

LINCOLN UNIVERSITY

BA 130

Introduction to International Business

Summer 2009

Tuesday/Thursday 9:00 – 11:45 a.m.

3 units

Instructor: William Hess

COURSE DESCRIPTION

An analysis of economic forces and government action affecting international business; determinants of policy with regard to entering foreign markets and evaluation of foreign environments, organizational control, compensation, pricing, relations with government agencies and public interest issues in the management of multinational corporations.

This course introduces the student to international business. While the fundamentals of business are constant, the application of those principles varies for every country. Today's business world is shrinking. To be successful a company must consider foreign suppliers and customers. Successful plans today are copied and made available around the world the next. One of the major impediments to success is not knowing how to approach suppliers and customers (consumers and businesses) in foreign countries. This course will study the differences important to understand in developing successful international business strategies and plans.

COURSE OBJECTIVES

The objectives of this course are:

- to understand the many differences among countries that cause marketers to develop specific approaches to that country.
- to learn what those differences are – cultural, religious, political, legal, social, technological.
- to learn how to address those differences in developing marketing strategies and plans.
- to understand business customs in world marketing.

METHODOLOGY

Course work will include a study of the textbook, discussions of current events, case history analysis, international marketing papers, and a major project. Reports will be typed.

Thought process and analysis are important components in assignments and projects. Ease of reading and conciseness are important elements in such reports. Late papers will be graded down unless previous arrangements have been made with the instructor.

MAJOR PROJECT

There is a major project in the course. The project involves selecting a product or service and a country to study. The student will study the macroenvironment involved in planning to conduct business in that country.

The product/service and country will be discussed and approved by the instructor.

TEXTBOOK

International Business: The Challenge of Global Competition; Ball, Geringer, Minor, and McNett; McGraw Hill Irwin 12th edition ISBN10:007-338140-3.

In addition to the text used for this course, it may help students to expand their interest and knowledge in the subject by reading material from other publications and texts. Recommended reading includes:

The Wall Street Journal
Business Week

Forbes
The Economist

Marketing Mistakes; Hartley, Wiley

San Francisco Business Times

Integrated Marketing Communications; Belch & Belch
McGraw Hill

Services Marketing; Lovelock; Prentice Hall

A Writer's Reference, St. Martin's Press

TESTING

There will be two exams during the course – a midterm and a final.

STANDARDS

Grades will be based on the quality of reports, project, examinations, and classroom participation. Attendance is important. Classroom participation is not possible if you are not in class. Participation is defined as actively adding to a discussion by offering insights or different approaches to marketing problems/solutions that demonstrate a solid working knowledge of the concepts and principles of business.

The textbook does a good job of explaining the principles involved in international business. I will devote class time to discussing these concepts and how they apply to the operations of a company. We will discuss the application of international business theory to real life situations drawn from my professional experience. I want you to share your own experiences - or if you have limited work experience, to ask questions.

My expectation is that you will prepare yourself for each class session by studying the material assigned, that you will think about the application of what you are studying to the job of a business manager, and that you will discuss your thoughts during class.

GRADING

Grades will be based on:

- Exams 40%
- Classroom Participation 15%
- Project 20%
- Assignments 10%
- Classroom Leader 15%

Instructor

Professor Hess has an extensive background in marketing, sales, and sales management. His experience includes Corporate Marketing Research with Monsanto Company, Market Development in starting a new division for Owens-Corning Fiberglas; Product Manager and Western Region Sales Manager for W.H. Brady Co.. As Sales Manager, Professor Hess managed sales reps in 27 western states.

As Marketing Manager for a \$50 million division of H.S. Crocker Company, Professor Hess also managed a sales force responsible for \$17 million.

In addition to teaching, Professor Hess has his own marketing/sales contracting firm. For help with your course work you can reach Professor Hess at his office 415/456-9765. E mail address is whess@lincolnuca.edu

Syllabus last updated Aril 30, 2009

LINCOLN UNIVERSITY

BA 130
 Introduction to International Business
 Tuesday/Thursday 9:00 – 11:45 a.m.
 Summer 2009

Instructor: Dr. Hess

June	<p>9 Introduction to course. Discuss plans for the course. Discussion of International Business</p> <p>11 Chapter 1 The Rapid Change of International Business</p> <p>16 Chapter 2 International Trade and Foreign Direct Investment</p> <p>18 Chapter 3 Theories of International Trade and Investment</p> <p>23 Chapter 4 International Institutions from an international Business Perspective</p> <p>25 Chapter 5 Sociocultural Forces</p> <p style="padding-left: 40px;">Chapter 7 Economic and Socioeconomic Forces</p> <p>30 Midterm exam</p>
July	<p>2 Chapter 8 Political Forces</p> <p>7 Chapter 10 Understanding the International Monetary System and Financial Forces Chapter 11 Labor Forces</p> <p>9 Chapter 12 International Competitive Strategy Chapter 14 Assessing and Analyzing Markets</p> <p>14 Chapter 15 Entry Modes</p> <p>16 Chapter 16 Export and Import Practices</p> <p>21 Project due. Project presentations.</p> <p>23 Final Exam</p>