

MBA 573: International Business
School of Business and Management

3 Credits
Effective Date (Winter/2022)

Access to the Internet is required.

All written assignments must be in Microsoft-Word-compatible formats.

See the library's APA Style Guide tutorial for a list of resources that can help you use APA style.

Faculty Information

[INSTRUCTOR MAY INSERT PERSONAL MESSAGE IF DESIRED]

Contact Information

Faculty Name: FACULTY NAME

Contact Information: CONTACT INFORMATION

Course Description

In today's global economy, all business professionals need to have in-depth knowledge about the international business environment. This course considers the international market from a strategic systems perspective evaluating competition and emerging opportunities. Students will assess cultural, social and political forces, and governmental regulations that affect strategies and profit, and how internal functional operations, such as marketing, finance, operations, and human resources, need to adjust to international requirements.

Course Resources

Required and recommended resources to complete coursework and assignments are found on the course [Reading List](#). Access is provided through the Reading List link in your online course as well as from the library homepage ("Find Your Reading List" button).

Note: Required resources that must be purchased by the student are tagged "Purchase from a vendor of your choosing." Required resources with a direct link, "Available through CityU Library", are available electronically at no cost to students.

Students in Canada may purchase course resources from the [Canada Bookstore](#), and students outside the U.S. and Canada should contact their advisor or textbook coordinator for additional information.

Course Outcomes

This course will prepare students to:

1. Define the meaning of international business and its importance in today's globalized economy.
2. Identify the roles of various marketplaces in the world economy with respect to political, economic, socio-cultural, technological, legal & regulatory, and environmental factors and associated opportunities and risks.
3. Demonstrate an understanding of the world financial environment in terms of currency convertibility, exchange rate exposure, and methods of securing funds and their impact on businesses operating internationally.
4. Analyze the challenges of international strategic management and describe how companies should set overall international strategy.
5. Compare and contrast the rationale for trade versus direct foreign investment in evaluating operational choices
6. Compare the benefits and limitations of various types of strategic alliances.
7. Consider how companies may need to adapt their functional operations to conform to international requirements, with reference to marketing, accounting, taxation, finance, operations, and human resources.
8. Assess different ethical dilemmas businesses encounter in the international environment.
9. Evaluate the facts of a business situation and make decisions by applying principles of international business

Additional Information

CORE CONCEPTS, KNOWLEDGE, AND SKILLS

- International Business and Global Marketplaces
- Political, Economic, Socio-Cultural, Technological, Legal/Regulatory Environments
- The International Environment
- Organizational Design and Strategy
- Strategies for Analyzing and Entering Foreign Markets
- International Strategic Alliances
- International Leadership and Ethics
- International Human Resources Management and Labor Relations
- International Marketing
- International Operations Management & International Financial Management

Grading Scale

The grades earned for the course will be calculated using City University of Seattle's decimal grading system, found in the current University Catalog (<https://www.cityu.edu/catalog/>).

Grading rubrics with details on how each assignment will be graded are located under *Assignments* and/or in *My Grades* in the online course menu. Students should review the rubric for each assignment prior to completing their work in order to understand how it will be assessed.

<i>Overview of Required Assignments</i>	<i>% of Final Grade</i>
Emerging Market Report	10%
Mini-Case Studies (2)	30%
Research Paper: International Management Ethical Dilemma	30%
Quizzes (2)	10%
Instructor Determined Assignments and Activities	20%
TOTAL	100%

Course Assignments and Grading

The instructor will provide grading rubrics that will provide more detail as to how each assignment will be graded.

Emerging Market Report (10% of Final Grade)

Griffin and Pustay state, "Today, savvy businesspersons recognize that business opportunities are no longer limited to the traditional markets of Western Europe, North America, and Japan. Indeed, much of the attention of international businesses is focused on the so-called emerging markets."(2015, p. 14). An emerging market economy is one that is transitioning from a low income, less developed economy to an industrial economy with a higher standard of living.

To complete this assignment, students will research countries that are considered emerging markets and select one. Students will write a 10-12-page report to appraise a country's role in the world economy. What are the country's primary industries and what natural resources does it have? Consider the country's social structure, language, communication, religion, values and attitudes. How does the culture of this country affect doing business there? Students will perform a SWOT Analysis to assess the strengths, weaknesses, opportunities, and threats associated with doing business in the selected country. Students will apply the course concepts

of Hall's high/low context culture and Hofstede's cultural dimensions to compare their own country's culture with the culture of their selected emerging market and evaluate the ease of doing business across these cultures.

The paper will include:

- Title page
- Introduction
- Body (10-12 pages, double spaced)
- Conclusion
- References (APA – Compliant)

Components - % of grade:

- Research and Analysis (20%)
- Application of international business concepts, models, and frameworks (30%)
- Recommendations (30%)
- Technical Requirements (15%)
- Citations (5%)

Mini-Case Studies (2) (30% of Final Grade)

Students will complete two (2) mini-cases throughout the quarter, applying international business concepts, models, and frameworks to analyze various international business scenarios and develop relevant solutions and/or action plans. While a different case may be utilized each quarter, cases will cover contexts such as international business, the foreign exchange market, the global capital market, market entry modes, international operations, marketing across borders, or global human resources issues. Each case will require students to investigate the global variance in political, economic, legal/regulatory systems, socio-cultural issues, sustainability, ethics, and corporate social responsibility. Specific requirements for each case will vary depending upon the nature of the scenario but all require the analysis of each case and presentation of key insights and lessons learned, informed by - and extracted from - the unique dynamics of the scenario of interest. Students will apply the 7 steps case study analysis methodology, which is described in detail in an attached template under the Assignments tab. The insights should enhance managerial decision-making knowledge and skills within the domain of international business. Specific instructions and set of requirements (e.g., format, references, and page count) will be included in the description of each case.

Components - % of grade:

- Case Analysis (20%)
- Application of international business concepts, models, and frameworks (30%)

- Recommendations (30%)
- Technical Requirements (15%)
- Citations (5%)

Research Paper: International Management Ethical Dilemma **(30% of Final Grade)**

A research paper reviews literature in a critical analysis of a topic that is relevant to required course readings and class work. The subject and content of the paper will relate directly to concepts covered in the course and should address ethical dilemmas that may arise in international business management. Students may also draw upon their own personal work experience to analyze the research paper topic and develop their analysis and recommendations. The resources selected for the research must have been published in the last three years.

In the research paper, students will explore in depth an ethical dilemma subject from the course material that interests them. Students should combine their own thoughtful analysis of the topic with information from their sources. **This is to be an analytical paper, not simply a summary of the students' reading.** Therefore, students should select an ethical dilemma topic that is suitable for analysis and recommendations.

Begin doing some preliminary reading for the paper early in the quarter. During the fourth week of the course, students will submit to their instructor a one to two page proposal for the research paper. The proposal should include the topic, propose an arguable thesis, give the instructor an overview of the approach to research and develop the thesis, and demonstrate a substantial start on your research by including a references list of at least 5 academic sources. The proposal is not graded but is required; students should approach it seriously, as this will greatly enhance the chances for writing a successful research paper.

For guidance in how to prepare a research paper, consult the APA Manual or other online APA resources. Students should be mindful of the following guidelines:

The topic must be related to this course of study and must be an ethical dilemma. The topic must be approved by the instructor before submitting a final paper.

Supporting the thesis is central to the task of writing a research paper. In scholarly writing, students are not merely copying information from another author, but using evidence to support the contentions drawn from their findings and critical analysis of related literature.

The paper will include:

- Title Page
- Table of Contents
- Introduction

- Body (maximum 12 pages, double spaced) - Sources must be cited within the body of the paper using the American Psychological Association (APA) author/year parenthetical method of documentation. Headings and subheadings should be included.
- Conclusion
- References (APA – compliant)

Components - % of grade:

- Analysis (30%)
- Application of global business concepts, models, and frameworks (30%)
- Critical Thinking and Information Literacy (20%)
- Technical Requirements (10%)
- Citations (10%)

Quizzes (2) (10% of Final Grade)

Students will take two quizzes. The questions are short answer including multiple choice, fill in the blanks, true or false and short answer. The purpose of these assessments is to allow students and the instructor to evaluate the achieved level of learning progress in the learning outcomes. This knowledge allows students to focus on those areas that need further clarification and enables the instructor to assist those students who need additional support.

Instructor Determined Assignments (20% of Final Grade)

Whether in class, online, or in a mixed mode setting, students will be graded on their participation in classroom discussions; ability to present, explain, or defend alternative viewpoints; and the degree to which they have mastered the concepts and principles inherent in the study of international business management. Written work will be assessed not only on relevance to the subject presented, but also on adherence to good written form, APA style, and professional presentation. The instructor may also choose to create additional activities to support learning in the classroom or online.

<i>Components</i>	<i>% of Grade</i>
Quality of Responses	50%
Quantity of Responses	30%
Timeliness	20%
TOTAL	100%

Course Policies

Late Assignments

A critical aspect of management is to meet predefined deadlines. Therefore, all assignments are expected to be submitted when due. No late assignments are accepted. Life-situations do occur. When an issue arises coordinate with the instructor prior to the assignment's due date and the due date may be adjusted. It is in the best interest of the student to ensure that all assignments are submitted on time.

Participation

Class participation will be evaluated during class. Participation includes being prepared for class discussions and contributing meaningful content when appropriate. It also includes individual effort contributed to the team project.

Professional Writing

Assignments require error-free writing that uses standard English conventions and logical flow of organization to address topics clearly, completely, and concisely. CityU requires the use of APA style.

University Policies

Students are responsible for understanding and adhering to all of City University of Seattle's academic policies. The most current versions of these policies can be found in the [University Catalog](#) that is linked from the CityU Web site.

Antidiscrimination

City University of Seattle and its staff and faculty are committed to supporting our students. We value equity, diversity, and inclusion as a way of life as well as the educational opportunities it provides. City U will not tolerate any form of discrimination based on race, color, ethnicity, sexual orientation, gender identification, socioeconomic status, or religious values. If you have experienced any discrimination based on any of the above, we encourage you to report this to the University. Please report this to your instructor. If you do not feel safe reporting this to your instructor, please report to the Provost or to the Vice President of Student Affairs.

Non-Discrimination & Prohibition of Sexual Harassment

City University of Seattle adheres to all federal, state, and local civil rights laws prohibiting discrimination in employment and education. The University is committed to ensuring that the

education environment is bounded by standards of mutual respect and safety and is free from discriminatory practices.

In the U.S., the University is required by Title IX of the Education Amendments of 1972 to ensure that all of its education programs and activities do not discriminate on the basis of sex/gender. Sex include sex, sex stereotypes, gender identity, gender expression, sexual orientation, and pregnancy or parenting status. Sexual harassment, sexual assault, dating and domestic violence, and stalking are forms of sex discrimination, which are prohibited under Title IX and by City University of Seattle policy. City University of Seattle also prohibits retaliation against any person opposing discrimination or participating in any discrimination investigation or complaint process internal or external to the institution. Questions regarding Title IX, including its application and/or concerns about noncompliance, should be directed to the Title IX Coordinator. For a complete copy of the policy or for more information, visit <https://my.cityu.edu/titleix> or contact the Title IX Coordinator.

In Canada, in compliance with the British Columbia Human Rights Code, the Alberta Human Rights Act, WorksafeBC, and the Workers' Compensation Board of Alberta, the University believes that its environment should at all times be supportive and respectful of the dignity and self-esteem of individuals. Discrimination, harassment and bullying conduct, whether through person to person behaviour or via electronic communications such as email or social media is not acceptable and will not be tolerated. As an educational institution, it is our responsibility to cultivate an environment of excellence, equity, mutual respect and to recognize the value and potential of every individual. The University will take all necessary steps to meet or exceed the requirements of the law to prevent discrimination, harassment and bullying. The Respectful Workplace Policy for the prevention of discrimination, harassment and bullying policy and procedure can be found at <https://www.cityu.edu/discover-cityu/about-cityu/> under the Policies section or at <https://www.cityuniversity.ca/about/>.

Religious Accommodations

City University of Seattle has a policy for accommodation of student absences or significant hardship due to reasons of faith or conscience, or for organized religious activities. The University's policy, including more information about how to request an accommodation, is available in the University Catalog and on the my.cityu.edu student portal. Accommodations must be requested by the 20% mark of this course (e.g. day 14 of a ten-week course, day 7 of a 5-week course) using the Religious Accommodations Request Form found on the student dashboard in the my.cityu.edu student portal.

Academic Integrity

Academic integrity in students requires the pursuit of scholarly activity that is free from fraud, deception and unauthorized collaboration with other individuals. Students are responsible for understanding CityU's policy on academic integrity and adhering to its standards in meeting all course requirements. A complete copy of this policy can be found in the [University Catalog](#) under *Student Rights and Responsibilities* on the page titled *Academic Integrity Policy*.

Attendance

Students taking courses in any format at the University are expected to be diligent in their studies and to attend class regularly.

Regular class attendance is important in achieving learning outcomes in the course and may be a valid consideration in determining the final grade. For classes where a physical presence is required, a student has attended if they are present at any time during the class session. For online classes, a student has attended if they have posted or submitted an assignment. A complete copy of this policy can be in the [University Catalog](#) under *Student Rights and Responsibilities* on the page titled *Attendance*.

Final Assignment Due Date

Final assignments for each class at CityU must be due on or before the final date of the course as indicated in the university's course information system. Due dates that extend beyond the final date of the course may negatively impact tuition funding for students.

Support Services

Disability Services Accommodations Statement

Students with a documented disability who wish to request academic accommodations are encouraged to contact Disability Support Services to discuss accommodation requests and eligibility requirements. Please contact Disability Support Services at disability@cityu.edu or 206.239.4752 or visit the [Disability Support Services](#) page in the my.cityu.edu portal. Confidentiality will be observed in all inquiries. Once approved, information about academic accommodations will be shared with course instructors.

Library Services

CityU librarians are available to help students find the resources and information they need to succeed in this course. Contact a CityU librarian through the [Ask a Librarian](#) service, or access [library resources and services online](#), 24 hours a day, seven days a week.

Smarthinking Tutoring

CityU students have access to free online tutoring offered through Smarthinking, including writing support, from certified tutors 24 hours a day, seven days a week. Contact CityU's Student Support Center at help@cityu.edu to request a user name and password.