



FLORIDA INTERNATIONAL UNIVERSITY
COLLEGE OF BUSINESS ADMINISTRATION

**MAN 6608 – International Business
IMBA Jamaica June 2010**

GENERAL INFORMATION

Instructor: Kevin B. Lowe, MBA, Ph.D.	Phone: 1.336.404.5018
Dept. of Management and International Business:	E-mail: Kevin.Lowe@fiu.edu
Office Hours: My office hours are by appointment and online via email.	

COURSE DESCRIPTION

International business concerns all the commercial transactions, both public and private, as well as activities related to those transactions, such as transportation, investment and regulations, that take place between two or more countries.

It is a large and constantly growing portion of the entire world's business, thus most managers, regardless of industry, must approach their operations and strategies from an international point of view. Thus, the best modes of operation in an international context may not be the same as those of the purely domestic business environment, encompassing such activities as exporting and importing, dealing with foreign governments, cultures and regulations, as well as domestic regulations affecting those firms who seek to do business outside their home country.

In this course we will examine both the environment of international business as well as many of the specific operational tools and characteristics unique to this environment with particular focus on the strategic management aspects of international business operations.

COURSE OBJECTIVES

Course Objectives:

The goal of this course is to familiarize managers with the field of international business operations. Students should become familiar with three basic areas: underlying theories of

international business, environmental factors affecting international activities, and the strategic management of business functional operations in an international context. In addition to the subject matter, students are expected to learn how to analyze international situations and evaluate contemporary issues in international business.

These goals will be accomplished through case analysis, outside readings, a feasibility study, and an exam.

MAJOR & CURRICULUM OBJECTIVES TARGETED

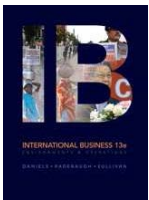
Global – students will be able to apply knowledge of political, legal, economic, and cultural country differences to develop competitive strategies in foreign, regional, and global markets.

Critical thinking – students will be able to apply critical thinking skills to complex business problems. This includes: analyzing complex business problems with no “right answer”, identifying and evaluating relevant issues and information, generating and evaluating possible solutions to the problems, recommending solutions based on well-reasoned rationales, and communicating these thought processes to others in an effective manner.

Use of information technology – students will be able to use information technology as a tool to do essential business tasks. These include: the ability to create documents, presentations, databases and spreadsheets; the ability to use the web to find information and/or create, use WebPages; and the ability to understand the information technology-related terminology.

TEXTBOOK

The texts for this course are:



- 1) John Daniels, Lee Radebaugh, and Daniel Sullivan International Business, 13th Edition,
Publisher: Pearson/Prentice Hall; ISBN-13: 978-0-13-212842-1
Note: There is also an e-book version of this textbook available from the publisher's website, www.prenhall.com
- 2) Other cases and articles as distributed inside or outside of class.
- 3) Suggested readings on your own include The Economist, The Wall Street Journal

and the Financial Times.

TEACHING METHODOLOGY

Students will learn through internet-based research projects, readings, lectures, discussions and case analyses.

COURSE PREREQUISITES

As determined by PMBA-DR program requirements.

COMMUNICATING WITH THE INSTRUCTOR

The best way to contact the professor is via email at Kevin.Lowe@fiu.edu Please do NOT email the instructor through the Blackboard course mail or general Discussion Forum postings. You may use Blackboard course mail and discussion forums to contact and communicate with other students in the class, but for any questions or comments to the Professor, please use the address above.

Evaluation

Assessment/Evaluation - Evaluation of your performance will be determined as follows:

Due Date	Project/Exercise	%
Each Class	Weekly Highlights and Questions	25%
Each Class	Class Participation	25%
Last face to face class	Exam (can use weekly highlights and takeaways as notes) ¹	25%
End of Semester	Group Project - Country Analysis	25%

¹ Weekly Takeaways and Questions are allowed as notes when taking the exam

Weekly Takeaways and Questions (20%): Each week at the start of class, participants are expected to submit a report of four pages or less that should include both of the following two parts:

- Take-aways*: Identify what you consider to be the central learning points from the assigned chapters for the week and/or key takeaways for you from these chapters;
- Questions*: Identify at least three questions or discussion topics that you would like answered in class or to have discussed in class. These questions will supplement the class lectures as points for class discussion.

Class Participation/Discussion (25%): At each class we will have a series of activities such as

lecture, videos, role play, debates, case discussions and break-out sessions in which your active participation will enhance the classroom experience for all.

Exam (25%): A 2 hour in-class exam will be administered at the end of the last face to face class meeting. No notes or texts may be referenced during the exam except for the “weekly highlights and takeaways” that you personally prepared as graded work each week. The format of the exam will be discussed during the first class.

Country Analysis (30%): In groups of approximately 6 individuals, your group will examine a country in terms of: its political economy (and current events), culture, business environment and whether to invest in that country. In addition to learning about a specific country, you will practice finding resources and assessing their credibility. You must choose a country and product/service that you would like to sell in the country and have both approved by me. As you can imagine certain products like Coca-Cola, McDonalds, Levis, will not be acceptable. The best approach is to think of a product and then have a hypothetical firm which you can model on an actual firm. You should select a firm that you and your group members feel sufficiently knowledgeable to recommend things – strategies, reasons for going global, HRM strategy, marketing information, and mode of entry – based on your interpretation of the lecture notes and any supporting information you have.

Further information on the outline of this analysis will be provided at the first class meeting. The format of the paper should be professional with one inch margins, double spaced, size 12 font. The paper length should be between 20-35 pages.

Evaluation Scale

A	94-100%
A-	90-93%
B+	87-89%
B	84-86%
B-	80-83%
C+	73-79%
C	66-72%
C-	60-65%
F	00-59%

ASSURANCE OF LEARNING

As a college, we care about the quality of the business education we are providing you. More on the College’s commitment to Assurance of Learning can be found at the following link:

http://businessonline.fiu.edu/course_addons/Learning_Commitment.pdf

EXAMS

There will be a final exam in this course. The exam will cover chapters from the text (including all cases within those chapters), and the materials from class lectures and presentations. No make up exams will be given for any reason. The exact format and timing of the exam will be discussed further in class.

DISCUSSION

In addition to the general discussion forum on Blackboard. Each student may also use the FIU email and Blackboard course mail and chat features to hold meetings and discuss items of relevance to the course with one another. Private discussion forums will be set up on the class site for each team once the group memberships have been communicated in class.

ASSIGNMENTS

All semester assignments are listed with their due dates in the course calendar section below. The primary assignments for this term are the case analysis project, and the country feasibility study research paper, along with the final exam. Detailed instructions and outlines for these written assignments as well as other relevant course materials will be posted under the “course content” section of the Blackboard site as well as in class during the term.

RESEARCH PAPER

The country feasibility study research paper is one of the major evaluation components of this course. A more detailed description and outline of this assignment will be posted under the “course content” section of the class Blackboard site and will also be discussed in some detail in class.

DISABILITY NOTICE

If you have a disability and need assistance, please contact the [Disability Resource Center](#) (University Park: GC190; 305-348-3532) (North Campus: WUC139, 305-919-5345). Upon contact, the Disability Resource Center will review your request and contact your professors or other personnel to make arrangements for appropriate modification and/or assistance.

RELIGIOUS HOLIDAYS

The University's policy on religious holy days as stated in the University Catalog and Student Handbook will be followed in this class. Any student may request to be excused from class to observe a religious holy day of his or her faith.

RULES, POLICIES, and ACADEMIC MISCONDUCT

Assignments from the text and other resources are listed below for each class session. Students are expected to be pace their learning according to the posted course assignments.

It is expected that interactive learning and teaching will enrich the learning experience of all students, and that each student will work in partnership with the professor to create a positive learning experience for all. Student engagement is a necessary condition for an effective learning experience, and includes contributions to debate and discussion (if any), positive interactive learning with others, and an enthusiastic attitude towards inquiry. Everyone is expected to be a positive contributor to the class learning community, and students are expected to share the responsibility of teaching each other.

Statement of Understanding between Professor and Student

Every student must respect the right of all to have an equitable opportunity to learn and honestly demonstrate the quality of their learning. Therefore, all students must adhere to a standard of academic conduct, demonstrating respect for themselves, their fellow students, and the educational mission of the University. As a student in the College of Business taking this class:

- I will not represent someone else's work as my own
- I will not cheat, nor will I aid in another's cheating
- I will be honest in my academic endeavors
- I understand that if I am found responsible for academic misconduct, I will be subject to the academic misconduct procedures and sanctions as outlined in the Student Handbook

Failure to adhere to the guidelines stated above may result in one of the following:

Expulsion: Permanent separation of the student from the University, preventing readmission to the institution. This sanction shall be recorded on the student's transcript.

Suspension: Temporary separation of the student from the University for a specific period of time.

Additionally the following two documents should be used by every student in business classes that require individual or group written assignments:

- Certification of Authorship Assignment Cover Page ([Individual](#))
- Certification of Authorship Assignment Cover Page ([Groups](#))

For details on the policy and procedure go to [ACADEMIC MISCONDUCT](#). (Section 2.44)

NOTE: Intensive Auditing of the course will be conducted to prevent academic misconduct.

EXPECTATION OF THIS COURSE

All students are expected to conduct themselves in a responsible, courteous, and professional manner in all interactions and course communications with both the professor and other class members. Attendance is expected of each student at every class meeting, barring work or personal emergencies. Students are expected to cooperate with each other in assisting those who have to miss a class and need notes, etc., under such circumstances.

COURSE CALENDAR

Note: All reading assignments should be completed in ADVANCE of the date they are listed where possible.

CLASS SCHEDULE

Class	Date	Chapters and deliverables
1	June 6 Class cancelled	1-5 Class cancelled
2	June 13	6-10 1-6
3	June 20	11-15 7-12
4	June 27	16-20 13-18, In-class exam
	End of semester (June 30 th)	Country analysis due
Web	To be determined	19-20

Final grades should be available to students on the Panthersoft system after all exams have been taken and all project grading completed. Please do not ask me for individual project grades before the grades are posted on Panthers, as they may not all yet be available for every student in the course due to the time involved in grading all end of term papers. After grades

post in Panthersoft, I am happy to discuss individual grades and answer any questions with you via phone or email.

Additional Information:

Please contact the professor directly at Kevin.Lowe@fiu.edu if you have any questions.

College of Business Administration - Enterprise Technology Center (RB 107)
Tel: (305) 348-6259 | Fax: (305) 348-6882 | Email: cbasys@fiu.edu
Copyright © 2006 FIU College of Business

Disclaimer: This syllabus is adapted from a prior MAN 6608 syllabus provided by the FIU College of Business Administration to Kevin B. Lowe for purposes of this course. The professor acknowledges that some language contained herein may be the intellectual property of the University. As such no explicit claims are made to having been the originator of the language passages, writ large and small, contained herein.