

GEB 6366 International Business

Summer B 2022 – REVISED 6/20

Hough Graduate School

Warrington College of Business Administration

University of Florida

Dr. Linda D. Clarke

GENERAL INFORMATION

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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.

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.

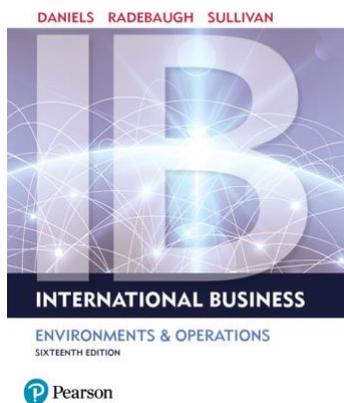
Use of information technology – students will be able to use information technology

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:

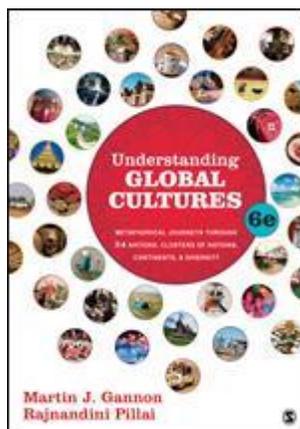
International Business, 16th Edition, John Daniels, University of Miami, Lee Radebaugh, Brigham Young University, Daniel Sullivan, University of Delaware



ISBN-10: 0134200055 • ISBN-13: 978-0134200057

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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 in-person format. Students will be expected to work and learn through team-based research projects, readings, discussions, case analyses and presentations.

COURSE PREREQUISITES & POLICIES

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.

UF Policies on Attendance and Grading:

<https://catalog.ufl.edu/UGRD/academic-regulations/attendance-policies/>

<https://catalog.ufl.edu/UGRD/academic-regulations/grades-grading-policies/>

Minimal CANVAS use requirement:

All 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.

HB233: Recording of Classes:

Students are allowed to record video or audio of class lectures. However, the purposes for which these recordings may be used are strictly controlled. The only allowable purposes are (1) for personal educational use, (2) in connection with a complaint to the university, or (3) as evidence in, or in preparation for, a criminal or civil proceeding. All other purposes are prohibited. Specifically, students may not publish recorded lectures without the written consent of the instructor.

A “class lecture” is an educational presentation intended to inform or teach enrolled students about a particular subject, including any instructor-led discussions that form part of the presentation, and delivered by any instructor hired or appointed by the University, or by a guest instructor, as part of a University of Florida course. A class lecture does not include lab sessions, student presentations, clinical presentations such as patient history, academic exercises involving solely student participation, assessments (quizzes, tests, exams), field trips, private conversations between students in the class or between a student and the faculty or lecturer during a class session.

Publication without permission of the instructor is prohibited. To “publish” means to share, transmit, circulate, distribute, or provide access to a recording, regardless of format or medium, to another person (or persons), including but not limited to another student within the same class section. Additionally, a recording, or transcript of a recording, is considered published if it is posted on or uploaded to, in whole or in part, any media platform, including but not limited to social media, book, magazine, newspaper, leaflet, or third-party note/tutoring services. A student who publishes a recording without written consent may be subject to a civil cause of action instituted by

a person injured by the publication and/or discipline

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	12.5%
Individual Test #2	12.5%
Team Written Case Analysis & PowerPoint Presentation	25%
Individual Homework Assignments	10%
Team Research Paper	30%
Individual Class Participation (including class attendance and 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 quizzes in this course. These will count for 25% of your total grade. The first test will cover chapters 1-8 of the text (including all cases within those chapters), and the final test will cover chapters 9-20 of the text (including cases). Students will take these exams online using during the time periods allotted for each exam (posted on the course calendar below). These are closed book, closed notes tests and you will be required to use the Respondus lock-down browser application. No make-up exams will be given for any reason.

Note: Midterm and Final quiz grades will be posted automatically 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: June 27</p>	<p>Course Introduction, Students form teams, determine case project selections.</p> <p>Lecture: Chapters 1 & 2</p> <p>Textbook Reading Assignment: Text Chapters 1, 2, 3 & 4.</p>
<p>Week One: June 29</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 July 3 to the “Assignments” section of the course site. This is a group assignment – only one person from each team needs to post the completed worksheet. Each team must also post their team case project preferences to the specified Discussions forum.</p> <p>Lecture: Chapters 3 & 4.</p> <p>Reading Assignment: Text Chapters 5 & 6.</p>
<p>Week Two: July 5</p>	<p>Lecture: Chapters 5 & 6</p> <p>Textbook reading assignment: Chapters 6 & 7</p> <p>Teams continue work on group projects</p>
<p>Week Two July 7</p>	<p>Lecture: Chapters 7 & 8 & Review for the midterm quiz.</p> <p>Text: Review Chapters 1-8 in preparation for the midterm exam. Read Chapters 9 & 10 & 11.</p> <p>Teams continue work on group projects</p>
<p>Week Three: July 12</p>	<p>DUE: Midterm quiz. This quiz will cover chapters 1-8. Students will take the quiz online during the allotted exam period (Tuesday July 12). The quiz will be open in Canvas from 9:00 am -11:00 pm, and you will have any consecutive 60 minutes during this period to take the quiz. All times are Gainesville local time! This is a closed book, closed notes test, and the use of the Respondus lockdown application will be required to take the test. Note: there is no in-person lecture today in lieu of the exam.</p>

	Teams continue work on group projects
Week Three: July 14	<p>DUE: Individual Group Meetings during class period today, Thursday July 14 - No regular class lecture today, as all students will meet individually with their groups during the class period to finalize their team case projects, and also, their team feasibility paper projects. Note that the due dates for both projects are coming up soon, so please use this time wisely!</p> <p>GROUP A Teams: Case Presentations Due by 11 pm on Sunday July 17.</p> <p>GROUP B Teams: Case Presentations due by 11 pm on Sunday July 17.</p>
Week Four: July 19	<p>.</p> <p>Lecture: Chapters 9, 10, 11.</p> <p>Text: read Chapters 12, 13 & 14.</p> <p>Teams continue work on group projects</p>
Week Four: July 21	<p>Lecture: Chapters 12, 13, 14.</p> <p>Text: read Chapters, 15, 16, 17.</p> <p>Teams continue work on group projects.</p> <p>Individual Homework #2: Discussion Forum Assignment – Review and Comment on at least one team’s presentation from the Team Case Presentations in Group A. Due by 11 pm (Gainesville time) on Sunday July 24.</p>
Week Five: July 26	<p>Lecture: Chapters 15, 16, 17.</p> <p>Text: Read Chapters 18, 19, 20.</p> <p>Teams continue to work on group projects.</p>
Week Five: July 28	<p>Lecture: Chapters 18, 19, 20 & Review.</p> <p>Text: Review chapters 9-20 in preparation for the final quiz.</p> <p>Individual Homework #3 - Discussion Forum – Review and Comment on at least one team’s presentation from the Team Case Presentations in Group B. Due by 11 pm on Sunday July 31.</p>

	<p>Due: All Team Research Projects (Country Feasibility Paper) are due no later than 11:00 pm on Sunday July 31. (Only one person from each team needs to post the assignment as this is a group project.)</p>
<p>Week Six: Aug. 2</p>	<p>DUE: FINAL EXAM – Tuesday August 2. The final quiz covers all materials in Chapters 9-20 (including cases). All students must take the final quiz online during the scheduled time allotted today. The exam will open at 9 am and will close at 11 pm, Gainesville time. You will have any consecutive 60 minutes during this period in which to take the exam. Use of Respondus is required.</p>
<p>Week Six:</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 Thursday August 4.</p>

Note: This syllabus and course calendar are subject to adjustments if necessitated by changed conditions or events.