



Minzu University of China

BUS201 Introduction to International Business

Summer 2020

Basic Information

Class hours: Monday through Thursday, 2 hours each day

Discussion: Friday, 1 hour (60 minutes)

Review Section: Saturday, 1 hour (60 minutes)

Office Hour: 2 hours (According to professors' teaching plan)

Field trip: According to professors' teaching plan

Credit: 4

Total contact hours: 60 (50 minutes each)

Instructor: Paul A. Tiffany

Course Description

This four-credit Minzu University course BUS 201, Introduction to International Business, is focused on the management of firms that compete in cross-border markets. Company management, however, does not take place in a vacuum. The organizational leader must carefully assess the external environment that surrounds organizational goals and objectives, and then must craft a strategy to achieve a close fit between these external factors and the internal capabilities of the organization. This external environmental assessment would typically involve an analysis of economic, political, technological, and social-cultural factors. Moreover, successful decision making in this realm also requires an appreciation of past historical factors that may influence or constrain economic outcomes.

For example, the organizational decision maker needs to be aware of the prevailing state of global trade relations as it exists in and through such institutions as the WTO, the IMF, the World Bank, and various United Nations agencies and procedural bodies. As well, regional associations such as ASEAN, USMCA, and the European Community (EU) will also impact company actions through their policies and mandates as will China's "One Belt One Road" trade initiative. In fact, the entire historical regime called "globalization" also needs to be understood and properly assessed before the firm commits to strategies and tactics for cross-border goal achievement.

Accordingly, this course will review each of the major "environmental" arenas, and how they affect firm management. However, it should be noted that BUS 201 is essentially a course in management, and not in economics, political analysis, history, or sociology. Yet we will necessarily involve ourselves in these academic disciplines in order to understand how such factors both shape and constrain the decisions of the business manager who must compete in the current global arena.

This offering of BUS 201 will be highly participatory, relying on class discussion of assigned readings and case studies from the text. Students must be willing and ready to engage in classroom discussion of the subject matter if they expect to pass the course. In addition, a mid-term and final examination, small group case presentations, and short (one page) weekly write-ups will be required of all students (see details on grading below).



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Textbook

The assigned text is: M.W. Peng, Global Business, 4th edition (South-Western - Cengage Learning, 2017).



TABLE OF CONTENTS. Part 1-Laying Foundations: Chapter 1: Globalizing Business; Chapter 2: Understanding Formal Institutions: Politics, Laws, and Economics; Chapter 3: Emphasizing Informal Institutions: Cultures, Ethics, and Norms; Chapter 4: Leveraging Resources and Capabilities. Part 2-Acquiring Tools: Chapter 5: Trading Internationally; Chapter 6: Investing Abroad Directly; Chapter 7: Dealing With Foreign Exchange; Chapter 8: Capitalizing on Global and Regional Integration. Part 3-Strategizing Around the Globe; Chapter 9: Growing and Internationalizing the Entrepreneurial Firm; Chapter 10: Entering Foreign Markets; Chapter 11: Managing Global Competitive Dynamics; Chapter 12: Making Alliances and Acquisitions Work; Chapter 13: Strategizing, Structuring, and Learning Around the World. Part 4: Building Functional Excellence: Chapter 14: Competing on Marketing and Supply Chain Management; Chapter 15: Managing Human Resources Globally; Chapter 16: Financing and Governing the Corporation Globally; Chapter 17: Managing Corporate Social Responsibility Globally.

Schedule

Week 1

Introduction to the Course
Peng text Chapters 1-4

Week 2

Tools for International Business Management
Peng text Chapters 5-8

Week 3

Global Business Strategy
Peng text Chapters 9-12

Mid-Term Exam on Wednesday

Week 4

Functional Excellence for Global Business Firms
Peng text Chapters 13-16

Week 5

Ethical Behavior for the Global Business Firm
Peng text Chapter 17
Course Review

Final Examination on Thursday

Grading

The following weights will determine the student's final grade for this course:



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Mid-Term Examination:	30%
Final Examination:	30%
Short Weekly One-Page Written Quiz (3):	15%
Class Attendance and Participation:	15%
Small-Group Case Presentation:	10%

Grading Standard

A+ 97-100; A 94-96; A- 90-93;

B+ 87-89; B 84-86; B- 80-83;

C+ 77-79; C 74-76; C- 70-73;

D+ 67-69; D 64-66; D- 60-63; F < 60

Homework, Class Attendance, and Participation

Students are required to attend all classes and participate actively. Students should treat their classroom obligations as they would treat any serious professional engagement. Your participation grade (15% of the total course grade) will be based on the instructor's assessment of how well you contribute to classroom dynamics relative to your class peers; each class member is expected and encouraged to contribute to the dialogue or discussion.

It is important that you read the assigned readings as background information on the issue/topic before each class session. The classroom will provide you an opportunity to present your views and opinions on the topics under discussion, and to help you refine your knowledge and perspective of cross-border management based on these interactions.

Please note the following: In case of an absence, the student is responsible for the materials and assignments for that class; it is the student's responsibility to contact the course Teaching Assistant regarding absences and assignments that are missed. Students must submit a one-page write-up summarizing any assigned textbook chapter reading for each missed session; this will be due within one week of the missed session. Unexcused absence from five or more scheduled class sessions (which is a total of 20% of this course) will be grounds for failure in BUS 201. If you do have to miss class due to a personal emergency, please let the Teaching Assistant know as soon as possible. Such emergencies will be dealt with on a case-by-case basis.

Participation grades will be based on quality (in-class performance that reflects intellectual depth, insightfulness, and contribution to class learning) and quantity (consistency and regularity of performance). Quality counts more. However, one cannot make quality comments without at least some degree of participation, so in this respect quantity will have some weight. But do keep in mind the following when considering your participation in class discussions: sometimes it's better to remain silent and have others think you are unprepared or a bit dim, rather than speaking out and confirming those suspicions....

Accordingly, you are expected to come fully prepared and ready to participate for every class. Be prepared to be called upon to "open" a class discussion by presenting your full analysis and thoughts on the assigned topic at the start of class, or to be asked through a "cold call" for comment in the midst of the discussion.

The grading of class participation is necessarily a subjective exercise. However, high-quality comments have one or more of the following characteristics: **(1) insightfulness, (2) appropriate application of course concepts, and (3) advancement of the in-class discussion at hand.** Some specific criteria for evaluating discussion contributions are:

- ◆ Does the student demonstrate an eagerness to participate?
- ◆ Is the student a good listener? Does he/she build on others' comments?
- ◆ Is the student willing to interact with other class members?
- ◆ Are the points made relevant to the discussion? Are they linked to others' comments?
- ◆ Do comments demonstrate evidence of in-depth analysis of the case?
- ◆ Do comments add to our understanding of the situation?



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- ◆ Do comments make a substantive contribution to the advancement of our analysis?
- ◆ Is there a willingness to test new ideas, or are the comments “safe?”
- ◆ Do comments show an understanding of concepts or analytical techniques properly applied to the current situation?
- ◆ Is the student presenting insightful quantitative analysis (when required)?
- ◆ Is the student demonstrating ethical considerations and insights?

Examinations

An in-class mid-term examination will be administered on Week 2 and an in-class final examination will be administered at the end of Week 5. Details of content, exam format, etc. will be announced in class well before the examination dates.

One-page Writing Papers

Each student must submit a one-page written quiz, given in weeks 2-3-4, on a given question (drawn from a set of alternatives) provided by the instructor. The questions for the papers will be provided in class.

Small Group Case Presentation

Students will be assigned to a small group and each of these groups will make an in-class presentation of a case drawn from the course text. There will be one presentation each week, and each student will participate in only one group. Details of expectations of the presentations (e.g., length, format) will be provided in class.

Academic Integrity

The student code of ethics for Minzu University of China will be in force throughout the course, and all students are expected to comply with its provisions. Any egregious violations of the code, such as cheating on examinations or submitting written work that is not original with the student, will be grounds for failure in this course. You may consult with appropriate university officials for details of the code of ethics.