

GOVERNORS STATE UNIVERSTIY
COLLEGE OF BUSINESS AND PUBLIC ADMINISTRATION
DEPARTMENT OF MANAGEMENT AND MARKETING

COURSE: MGMT 410: INTERNATIONAL BUSINESS
TRIMESTER: FALL 2000
PROFESSOR: FAROUK SHAABAN, PH. D.
OFFICE HOURS: ONE HOUR BEFORE CLASS
TELEPHONE: 708 - 534-4955
708 -534- 4938 MRS. D. KENNEDY
CREDIT HOURS: THREE

MEETING ROOM

COURSE DESCRIPTION: PLEASE SEE GSU CATALOG

TEXTBOOK: *INTERNATIONAL BUSINESS*

LEARNING OBJECTIVES:

AFTER PARTICIPATING IN THIS COURSE, THE STUDENT SHOULD BE ABLE TO

1. DESCRIBE INTERNATIONAL BUSINESS, THE PROCESS OF GLOBALIZATION, AND THE REASONS COMPANIES PURSUE INTERNATIONAL BUSINESS ACTIVITIES
2. IDENTIFY THE COMPONENTS OF CULTURE AND THEIR INFLUENCE ON INTERNATIONAL BUSINESS ACTIVITIES.
3. DISTINGUISH AMONG THE MAIN TYPES OF POLITICAL AND LEGAL SYSTEMS FACING COMPANIES PURSUING INTERNATIONAL BUSINESS ACTIVITIES AND EXPLAIN THE ROLE OF INTERNATIONAL RELATIONS IN THIS REGARD.
4. IDENTIFY THE MAIN CATEGORIES OF ECONOMIC SYSTEMS AND THE ROLE OF THE ECONOMIC DEVELOPMENT PROCESS IN INTERNATIONAL BUSINESS.
5. EXPLAIN HOW INTERNATIONAL TRADE VOLUME AND WORLD OUTPUT ARE RELATED AS WELL AS THE NEW TRADE AND NATIONAL COMPETITIVE ADVANTAGE THEORIES.
6. DISCUSS GOVERNMENTAL IMPACT ON INTERNATIONAL TRADE AS WELL AS THE IMPORTANCE OF WTO AND GATT.
7. DISCUSS THE POLICY INSTRUMENTS THAT GOVERNMENT USE TO RESTRICT AND PROMOTE FOREIGN DIRECT INVESTMENT.
8. DEFINE REGIONAL ECONOMIC INTEGRATION AND DISCUSS THE BENEFITS AND DRAWBACKS ASSOCIATED WITH IT.
9. DISCUSS THE DEVELOPMENT OF INTERNATIONAL FINANCIAL MARKETS AND THE MAIN INSTRUMENTS AND INSTITUTIONS OF FOREIGN EXCHANGE MARKET.
10. ACQUIRE KNOWLEDGE OF THE INTERNATIONAL MONETARY SYSTEM AND EXPLAIN HOW IT OPERATES.



11. EXPLAIN HOW COUNTRIES AND COMPANIES EVALUATE NEW INVESTMENT PROJECTS AND RELATED ISSUES.
12. IDENTIFY THE STRATEGIES THAT INTERNATIONAL COMPANIES EMPLOY AT VARIOUS STAGES OF PLANNING AND ORGANIZING INTERNATIONAL OPERATIONS.
13. IDENTIFY THE DIFFERENT MODES OF ENTRY INTO FOREIGN MARKETS AND DISCUSS THE PROS AND CONS OF EACH.
14. IDENTIFY AND EXPLAIN THE KEY CONSIDERATIONS IN ACQUIRING BUSINESS RESOURCES.
15. IDENTIFY THE MANAGERIAL CONSIDERATIONS IN MANAGING THE INTERNATIONAL BUSINESS.

MODE OF INSTRUCTION:

THIS IS A LECTURE DISCUSSION APPROACH COURSE. ACCORDINGLY, ACTIVE PARTICIPATION IS STRONGLY ENCOURAGED. A PRESENTATION OF THE MAIN TOPIC OF THE DAY WILL BE FOLLOWED BY AN OPEN DISCUSSION OF THE CONCERNS OF THE PARTICIPANTS AND EXTENSION, INTEGRATION, AND APPLICATIONS OF THE CONCEPTS THAT HAVE BEEN PRESENTED SO FAR. CASES AND AUDIOVISUAL INSTRUMENTS WILL BE EMPLOYED IN THE PRESENTATION AND DISCUSSION OF THE DIFFERENT COMPONENTS OF THE COURSE. TESTING AND WRITING ARE INTEGRAL PARTS OF THIS COURSE.

EVALUATION

THE EVALUATION OF PERFORMANCE IN THIS COURSE WILL CONSIST OF OBSERVATION OF THE LEVEL OF PARTICIPATION BY THE STUDENTS AS WELL AS THE USE OF TESTING AND WRITTEN ASSIGNMENTS. SCORES WILL BE ASSIGNED TO THE DIFFERENT ACTIVITIES FOR A POSSIBLE TOTAL OF ONE HUNDRED POINTS. THERE WILL BE NO LETTER GRADE GRANTED BEFORE THE END OF THE TRIMESTER. ACCORDINGLY THE SCORES OBTAINED WILL BE COMPARED, BY THE END OF THE TRIMESTER, AGAINST THE FOLLOWING SCALE AND, SUBSEQUENTLY, A LETTER GRADE WILL BE REPORTED TO THE REGISTRAR.

A	91 - 100
B	81 - 90
C	71 - 80
D	61 - 70

TESTING AND PROJECTS

TESTING IS AN INDIVIDUAL ACTIVITY. THE TERM PROJECT IS A GROUP ACTIVITY. THE POSSIBLE SCORE ASSIGNED TO EACH ACTIVITY ARE AS FOLLOWS:

FIRST TEST	30 POINTS
SECOND TEST	30 POINTS
PROJECT	30 POINTS 20 Pts
OTHER ASSIGNMENT	10 POINTS 10 Pts

International Business Project

Objective: To create a business opportunity for an American consumer product in a foreign country.

Project Outline

1. Size of market (demographics, socioeconomic state, urban/rural).
2. Sociocultural acceptance of product—adaptation necessary?
3. Legal/bureaucratic environment (imports, local manufacture, taxation).
4. Competition in market.
5. Economic and political climate for foreign business.
6. Methods for marketing and distribution.
7. Managerial and labor climate.
8. Financial viability (profit margin, currency translation, profit repatriation).

Project Report

The report will essential cover all topics in the outline plus an executive summary, introduction (country and product) and recommendations. The report will be typewritten, about 20 pages (double-spaced) and will have an appendix that contains exhibits. Examples are maps of the country, tables and charts.

Project Presentation

The project will be presented to the class in the week prior to the exam week. Fifteen minutes will be allotted to each team. Each member will participate in the presentation. Develop appropriate visuals to aid your oral presentation.