Course Description

Examines current patterns of international business and social, economic, political, and cultural systems impacting the conduct of business. Topics include international business transactions, financial institutions facilitating international transactions, and interface between nation states and the firms conducting foreign business activities.

Course eTextbook


Course Learning Outcomes

Upon completion of this course, students should be able to:

1. Differentiate international business from domestic business and explain why companies should engage in international business.
2. Analyze the external factors of international business (e.g., political, legal, economics, culture) and how these may impact business.
3. Discuss the effects of international trade, trade policy, and the factors affecting countries' trade patterns.
4. Differentiate between absolute advantage and comparative advantage trade theories.
5. Discuss the barriers to trade and the effect of these barriers.
6. Discuss and define regional trading groups (e.g., WTO, NAFTA, EU, APEC).
7. Examine the concepts of gross national product, gross domestic product, and balance of payments.
8. Analyze and compute how foreign exchange rate is determined and the business implications regarding foreign exchange.
9. Examine the major marketing considerations applicable to international business, including product standardization versus differentiation, pricing decisions, promotional practices, and marketing mix.
10. Examine and differentiate the accounting concepts of General Accepted Accounting Principles (GAAP) and International Financial Reporting Standards (IFRS).
11. Examine international human resource management and staffing approaches associated with MNEs.

Credits

Upon completion of this course, the students will earn three (3) hours of college credit.

Course Structure

1. **Unit Learning Outcomes:** Each unit contains Learning Outcomes that specify the measurable skills and knowledge students should gain upon completion of the unit.
2. **Unit Lesson:** Each unit contains a Unit Lesson, which discusses unit material.
3. **Reading Assignments:** Each unit contains Reading Assignments from one or more chapters from the textbook. A Suggested Reading is listed in the Unit V study guide to aid students in their course of study. Students are encouraged to read the resource listed if the opportunity arises as it has valuable information that expands upon the lesson material. Students will not be tested on their knowledge of the Suggested Reading.
4. **Discussion Boards:** Discussion Boards are part of all CSU term courses. More information and specifications can be found in the Student Resources link listed in the Course Menu bar.
5. **Unit Assignments**: Students are required to submit for grading Unit Assignments in Units I-VIII. Specific information and instructions regarding these assignments are provided below. Grading rubrics are included with the Unit I-VIII Assignments. Specific information about accessing these rubrics is provided below.

6. **Ask the Professor**: This communication forum provides you with an opportunity to ask your professor general or course content related questions.

7. **Student Break Room**: This communication forum allows for casual conversation with your classmates.

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**CSU Online Library**

The CSU Online Library is available to support your courses and programs. The online library includes databases, journals, e-books, and research guides. These resources are always accessible and can be reached through the library webpage. To access the library, log into the myCSU Student Portal, and click on “CSU Online Library.” You can also access the CSU Online Library from the “My Library” button on the course menu for each course in Blackboard.

The CSU Online Library offers several reference services. E-mail (library@columbiasouthern.edu) and telephone (1.877.268.8046) assistance is available Monday – Thursday from 8 am to 5 pm and Friday from 8 am to 3 pm. The library’s chat reference service, Ask a Librarian, is available 24/7; look for the chat box on the online library page.

Librarians can help you develop your research plan or assist you in finding relevant, appropriate, and timely information. Reference requests can include customized keyword search strategies, links to articles, database help, and other services.

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**Unit Assignments**

**Unit I Essay**

Using at least your textbook and a minimum of two additional sources, answer the following questions. Your paper should be at least two pages in length, excluding title and reference pages. Follow APA style guidelines.

- You are the CEO of XYZ manufacturing company. You have decided that you would like to market your product to Turkey. Consider the following points in your paper; you can make assumptions, but support your work with facts and scholarly references:
  - Discuss the reasons why your company would want to expand overseas.
  - Discuss what your mode of international business would be and how moving abroad will expand sales.
  - How will you minimize risks and acquire resources?
  - What are the factors you may face expanding into a foreign market? How might you mitigate those barriers?

Information about accessing the Blackboard Grading Rubric for this assignment is provided below.

**Unit II Essay**

Write a paper incorporating the external influences that impact business. You should address each facet illustrated below. Your paper needs to be a minimum of three pages in length, double spaced, Times New Roman 12 point font, using APA style guidelines. The reference listings and title page do not count towards the minimum page requirement. An abstract is not required.

Your paper should also include a minimum of four sources/references, in addition to your textbook. At least two sources must come from any of the academic databases located in the CSU Online Library. Please do not plagiarize others’ work or submit a paper you have previously submitted. All sources quoted or paraphrased must have proper in-text citations with a corresponding listing in the reference page.

You are to choose one U.S. based company that has global operations in another country. You are to discuss each facet below and how it may impact the way the company you chose does business internationally. For example, the legal systems are civil law, common law, and theocratic law. If Coca-Cola does business in Iran, how does the theocratic legal system impact the way Coca-Cola does business? Thus, you are to;
- Delineate the legal systems and discuss which legal system and political ideology applies to the country you chose that the company does business in.
- Delineate the economic systems and discuss which economic system applies to the country you chose that the company does business in.
- Discuss the culture of the country (both verbal and nonverbal) and how it may impact the way the company does business internationally.

For additional help on APA format or writing in general, please visit the CSU Learning Resources and Success Center.

Information about accessing the Blackboard Grading Rubric for this assignment is provided below.

Unit III Scholarly Activity

For this assignment, refer to the tables and answer the questions in one or two paragraphs each. Respond to both parts one and two in the same document.

Part One

1. Referring to Table 1, what can be concluded about Spain’s absolute and comparative advantage for both boats and trucks?

<table>
<thead>
<tr>
<th>Maximum Output</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Spain</td>
</tr>
<tr>
<td>Boats</td>
<td>3</td>
</tr>
<tr>
<td>Trucks</td>
<td>12</td>
</tr>
</tbody>
</table>

Table 1

2. Referring to Table 2:
   - Who has absolute advantage in what good?
   - Italy has comparative advantage in what good?
   - Greece has comparative advantage in what good?
Part Two

Essay question: As a student, you are currently, paying $5,000 in tuition annually. You work and decide you want to devote more time to your studies to increase your grade point average (GPA); therefore, you give up your job earning $25,000 annually. You expect that when you graduate you will earn $40,000 annually. It takes you one year to complete your studies.

a. Explain the concept of opportunity cost.
b. Is it beneficial to quit your job? Why, or why not?

Your response should be at least two pages in length. You are required to use at least your textbook as source material for your response. All sources used, including the textbook, must be referenced; paraphrased and quoted material must have accompanying citations.

Information about accessing the Blackboard Grading Rubric for this assignment is provided below.

Unit IV Case Study

Analyze the Case Study in Chapter 6 of the textbook, pp. 252-256, “U.S.-Cuban Trade: When does a Cold War Strategy Become a Cold War Relic?” Answer the first four questions, 6-3 through 6-6, at the end of the case.

- Your paper should be at least three pages in length.
- Make sure each question is used as a heading (as required by APA style guidelines) and answered in the order presented.
- All sources used, including the textbook, must be referenced, and quoted or paraphrased material must have accompanying in-text citations.
- Title and reference pages do not count towards the minimum word count requirement.

Information about accessing the Blackboard Grading Rubric for this assignment is provided below.

Unit V Essay

Using at least your textbook and a minimum of three additional sources, answer the following questions. Your paper should be at least three pages in length, excluding title and reference pages. Follow APA style guidelines.

1. The bilateral agreement has enabled China and South Korea an increase in trade and an increase in trade deficit for the United States; what are the advantages and disadvantages for the United States to continue these relationships with the bi-lateral agreements?

2. With regards to the various agreements/treaties discussed, EU, WTO, NAFTA, CARICOM, APEC, MERCOSUR and ASEAN:
   - Discuss any pending applications, candidate countries, or associate members.
   - What are the advantages/implications for trade within the trading group and for the United States?
   - Determine the GDP and GNP of those pending countries.
   - Based upon your assessment, do you think these countries should become full members of the FTAs they have applied to? Why, or why not?

Information about accessing the Blackboard Grading Rubric for this assignment is provided below.

Unit VI Scholarly Activity

Complete both parts of this assignment and submit as a single document.
Part One

Your company is deciding to expand to the following countries, and you and two other managers will have to visit these countries to set up operations. You have $1,500.00 to convert in each currency. Copy and paste this table into a new document and compute the following:

<table>
<thead>
<tr>
<th>Country/currency</th>
<th>USD value/rate (as of 08/14)</th>
<th>Exchange amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Japanese yen</td>
<td>$102.28</td>
<td></td>
</tr>
<tr>
<td>Euro</td>
<td>$0.75</td>
<td></td>
</tr>
<tr>
<td>British pound</td>
<td>$0.60</td>
<td></td>
</tr>
</tbody>
</table>

Utilizing the same exchange rate, while you are visiting each of these countries, you have to buy supplies/equipment for your operations; you want to determine what it is costing you in U.S. dollars. Please compute the following:

<table>
<thead>
<tr>
<th>Country/currency</th>
<th>Item Description</th>
<th>Cost in Local Currency</th>
<th>Cost in USD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Japanese yen</td>
<td>Computer (¥167,000.00)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Euro</td>
<td>Desks/chairs (€1,125.00)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>British pounds</td>
<td>Printer (£575.00)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Part Two

Respond to the following questions. Not counting Part One, your paper should be three pages in length, double spaced, and use APA style guidelines.

1. Within the past decade, the IMF has provided financial assistance (bailout) to Greece (2010, 1st quarter), Iceland (2008, 4th quarter), Ukraine (2014, 2nd quarter), and Hungary (2008, 4th quarter). Describe the recovery process in each country as a result of this assistance. Also determine whether or not there was an increase/decrease in:
   - GDP,
   - inflation, and
   - unemployment.

Information about accessing the Blackboard Grading Rubric for this assignment is provided below.

Unit VII Case Study

Complete both parts of this assignment and submit as a single document.

Part One

Based upon recording balance of payment (BOP) transactions, determine whether or not the following is a debit, credit, or no entry to the U.S. Balance of Payment statement. Also determine what chart of account is affected (i.e., CA, KA, or OSB):

1. U.S. resident purchases Mercedes Benz C230,
2. U.S. resident purchases Chevelot Impala,
3. foreigner purchases GE dryer,
4. U.S. resident purchases UK stock, and
5. U.S. resident borrows funds from British broker to purchase stock.

Part Two

Read the case study, pp. 759-762, "H&M: The Challenges of Global Expansion and the Move to Adopt International Financial Reporting Standards." Answer questions 19-3 and 19-4 at the end of the case study and the questions listed below. Your response for all four questions should be at least three pages in length and follow APA style guidelines.

- What type of exposure could the CFO of H&M in the U.S. be subjected to since H&M is based in Sweden and the financial statements are prepared according to IFRS?
- Payments or liabilities may also be subjected to exposure. Explain the operational hedging strategies that may offset exposure.

Information about accessing the Blackboard Grading Rubric for this assignment is provided below.
Unit VIII Essay

Answer the following essay questions using a minimum of three sources for each response. Your paper should be at least three pages in length and use APA style guidelines.

You are CEO of ABC Washing Machine Company, and you want to market front load washers and dryers in the Czech Republic. Taking into consideration the mean income for this country is around 20,000 USD, how would you market front load washers/dryers? Your response should include:

- economic, legal, and political concerns;
- product differentiation and alteration strategies;
- marketing mix strategies (price, promotion, and place);
- explain each of the staffing approaches; and
- discuss the advantages and disadvantages of each approach and provide examples of each one.

Information about accessing the Blackboard Grading Rubric for this assignment is provided below.

APA Guidelines

The application of the APA writing style shall be practical, functional, and appropriate to each academic level, with the primary purpose being the documentation (citation) of sources. CSU requires that students use APA style for certain papers and projects. Students should always carefully read and follow assignment directions and review the associated grading rubric when available. Students can find CSU’s Citation Guide in the myCSU Student Portal by clicking on the “Citation Resources” link in the “Learning Resources” area. This document includes examples and sample papers and provides information on how to contact the CSU Success Center.

Grading Rubrics

This course utilizes analytic grading rubrics as tools for your professor in assigning grades for all learning activities. Each rubric serves as a guide that communicates the expectations of the learning activity and describes the criteria for each level of achievement. In addition, a rubric is a reference tool that lists evaluation criteria and can help you organize your efforts to meet the requirements of that learning activity. It is imperative for you to familiarize yourself with these rubrics because these are the primary tools your professor uses for assessing learning activities.

Rubric categories include: (1) Discussion Board, (2) Assessment (Written Response), and (3) Assignment. However, it is possible that not all of the listed rubric types will be used in a single course (e.g., some courses may not have Assessments).

The Discussion Board rubric can be found within Unit I’s Discussion Board submission instructions.

The Assessment (Written Response) rubric can be found embedded in a link within the directions for each Unit Assessment. However, these rubrics will only be used when written-response questions appear within the Assessment.

Each Assignment type (e.g., article critique, case study, research paper) will have its own rubric. The Assignment rubrics are built into Blackboard, allowing students to review them prior to beginning the Assignment and again once the Assignment has been scored. This rubric can be accessed via the Assignment link located within the unit where it is to be submitted. Students may also access the rubric through the course menu by selecting “Tools” and then “My Grades.”

Again, it is vitally important for you to become familiar with these rubrics because their application to your Discussion Boards, Assessments, and Assignments is the method by which your instructor assigns all grades.

Communication Forums

These are non-graded discussion forums that allow you to communicate with your professor and other students. Participation in these discussion forums is encouraged, but not required. You can access these forums with the buttons in the Course Menu. Instructions for subscribing/unsubscribing to these forums are provided below.

Click here for instructions on how to subscribe/unsubscribe and post to the Communication Forums.
Ask the Professor

This communication forum provides you with an opportunity to ask your professor general or course content questions. Questions may focus on Blackboard locations of online course components, textbook or course content elaboration, additional guidance on assessment requirements, or general advice from other students.

Questions that are specific in nature, such as inquiries regarding assessment/assignment grades or personal accommodation requests, are NOT to be posted on this forum. If you have questions, comments, or concerns of a non-public nature, please feel free to email your professor. Responses to your post will be addressed or emailed by the professor within 48 hours.

Before posting, please ensure that you have read all relevant course documentation, including the syllabus, assessment/assignment instructions, faculty feedback, and other important information.

Student Break Room

This communication forum allows for casual conversation with your classmates. Communication on this forum should always maintain a standard of appropriateness and respect for your fellow classmates. This forum should NOT be used to share assessment answers.

Grading

<table>
<thead>
<tr>
<th>Component</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Discussion Boards (8 @ 4%)</td>
<td>= 32%</td>
</tr>
<tr>
<td>Essays (4 @ 8%)</td>
<td>= 32%</td>
</tr>
<tr>
<td>Case Studies (2 @ 10%)</td>
<td>= 20%</td>
</tr>
<tr>
<td>Scholarly Activities (2 @ 8%)</td>
<td>= 16%</td>
</tr>
<tr>
<td>Total</td>
<td>= 100%</td>
</tr>
</tbody>
</table>

Course Schedule/Checklist (PLEASE PRINT)

The following pages contain a printable Course Schedule to assist you through this course. By following this schedule, you will be assured that you will complete the course within the time allotted.
By following this schedule, you will be assured that you will complete the course within the time allotted. Please keep this schedule for reference as you progress through your course.

### Unit I  
**Background and Comparative Environmental Frameworks of International Business**

- **Review:** Unit Study Guide
- **Read:**  
  - Chapter 1: Globalization and International Business
- **Discuss:**  
  - Discussion Board Response: Submit your response to the Discussion Board question by Saturday, 11:59 p.m. (Central Time)
  - Discussion Board Comment: Comment on another student’s Discussion Board response by Tuesday, 11:59 p.m. (Central Time)
- **Submit:**  
  - Essay by Tuesday, 11:59 p.m. (Central Time)

### Unit II  
**External Influences of International Business**

- **Review:** Unit Study Guide
- **Read:**  
  - Chapter 2: The Cultural Environments Facing Business, pp. 51-73
  - Chapter 3: The Political and Legal Environments Facing Business, pp. 92-125
  - Chapter 4: The Economic Environments Facing Businesses, pp. 142-175
- **Discuss:**  
  - Discussion Board Response: Submit your response to the Discussion Board question by Saturday, 11:59 p.m. (Central Time)
  - Discussion Board Comment: Comment on another student’s Discussion Board response by Tuesday, 11:59 p.m. (Central Time)
- **Submit:**  
  - Essay by Tuesday, 11:59 p.m. (Central Time)

### Unit III  
**International Trade Theories**

- **Review:** Unit Study Guide
- **Read:**  
  - Chapter 5: International Trade and Factor-Mobility Theory
- **Discuss:**  
  - Discussion Board Response: Submit your response to the Discussion Board question by Saturday, 11:59 p.m. (Central Time)
  - Discussion Board Comment: Comment on another student’s Discussion Board response by Tuesday, 11:59 p.m. (Central Time)
- **Submit:**  
  - Scholarly Activity by Tuesday, 11:59 p.m. (Central Time)
## MBA 6601, International Business

### Course Schedule

#### Unit IV  
**Trade Policies and Barriers to Trade**

<table>
<thead>
<tr>
<th>Review:</th>
<th>Unit Study Guide</th>
</tr>
</thead>
<tbody>
<tr>
<td>Read:</td>
<td>Chapter 6: Government Influence on Trade</td>
</tr>
</tbody>
</table>
| Discuss:         | Discussion Board Response: Submit your response to the Discussion Board question by Saturday, 11:59 p.m. (Central Time)  
                  | Discussion Board Comment: Comment on another student’s Discussion Board response by Tuesday, 11:59 p.m. (Central Time) |
| Submit:          | Case Study by Tuesday, 11:59 p.m. (Central Time) |
| Notes/Goals:     |                  |

#### Unit V  
**Global and Regional Trading Groups**

<table>
<thead>
<tr>
<th>Review:</th>
<th>Unit Study Guide</th>
</tr>
</thead>
</table>
| Read:            | Chapter 7: Cross-National Cooperation and Agreements  
                  | Suggested Reading: See Study Guide |
| Discuss:         | Discussion Board Response: Submit your response to the Discussion Board question by Saturday, 11:59 p.m. (Central Time)  
                  | Discussion Board Comment: Comment on another student’s Discussion Board response by Tuesday, 11:59 p.m. (Central Time) |
| Submit:          | Essay by Tuesday, 11:59 p.m. (Central Time) |
| Notes/Goals:     |                  |

#### Unit VI  
**Foreign Exchange**

<table>
<thead>
<tr>
<th>Review:</th>
<th>Unit Study Guide</th>
</tr>
</thead>
</table>
| Read:            | Chapter 8: Global Foreign-Exchange Markets, pp. 301-316  
                  | Chapter 9: The Determination of Exchange Rates, pp. 332-357 |
| Discuss:         | Discussion Board Response: Submit your response to the Discussion Board question by Saturday, 11:59 p.m. (Central Time)  
<pre><code>              | Discussion Board Comment: Comment on another student’s Discussion Board response by Tuesday, 11:59 p.m. (Central Time) |
</code></pre>
<p>| Submit:          | Scholarly Activity by Tuesday, 11:59 p.m. (Central Time) |
| Notes/Goals:     |                  |</p>
<table>
<thead>
<tr>
<th>Unit VII</th>
<th>International Accounting and Balance of Payments (BOP)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Review:</td>
<td>[ ] Unit Study Guide</td>
</tr>
<tr>
<td>Read:</td>
<td>[ ] Chapter 19: International Accounting and Finance Issues</td>
</tr>
</tbody>
</table>
| Discuss: | [ ] Discussion Board Response: Submit your response to the Discussion Board question by Saturday, 11:59 p.m. (Central Time)  
[ ] Discussion Board Comment: Comment on another student’s Discussion Board response by Tuesday, 11:59 p.m. (Central Time) |
| Submit:  | [ ] Case Study by Tuesday, 11:59 p.m. (Central Time)   |
| Notes/Goals: |                                                |

<table>
<thead>
<tr>
<th>Unit VIII</th>
<th>International Marketing and Human Resource Management</th>
</tr>
</thead>
<tbody>
<tr>
<td>Review:</td>
<td>[ ] Unit Study Guide</td>
</tr>
<tr>
<td>Read:</td>
<td>[ ] Chapter 20: International Human Resource Management</td>
</tr>
</tbody>
</table>
| Discuss:  | [ ] Discussion Board Response: Submit your response to the Discussion Board question by Saturday, 11:59 p.m. (Central Time)  
[ ] Discussion Board Comment: Comment on another student’s Discussion Board response by Tuesday, 11:59 p.m. (Central Time) |
| Submit:   | [ ] Essay by Tuesday, 11:59 p.m. (Central Time)        |
| Notes/Goals: |                                                |