FLORIDA GULF COAST UNIVERSITY

Lutgert College of Business
Department of Management

MAN 3600
International Business
CRN 11188

Spring 2017
January 9 – April 27, 2017
Mondays
4:30 - 7:15 pm
LH 1203

JOSEPH LEAH
Instructor
Department of Management
Spring 2017
MAN 3600 SYLLABUS

FACULTY

Instructor: Joseph Leah

Contact Info:
Office: LCOB, Room 3315
Phone: 590-1433
E-mail: jleah@fgcu.edu

Office Hours: Mondays and Wednesdays 1:30-4:00PM, or by appointment


In addition to teaching at FGCU, Mr. Leah is a leading executive development professional working in collaboration with a global network of consulting firms. He is also a small business entrepreneur as co-owner of a Naples-based unit of a leading international franchise.

Mr. Leah has a long affiliation with top-tier international business schools, with an MBA from IMD in Lausanne, Switzerland, and 10 years at a consulting firm founded by an INSEAD professor in Fontainebleau, France. He has conducted corporate executive education programs in over forty countries across Europe, Asia-Pacific, and the Americas, and has worked with many Fortune 500 companies across multiple industry sectors and levels of organization.

He is a former Principal with IMS Learning Solutions & Change Management, was a Managing Partner with consulting firms Areks and StratX International, and has worked in the financial sector for Merrill Lynch. He has held positions in New York, Paris, Munich, Boston and Naples.

In addition to his MBA from IMD, Mr. Leah has a BA in Political Science from the University of Pittsburgh, and is currently a PhD Candidate in Management at Case Western Reserve University in Cleveland, OH, where he is also a Fellow of the Fowler Center for Business as an Agent of World Benefit.

Contact:
The best way to contact me is through my FGCU email at jleah@fgcu.edu.
LCOB MISSION
The Lutgert College of Business educates students from Southwest Florida and beyond to address local and global business challenges. We are dedicated to student learning, scholarship, service, and community relationships that foster entrepreneurship and economic growth.

COURSE DESCRIPTION
MAN 3600 - International Business - 3 credit(s)
Overview of the international business environment. Topics include globalization, differences in political, legal, economic & socio-cultural institutions, international trade, FDI, regional economic integration, the global financial & monetary system, and international dimensions of business functions. Pre-requisite: MAN 3025 with a grade of “C” or better.

Credit Hour Statement:
For each credit of a class, you should expect to spend one hour in class and an average of two hours preparing outside of class each week. Therefore, since this is a three credit class, you should plan to devote an average of nine hours a week to this class.

Course Objectives:
The principal objective of this course is to familiarize students with the critical global environmental forces affecting multinational corporations. The course will provide an overview of these forces, explore differences among these forces across countries, and discuss the implications of these forces for multinational corporations. Upon successful completion of this course, students should be conversant with the types and nature of key global environmental forces and their current trends and be able to understand the effects of these forces on firms conducting business internationally.

Required Text:
• Class handouts and additional reading material posted on Canvas

Case study and additional reading material: Some classes will be supported by additional reading and case study material. This material will be available online via Canvas and/or provided by the professor in class.

Recommended Additional Reading
Newspapers and journals – either take a subscription or access online through the library – Wall Street Journal, Bloomberg Business Week and the Economist, as well as international news websites

Lutgert College of Business E P C K Learning Goals

- **E**  Understand the business ENVIRONMENT
- **P**  Be effective PROBLEM solvers
- **C**  Be effective COMMUNICATORS
- **K**  Have interdisciplinary business KNOWLEDGE

**Evaluation Methods/Assessment**
- I) Exam I
- II) Exam II
- III) Exam III
- IV) X-CULTURE International Student Collaboration Project
- V) What's News in International Business Team Assignment

<table>
<thead>
<tr>
<th>LCOB Learning Goals</th>
<th>Relevant Management Department Learning Objective</th>
<th>Course Learning Objectives</th>
<th>Assessment</th>
</tr>
</thead>
<tbody>
<tr>
<td>E</td>
<td>• Demonstrate knowledge of global factors influencing management decisions</td>
<td>1. Identify and describe the complexities of managing a corporation in the global business environment and understand the challenges and opportunities of global economic, political, legal, and cultural differences for the management of multinational corporations</td>
<td>I, II, III, IV, V</td>
</tr>
<tr>
<td>P</td>
<td>• Work effectively in teams</td>
<td>2. Demonstrate the ability to work as an effective member of a diverse, international team</td>
<td>IV, V</td>
</tr>
<tr>
<td>C</td>
<td>• Explain key management theories and practices</td>
<td>3. Demonstrate knowledge of key international business theories and concepts and stay abreast of current global trends in international business</td>
<td>I, II, III, IV, V</td>
</tr>
</tbody>
</table>

**Grading Policy:**
Grades will be based on a combination of individual and team grades, and will reflect how well each student performs on written assignments, class presentations, examinations/quizzes, and other assignments. Grades will be posted on Canvas.

Please be aware that make-up quizzes, tests, or exams are typically not given. However, if you have extenuating circumstances that result in you missing a quiz or a test, you must come see me during office hours (or schedule an appointment) to discuss your situation.
Course grades will be assigned based upon the following scale (no round-up):

<table>
<thead>
<tr>
<th>Grade Range</th>
<th>Letter Grade</th>
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<tbody>
<tr>
<td>93.00-100</td>
<td>A</td>
</tr>
<tr>
<td>90.00-92.99</td>
<td>A-</td>
</tr>
<tr>
<td>87.00-89.99</td>
<td>B+</td>
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<tr>
<td>83.00-86.99</td>
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<tr>
<td>80.00-82.99</td>
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<td>73.00-76.99</td>
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</tr>
<tr>
<td>70.00-72.99</td>
<td>C</td>
</tr>
<tr>
<td>60.00-69.99</td>
<td>D</td>
</tr>
<tr>
<td>00.00-59.99</td>
<td>F</td>
</tr>
</tbody>
</table>

Grading Categories:

- Exam 1: 22.5%
- Exam 2: 22.5%
- Exam 3: 22.5%
- What's News in International Business Team Project: 10%
- X-Culture International Student Collaboration Project: 22.5%

Total: 100%

Exams

During the semester, there will be three exams consisting of multiple-choice questions. These exams will be closed book and constitute the opportunity to revisit the class material and to demonstrate familiarity with crucial theories and concepts in international business, and the ability to apply them to “real world” contexts. The exams will cover all aspects of the assigned class material, i.e. chapter and reading material from the textbook, additional reading and case assignments, class slides and handouts, lecture notes and discussions of case studies and real world examples. Exams 2 and 3 will be non-cumulative. A missed exam counts as 0 (zero) and make-up exams will not typically be scheduled unless the absence falls under the conditions for an excused absence according to the university policy.

Team Projects

There will be two team projects which each student is assigned to complete with a separate team:

- (I) What's News in International Business (class team)
- (II) X-CULTURE International Student Collaboration Project (international student team)

I) What's News in International Business

Team Formation and Composition: The class will be divided into student teams of 6-7 members during the first few weeks of the semester. As it will be necessary for teams to work outside of class, I strongly encourage you to assess whether team members are ‘compatible’ in terms of scheduling team meetings and working together effectively prior to forming a team.

Team Assignment: Your team is assigned to summarize and discuss two related articles on a topic that is relevant to the material covered in the class session of your presentation. The two articles must be published in the following newspapers and magazines: The Financial Times (www.ft.com), The Economist (www.economist.com), The Wall Street Journal (www.wsj.com), Bloomberg Business Week (www.businessweek.com) or The New York Times (www.nytimes.com). The articles MUST originate from two different sources and thus cannot be chosen from the same source (e.g. your team may choose one article published in The Economist, and the other published in The Financial Times). Further, both articles MUST relate to the same news topic/issue/event in international business. The two articles may either complement each other or, preferably, take different stands/viewpoints/opinions on the same news topic/issue/event.
Your team’s assignment is it to:

• Briefly introduce the topic underlying both articles. Explain why you chose the topic (why it is currently of interest), and why you chose specifically the two articles you are presenting.
• Summarize the main points of each article separately. What messages is the author(s) trying to convey? What is the core information the author(s) wants to communicate?
• Integrate both articles. Relate them to each other in the context of the underlying topic. How do the articles complement each other? What different viewpoints do they take on the same topic? What do we learn more by reading both articles instead of only either one on them? Make sure to explicitly address each of these questions.
• Relate the topic underlying both articles as well as the specific content of the articles to the topic material discussed in the class of your presentation. How/where does the topic fit into our course, class discussions, chapter material etc.? Stimulate a class discussion about the topic of your articles by posing 2-3 questions about the articles and underlying topic to the class (articles that take different/opposite viewpoints on the same topic come in handy here!)
• Provide a brief summary of what you have learned from the articles (i.e. draw a brief conclusion)

Your team will present the What’s News assignment in class using presentation slides (e.g. Power Point) Each presentation will be allocated approximately 15 minutes: about 10-12 minutes for the actual presentation and about 3-5 minutes for class discussion. A good rule of thumb is to use no more than 1 slide per minute of allocated presentation time, hence, about 10-12 slides for this assignment. Each team member must take a part in the presentation and you need to explicitly address all questions related to the aforementioned five tasks on your presentation slides and in your presentation.

Deliverables:
Your team is responsible for posting onto our Canvas course website:
• the presentation file (e.g. Power Point) comprising a title page with your team name/number, names of team members, titles, sources and publication dates of articles, and underlying topic, as well as slides regarding your answers to the aforementioned five sets of questions in bullet point format, and
• the articles you are presenting in digital form. If you will not be able to post the articles in digital form, you must submit hard copies of the articles on the day of your presentation to your class mates.

Due date:
I will randomly assign presentation dates to each team when teams are formed and then post the schedule onto Canvas. The presentation slides (e.g. Power Point) are due by 8:00pm (US Eastern Time) of the day prior to the day of the presentation. Please post your article presentation file (e.g. in Microsoft Power Point format) and article files (in pdf format – do not post links to the articles!) in the “What’s News in International Business” folder located under ‘Modules’ (see file posting guidelines).

Criteria for evaluation:
• Presentation slide design (do presentation slides adhere to instructions and include relevant information, such as maximum of 12 slides, title slide with all required information, headlines for each of the five sets of questions, bullet points instead of sentences, readable text rather than small letters, fitting background to color of letters to make content easily readable, use of graphics to make slides more interesting etc.)
• Article selection (are the two articles published in the sources mentioned in this syllabus and are they published in two separate sources, are articles relevant and related to the material covered in the class session of your presentation, are the articles and underlying topic current and important, etc.)
• Article summary and analysis (was underlying topic of articles properly introduced and motivated—i.e. was explanation for relevance of articles and underlying topic given and was interest created among audience, were main points of articles summarized in brief, concise and to-the-point manner, were articles sufficiently integrated and interrelated to show how they relate to one another, was value of reading both articles rather than either one of them clearly carved out, were articles clearly related to underlying topic and discussed in this context, etc.)
• Level of professionalism and interest created (was presentation interesting, did presentation stimulate a class discussion on articles and underlying topic, was overall presentation style professional, did each team member take a sufficient part in the presentation, etc.)
• Timeliness of submission (were presentation slides and articles posted onto Canvas on time, were printouts of both articles and presentation—in a 3-slide-per-page format—submitted to the professor on the day of the presentation, etc.)

II) X-CULTURE International Student Collaboration Project
Each student will be assigned to a team of international students from universities around the world (the project currently involves students from universities in about 40 countries representing 6 continents). The key purpose of the project is to provide students with an opportunity to experience first-hand challenges and learn best practices of cross-cultural international collaboration. You will be working with 5-6 international teammates in a global virtual team (GVT) over the period of about two months. Your team is tasked to conduct a foreign market opportunity analysis and entry plan for a multinational corporation and present this analysis in a written report. The best student teams from around the world will be invited to meet in person and present their report at an upcoming international business conference. Details of this project will be posted in a handbook on Canvas and will be discussed in class.

Course Policies:
- Each student will be responsible for the following:
  1. All materials listed in the text and the syllabus.
  2. All readings and/or written assignments.
  3. Class participation and attendance.
  4. Handing in the assignments at the beginning of class, on the assigned due date, and in the required format.
  5. All work assigned in class, whether on the syllabus or not.
  6. All information disseminated in class whether in the syllabus or not.
  7. All written work submitted must be typed and in 12 point font, double spaced, with correct spelling and grammar and submitted via CANVAS as a Word document.
  8. Read the chapters and other assigned materials before coming to class.
  9. Please use University email for all electronic communications with the Professor.
  10. Read all material to be discussed in class prior to class.

- Late Work:
  Incompletes are awarded only in the rarest of cases. Assigned work not handed in at the designated time will not be accepted for full credit. Work handed in within 24 hours after
the due date and time will be penalized 25% of the grade. Work handed in more than 24 hours late will be given a grade of zero (0).

- Cell Phone/Electronic Devices:
  Laptops, iPods, cell phones, and all other electronic equipment must be OFF and stowed when class is in session. No exceptions, unless the device is being used for class purposes and approved ahead of time by the Professor. If you use electronic devices during class without prior approval from your Professor, your grade for the course will be lowered. **Audio/video recording of classes is not permitted** unless explicitly permitted by university policy, for which a student has to provide PRIOR proper documentation.

- Plagiarism:
  Plagiarism includes using the work or words of others without proper citations. Copying an assignment from a friend, roommate, etc. is plagiarism. Any plagiarized work will be given a grade of zero (0).

- Cheating:
  Anyone caught cheating will receive an automatic grade of F for the class.

- Attendance/Participation Policy:
  Class participation is a vital component in your learning in this class. You cannot participate if you are not in class. A student gains participation/attendance points for classes in which the student is present and participates effectively and loses points when absent and/or when there is little or no participation. There are no excused versus unexcused absences.

  **Verification of Attendance on Canvas:** As University Policy, all professors are required to set up a Canvas activity for students to complete as a means to confirming their attendance for each course by the end of the first week of classes. A “Verification of Attendance Quiz” has been set up in Canvas. Failure by any student to complete this Canvas activity by the end of the first week of classes will result in a delay in the disbursement of your financial aid. The completion of this Canvas activity is required for all students, not only those receiving financial aid.

**Academic Policies:**

**Academic Behavior Standards and Academic Dishonesty**
All students are expected to demonstrate honesty in their academic pursuits. The university policies regarding issues of honesty can be found in the FGCU Student Guidebook under the

**Student Code of Conduct** and **Policies and Procedures** sections. All students are expected to study this document, which outlines their responsibilities and consequences for violations of the policy. The FGCU Student Guidebook is available online at http://studentservices.fgcu.edu/judicialaffairs/new.html

**Disability Accommodations Services**
Florida Gulf Coast University, in accordance with the Americans with Disabilities Act and the university’s guiding principles, will provide classroom and academic accommodations to students with documented disabilities. If you need to request an accommodation in this class due to a disability, or you suspect that your academic performance is affected by a disability, please see me or contact the Office of Adaptive Services. The Office of Adaptive Services is located in the Wellness Building. The phone number is 239-590-7956 or Video Phone (VP) 239-243-9453. In addition to classroom and campus accommodations, individuals with disabilities are encouraged to create their personal emergency evacuation plan and FGCU is committed to providing information on emergency notification procedures. You can find
information on the emergency exits and Areas of Rescue Assistance for each building, as well as other emergency preparedness materials on the Environmental Health and Safety and University Police Department websites. If you will need assistance in the event of an emergency due to a disability, please contact Adaptive Services for available services and information.

**University Non-Discrimination Statement:**
Florida Gulf Coast University is committed to ensuring equity and fairness for all University employees, students, visitors, vendors, contractors and other third parties. As such, the University prohibits discrimination on the bases of race, color, national origin, ethnicity, religion, age, disability, sex (including sexual harassment/assault), gender identity/expression, marital status, sexual orientation, veteran status or genetic predisposition with regard to admissions, employment, programs or other activities operated by the University. This prohibition extends to enforcement of Title IX of the Education Amendments of 1972. Questions or complaints should be directed to the Office of Institutional Equity and Compliance (OIEC). The OIEC’s phone number is (239)745-4366; the OIEC email address is OIEC@fgcu.edu.

**Student Observance of Religious Holidays**
All students at Florida Gulf Coast University have a right to expect that the University will reasonably accommodate their religious observances, practices, and beliefs. Students, upon prior notification to their instructors, shall be excused from class or other scheduled academic activity to observe a religious holy day of their faith. Students shall be permitted a reasonable amount of time to make up the material or activities covered in their absence. Students shall not be penalized due to absence from class or other scheduled academic activity because of religious observances. Where practicable, major examinations, major assignments, and University ceremonies will not be scheduled on a major religious holy day. A student who is to be excused from class for a religious observance is not required to provide a second party certification of the reason for the absence.

**Center for Academic Achievement**
The Center for Academic Achievement (CAA) provides academic support services to all FGCU students. Students can take advantage of our free peer tutoring and Supplemental Instruction sessions for lower-level math and science courses, as well as workshops to facilitate the development of skills necessary for college success. If you would like to participate in any of our programs, learn about tutoring services, or meet with an Academic Retention Coordinator, please visit the CAA in Library 103 or call us at (239) 590-7906. The website for CAA is www.fgcu.edu/caa.

**Resources for Faculty General Education**
Information on General Education program requirements is available online at http://www.fgcu.edu/General_Education/index.html

**Service-Learning**
Information on integrating service-learning into the course and course syllabus is available online at http://www.fgcu.edu/Connect/

**Distance-Learning**
Information on distance learning courses is available online at http://itech.fgcu.edu/distance/
Online Tutorials
Information on online tutorials to assist students is available online at
http://www.fgcu.edu/support/

Canvas Learning Management System and Demonstration Site
Information on CANVAS is available online at http://canvas.fgcu.edu and
https://fgcu.instructure.com/courses/7692

Library Resources
Main page: http://library.fgcu.edu/
Tutorials & Handouts: http://library.fgcu.edu/RSD/Instruction/tutorials.htm
Research Guides: http://fgcu.libguides.com/
Faculty Support: http://library.fgcu.edu/faculty_index.html
Contact Us: http://library.fgcu.edu/LBS/about/contactus.htm

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Fax: (239) 590-7609

This syllabus may be modified at the discretion of the instructor.
### Spring 2017 Class Schedule (subject to adaptation)

<table>
<thead>
<tr>
<th>Week</th>
<th>Dates</th>
<th>Topics</th>
<th>Chapter Readings</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>I Foundations of International Business</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>1/9</td>
<td>Set-up Class. Syllabus. Overview of International Business. Team Formation. Globalization.</td>
<td>Syllabus, 1</td>
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<tr>
<td></td>
<td>1/16</td>
<td>No Class – Martin Luther King Holiday</td>
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<tr>
<td>2</td>
<td>1/23</td>
<td>International Strategy and Organization. Analyzing International Opportunities.</td>
<td>1, 11, 12</td>
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<tr>
<td><strong>II Institutional Environment of International Business</strong></td>
<td></td>
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<tr>
<td>4</td>
<td>2/6</td>
<td>Managing Formal Institutions: Politics, Laws, and Economics</td>
<td>3, 4</td>
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<tr>
<td>5</td>
<td>2/13</td>
<td>Managing Informal Institutions: Cultures, Norms and Ethics</td>
<td>2</td>
</tr>
<tr>
<td>6</td>
<td>2/20</td>
<td>Exam 1 and exam-related activities</td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>2/27</td>
<td>Overview and Set-up X-CULTURE International Student Collaboration Project</td>
<td>Read Project Handbook</td>
</tr>
<tr>
<td><strong>III International Trade and Investment</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>3/6</td>
<td>No Class – Spring Break</td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>3/13</td>
<td>International Trade Theories</td>
<td>5 Teams 1 &amp; 2</td>
</tr>
<tr>
<td>10</td>
<td>3/20</td>
<td>International Trade Policies</td>
<td>6 Teams 3 &amp; 4</td>
</tr>
<tr>
<td>11</td>
<td>3/27</td>
<td>Foreign Direct Investment.</td>
<td>7 Teams 5 &amp; 6</td>
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<tr>
<td>12</td>
<td>4/3</td>
<td>Exam 2 and exam-related activities</td>
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<tr>
<td>13</td>
<td>4/10</td>
<td>Regional Economic Integration, Global Financial Management</td>
<td>8, 9, 10 Teams 7 &amp; 8</td>
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<tr>
<td><strong>IV Managing Around the Globe</strong></td>
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<td>4/24</td>
<td>Exam 3 and exam-related activities</td>
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<tr>
<td></td>
<td>4/27</td>
<td>X-CULTURE International Student Collaboration Project Conclusion</td>
<td></td>
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