



**DBLN BUSN 3371**  
**International Business**  
**CAPA Dublin Program**

**Course Description**

This course aims to develop American students' understanding of business environments in an international context, with a specific focus on Ireland and the European Union. Students will study the political, economic and ethical contexts for policy and business operations as well as the cultural context of doing business within international/global contexts. Students will compare and contrast this new understanding with their existing knowledge of business policy and practice within America. In this case, as result of taking this course, which includes site visits to international companies in Dublin and or guest speakers, students will be better placed to have the broad perspectives required of successful managers working in an increasingly globalized world and workforce. This includes an understanding of the challenges and adaptations required to succeed in host countries and regions with differing cultural, political, legal and economic systems. This class will dovetail the Global Internship Program class, which is a class requirement for all students undertaking an internship.

**Learning Outcomes (a-g)**

After taking this class, you should:

- a) Understand business environments (culture, economics, ethics, law, politics) around the world
- b) Have the tools and skills necessary to analyze the potential of other countries as locations for production, distribution, and marketing
- c) Know how managing and integrating international operations in many parts of the world differs from a purely domestic focus
- d) Have the broad perspective required of successful managers working in international business
- e) Understand the challenges and adaptations required to succeed in business in host countries with differing cultural, political, legal, and economic systems
- f) Better understand globalization and the implications of national tax regulations on national markets
- g) Understand different perspectives on and effects of Brexit on the UK, EU and Ireland

**Developmental Outcomes**

Students should demonstrate: responsibility and accountability, ability to work collaboratively, ability to be goal and detail orientated, increasing self-confidence, resilience and appreciation of differences, intercultural competence. Throughout the course students will be encouraged to contribute to discussions and observations of their time in Ireland in a courteous and professional manner.

\*University of Florida course code: GEB 3373

**Course Pre-Requisites for University of Florida Students:** MAN 3025, Principles of Management MAR 3013, Principles of Marketing. It is also recommended that all Students should be familiar with concepts contained in the pre-reqs for MAN 3025 and MAR 3023, macroeconomics, algebra, and basic accounting. Finance is not a pre-requisite for this class, but we may use/learn some basics. If at any point during the semester you need to review concepts from previous courses, please see the following links for help:

Basic economic concepts: <http://www.sparknotes.com/economics/>;

[www.kahnacademy.org](http://www.kahnacademy.org) Basic finance concepts:

<http://www.investopedia.com/university/concepts/#axzz1x8OpsdAa>

<http://www.teachmefinance.com/>

[http://media.wiley.com/product\\_data/excerpt/11/04700917/0470091711.pdf](http://media.wiley.com/product_data/excerpt/11/04700917/0470091711.pdf)

Basic accounting concepts: <http://www.accountingcoach.com/online-accounting-course/60Xpg01.html> <http://www.accounting-basics-for-students.com/basic-accounting-concepts.html>

Algebra:

<http://www.sparknotes.com/mat>

[h/](#) Various topics:

<https://www.khanacademy.org/>

### **Assessment/Grading Policy and Grade Descriptor**

DESCRIPTOR	ALPHA	NUMERIC	GPA
Outstanding (High Distinction)	A	93+	4.0
Excellent (Distinction)	A-	90 - 92	3.7
Very good (High Credit)	B+	87 - 89	3.3
Good (Credit)	B	83 - 86	3.0
Good (Credit)	B-	80 - 82	2.7
Average (Good Pass)	C+	77-79	2.3
Adequate (Pass)	C	73 - 76	2.0
Below Average (Borderline Pass)	C-	70-72	1.7
Inadequate (Borderline Fail)	D+	67 - 69	1.3
Poor (Fail)	D	60 - 66	0.7 1.0
Poor (Fail)	F	<60	0
Incomplete	I		

## Class Methodology

This intensive summer course requires students to keep up with readings and course assignments. Students should come to class with notes taken on their readings – not read at the last minute without having taken the time to reflect on the readings. Students usually underline what they like or know from readings, take the time to underline and note what you do not fully understand so that you can discuss these concepts with your peers and instructor. Most classes will include an introductory lecture followed by a more tutorial-like process of group discussion and presentations. Some field trips and or guest speakers will take place. Students are expected to be on time and behave professionally during site visits, guest speakers (and during classes).

## Assignment Elements Overviews

	Grade Weighting	Session Due	Learning Outcomes
Class Participation	20%	ALL	a-g
Mid-Term Test	20%	4	a, e, f
Group Presentation*	30%	7	b, c, d, e
Final Exam**	30%	8	a-g
Overall grade	100%		

\* All students will receive the same grade. Any issues in terms of group dynamic should be dealt with within the group as much as possible. In case of exceptional difficulties, you may discuss these with your instructor well in advance of the assignment due date.

\*\* Students are *expected to prepare* for their mid-term test and final exam as per the instructor's recommendations.

## Participation (20% of final grade)

Class participation will be assessed according to the following guidelines:

Grade	Discussion	Reading
<b>A range</b>	<b>Excellent: consistent contributor;</b> offers original analysis and comments; always has ideas on topics of the readings and relationship with internship; takes care not to dominate discussion.	Obviously has completed all readings; intelligently uses resultant understanding to formulate comments and questions for the discussion.
<b>B+</b>	<b>Very Good: frequent, willing, and able contributor;</b> generally offers thoughtful comments based on the readings and internship experience	Has done most of the readings; provides competent analysis of the readings and applies insights from class appropriately

<b>B / B-</b>	<b>Satisfactory: frequent contributor; basic</b> grasp of key concepts but little original insight; comments/questions are of a general nature and does not relate to the internship often	Displays familiarity with some readings and related concepts, but tends not to analyse them.
<b>C range</b>	<b>Poor: sporadic contributor;</b> comments/questions betray lack of understanding of key concepts; often digresses in unhelpful ways and makes little or no connection with the internship	Displays familiarity with few readings; rarely demonstrates analytical thought.
<b>D / F</b>	<b>Very Poor: rarely speaks or illustrates a lack of active listening and does not contribute to group discussion; merely quotes text</b> or repeats own comments or those of others with no connections made to the internship	Little to no apparent familiarity with assigned material or application to relevant experience.

### Mid-Term Test (20% of final Grade)

The mid-term test will be an in-class test based on a series of short questions. Students will be expected to answer questions relating to the readings, instructor's PowerPoints and analysis undertaken in class. The questions will cover the first half of the course, i.e. the theories of international business, globalization, culture, political, economic and legal aspects of international business.

### Group Presentation (30% of final grade)

In groups of three or four, students are to evaluate an internationalization strategy for an Irish business of their choice focusing on various environmental forces that will affect the business. Initially the group should assess the economic and political and legal climate in two selected countries and determine the level of risk associated with the proposed new markets. Secondly, the group should examine the socio-cultural impact on the product/service, as well as its implications for the human resources of the business. Finally, the group is required to select one of the countries and suggest a market entry strategy for the business.

### Final Exam (15% of total grade)

The exam will comprise essay questions relating to the whole of the course. Students will be expected to paraphrase and have accurate data from the readings and instructor's PowerPoints to support their answers. Students may write in the first person using a critical lens and can refer to class visits and speakers where appropriate in relation to the topics being examined.

### Textbook

Hill, C. & Hernández-Requejo, W. (2017) *Global Business Today*, 9th edition, McGraw-Hill, London.

### Other readings

Various class PowerPoints, other readings and resources will be posted on Canvas.

Ball, D.A., Geringer, J.M., McNett, J.M. and Minor, M.S. (2012) *International Business: The Challenge of Global Competition*, 13th edition, McGraw-Hill, New York.

Cavusgil, S.T., Knight, G., Riesenberger, J.R., Rammal, H.G. and Rose, E.L. (2008) *International Business: Strategy, Management and the New Realities*, 2nd edition, Pearson Education, New Jersey.

Dicken, P. (2015) *Global Shift*, 7th edition, Sage, London.

Griffin, R.W. and Putsay, M.W. (2014) *International Business*, 8th Edition, Pearson Publishing.

Hirsch, R.D. (2015) *International Entrepreneurship Starting, Developing, and Managing a Global Venture*, Sage, London.

### **At-A-Glance Weekly Schedule**

*This is an overview and may be subject to slight change*

#### **Week 1**

##### **International Business and Globalization**

##### **Chapter 1**

- Theories of international business;
- Differences between managing an international business and a domestic one;
- Globalization and its impact on international business;
- Positions on globalization;
- *Student debate on the merits of globalization;*
- Drivers of, and disruptions to, globalization;
- MNE's & the impact of globalization;
- Role of global organizations/institutions;
- *Case study: Globalization and its Impacts: Contrasting Perspectives from Ireland.*

#### **Week 2 & 3**

##### **National Differences in Political, Economic, and Legal Systems**

##### **Chapters 2 & 3**

- Country risk assessment;
- Types of takeover of the firm by host country;
- Corruption, terrorism;
- Managing country risk;
- *Case study: Ireland and Brexit.*
- Comparative economic systems;
- *Economics: Walking tutorial of Dublin;*
- International legal systems;
- International dispute settlement.

#### **Week 3 & 4**

##### **Culture**

##### **Chapter 4 & 5**

- Culture, social norms and influences;
- Implications of culture for managers in international business;
- *Guest speaker: Managing culture differences.*

#### **Mid-Term Test**

#### **Week 5**

##### **Ethics, Corporate Social Responsibility, and Sustainability**

- Ethical issues in international business;
- Elements of Corporate Social Responsibility;
- Sustainability trends and the future.

#### **Week 6 & 7**

## International Trade

Chapters 6, 7, 8, 9

- Trade theories;
- Economic integration and the WTO;

## Foreign Exchange and International Financial Markets

Chapters 10 & 11

- Foreign exchange markets;
- How managers can manage exposure to foreign exchange and interest rate risk.

## Group Presentations Due

## Global Marketing

Chapter 16

- Global marketing and foreign market selection.

## Week 8

## Strategy of International Business &13

Chapters 12

- Strategies for competing globally (FDI, joint ventures, partnerships, licensing, franchising, agents, export of services);
- Implementing and Managing a Global Strategy;
- *Field Trip*.

## *Final Exam*

## Attendance, Participation & Student Responsibilities

**Attendance:** CAPA has a mandatory attendance policy. Attendance is taken at the beginning of every class. Each unauthorized absence from class will result in a 3 percent reduction of the final grade (for example: an A- [92] will become an B+ [89]). More than two unauthorized absences is considered a pattern of repeated absences and will result in failure of the course and possible dismissal from the program.

**Missing classes for medical reasons:** Students are granted one sick day per course. If a student needs to miss additional class time for medical reasons, for a family emergency or for a religious holiday, the student must contact CAPA and provide evidence of the reason for his/her absence, otherwise the student will receive a grade reduction. In case of serious illness, students should see a doctor on the day of the absence and bring back a medical statement to CAPA staff. It is the responsibility of the student to contact his/her instructor and make up any missed assignments.

**Class Participation:** Students are expected to participate actively and critically in class discussions, and the participation portion of the class will be graded accordingly. Students must read assignments BEFORE the class, and come in on time. Participation is a vital part of your grade: students are expected to participate orally in seminars and in online forums and discussions in a critical and evaluative manner; to interact with the faculty and fellow students with respect and tolerance; and to actively engage in discussion. Derogatory or inflammatory comments about the cultures, perspectives or attitudes of others in the class will not be tolerated.

**Academic Integrity:** A high level of responsibility and academic honesty is expected. Because the value of an academic course depends upon the absolute integrity of the work done by the student, it is imperative that a student demonstrates a high standard of individual honor in his or her scholastic work and class behavior. Plagiarism, self-plagiarism and cheating can result in dismissal from the program.

Self-plagiarism, copying an assignment entirely or partially to submit to a different class in an attempt to receive credit twice for one piece of work is unacceptable and considered cheating by duplication. Students risk receiving an "O" for any assignments in which they have duplicated their own work.

All substantial writing assignments (typically anything worth 20% or more of the final course grade) will be run through the plagiarism checking software Turnitin when submitted via CANVAS. See CAPA's Academic Standards and Policies for more information and resources on plagiarism.

**Use of electronic equipment in class:** All devices such as laptops, i-pods, i-pads, netbooks, notebooks and tablets, smartphones, cell phones, etc. are **NOT** allowed unless you have express permission from the faculty or you have been instructed to do so. If you require an accommodation to use any type of electronic equipment, inform the Associate Director of Academic Affairs at the beginning of Term.

**Use of Electronic Translators:** In Language courses students are NOT allowed to use electronic translators for writing texts in the target language: those submitting compositions and texts of whatever kind translated in such a fashion will receive a final F grade for the course.

**Late Submission:** Late submission of papers, projects, journal entries, pieces of homework and portfolios is only permitted with prior approval. A request must be made to the relevant Faculty member no later than two days prior to the due date. Late submission without prior approval will result in a full alpha grade penalty. In either case, work cannot be submitted after feedback has been provided to the rest of the class on the relevant assessment or one week after the due date whichever comes first, after which point a grade of F will be given for the assessment.

**Behaviour during Examinations:** During examinations, you must do your own work. Unless specifically instructed by the lecturer or instructor, talking during an exam is not permitted, nor may you compare papers, copy from others, or collaborate in any way. Any failure to abide by examination rules will result in failure of the exam, and may lead to failure of the course and disciplinary action.