUE: Individual HW #3: Discussion Forum Assignment – Review and Comment on each Team Case Presentations from teams in GROUP B. Due by 11 pm (Gainesville time) on Sunday Feb. 7th.</p>
Week Five: (Week of Feb. 8th)	<p>View: Lectures Chapters 13 & 14.</p> <p>Text: Read Chapters 15 & 16.</p> <p>Teams continue to work on group projects.</p>
Week Five:	<p>View: Lectures Chapters 15 & 16</p> <p>Text: read Chapters 17, 18 & 19 & 20.</p>
Week Six: (Week of Feb. 15th)	<p>View: Lectures Chapters 17, 18, 19 & 20</p> <p>Study - Final Exam Review Guide</p> <p>DUE: ALL TEAM RESEARCH PROJECTS (Country Feasibility Studies) are due by 11 pm, Gainesville time on Sunday Feb. 2st, posted to the Assignments section of the course site - no exceptions! (Note: only one member from each team needs to post the group research project).</p>

<p>Week Seven: (Week of Feb 22nd)</p>	<p>Review for Final Exam</p> <p>DUE: Completed self- and peer evaluation forms to be posted directly to the assignments section of the course site no later than 11 pm Gainesville time on Tuesday Feb. 23rd).</p> <p>DUE: FINAL EXAM – Online. The exam window will be open from Thursday February 25 at 9:00 am to 11:00 pm on Friday February 26, Gainesville local time. The final exam covers all materials in Chapters 9-20. All students must take the final exam during the scheduled time period, no exceptions. You will have any consecutive 90 minutes during this period in which to take the exam. Note: The use of Honorlock is required to take the exam.</p>
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Note: This syllabus and course calendar are subject to adjustments if necessitated by changed conditions or events.