

**The Fisher College of Business
The Ohio State University**

**Introduction to International Business
MHR 2000**

Autumn Semester 1, 2017

**In-person section: TH 8:00-9:20 AM in 220 Sullivant Hall
Online section: Only intro & exams in 131 Hitchcock****

Professor Mona Makhija

Office: 724 Fisher Hall
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Required Text:

Hills, Charles. Global Business Today, 9th Edition. McGraw-Hill Irwin Companies, Inc.

Technical and Other Requirements for this Hybrid Class:

- Computer: current Mac (OS X) or PC (Windows 7+)
 - High speed internet connection
 - Basic computer and web-browsing skills
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THE NATURE OF THIS COURSE

This course is a required course in Fisher's undergraduate business administration program, and is designed to help students gain an international perspective on business. The reason why this is an important course for all business undergraduates is that today's world economy is highly globalized, and the process of globalization is continuing unabated. This basically means that, due to more or less open economies, companies today face increasing competition from other companies that come from all corners of the globe. Since many of these other companies have competitive advantages that are not easy to replicate, facing this competition is very problematic and requires managers to come up with new strategic approaches.

In such a scenario, international business plays a critical role. More than ever, successful firms in this day and age must increasingly look beyond traditional domestic markets in order to compete successfully. Even if a firm has no plans to go abroad at this time, firms of all sizes and in virtually

all types of industries are encountering foreign competition in their domestic market. Managers must adapt to this changing environment with a strong understanding of how international competition takes place, why it is critical to the performance of their own firm, and how to develop international strategies that will enhance their performance.

The international environment impacts all aspects of business. Whatever your major, it is critical for you as a business student to learn the international dimensions of business activities in order to be successful in today's business world. This course provides you with the initial understanding you need in this regard.

In all, the purpose of this course is to provide you with:

1. knowledge necessary for understanding how the international environment of business works,
2. skills for analyzing the business environment of foreign countries as potential markets for business,
3. opportunities to develop the mind-set and perspective expected of a business person working in international contexts, and
4. understanding of how overseas operations of firms are managed, especially those of multinational corporations (MNCs).

THE TWO SECTIONS OF THE COURSE

The In-person Section:

Lectures for this class will be delivered in person on Tuesdays and Thursdays from 8-9:20AM in 220 Sullivant Hall. I will also provide online versions of the lectures for you to watch. You can adapt your attendance and/or viewing during the week in a way that best suits your schedule.

Lectures, whether in-person or online, will include material that has some but not complete overlap with the text, so it is important to read the assignment chapters. I also include additional material in the lectures that are not available in the chapters, including news, videos and other information. You are responsible for all lecture material.

Exams will be on the following dates during regular class times in 220 Sullivant Hall, please make a note of these dates:

Sept. 12:	Exam I
Oct. 10:	Exam 2

The Online Section:

Pre-recorded lectures will be on Carmen. Make sure that you keep up with the assigned readings for each week. Even if you are enrolled in the online section, you are welcome to attend the in-person lectures any time you feel like it. The schedule of lectures is in the end of this syllabus.

Lectures, whether in-person or online, will include material that has some but not complete overlap

with the text, so it is important to read the assignment chapters. I also include additional material in the lectures that are not available in the chapters, including news, videos and other information. You are responsible for everything covered in the online lectures.

**Although this course is online, the introduction and the two exams will be in-person on the following dates and times:

Location: 131 Hitchcock Hall, from 3:55 to 5:15pm

Aug. 22: Introduction to the Course

Sept. 12: Exam I

Oct. 10: Exam 2

COURSE METHODOLOGY AND REQUIREMENTS FOR THE COURSE

Text Reading Assignments:

The assigned readings are provided at the end of the syllabus. Try to stay on top of the schedule. Don't make the colossal mistake of doing the assigned readings just a few days before the exam. There is simply too much material that you need to master, and the great majority of the students that follow this strategy bomb on the exam.

I have provided an exam review sheet on Carmen that lets you know which text-related content you need to know for the exams. This will include some cases, so don't forget to read them.

Quizzes/Assignments:

There are four open-book online quizzes/assignments, two in each module. Each is worth 5 points, for a total of 20 points. These assignments are designed to help you to master the material and do well on the exams, so make sure to do them. I will post the due dates for each one on Carmen, so look for this by the beginning of the second week of classes.

Exams:

There will be two non-cumulative exams in this course, Exam 1 and Exam II. Each exam will cover the material only up to the previous one. Keep in mind, however, that prior knowledge will be important for understanding future material. Material for the exams will come from the following sources: 1) text readings, 2) class lectures, and (3) videos/news reports. Each exam is worth 40% of your grade.

The exams will consist of multiple choice questions. On days of exams, please make sure your books and papers are under your seat. Please bring two #2 pencils (soft lead). You will be required to put the dot number of your OSU email address on the exam answer sheet so that grades can be verified. Remember, only the answers you put on the answer sheet will count.

Grade Components:

The final course grade will be based on a total of 100 percentage points and weighted according to the following scheme:

<u>Course Grade Component</u>	<u>% of Grade</u>
Exam I	40%
Exam II	40%
4 Online Quizzes/Assignments	20%
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Total	100%

Grading Scale:

Final grades will be computed on the basis of the total number of points earned on the exams and Connect assignments by the student. Grades will be assigned according to the following scale:

Points	Letter Grade
100 to 93	A
92.99 to 90	A-
89.99 to 87	B+
86.99 to 83	B
82.99 to 80	B-
79.99 to 77	C+
76.99 to 73	C
72.99 to 70	C-
69.99 to 67	D+
66.99 to 60	D
59.99 and below	E

Missed Exams and Deadlines:

There will be no make-up exams without a documented medical record or other documented emergency for the date and time of the exam. Students who miss an exam without a valid excuse will receive a zero for that exam.

Academic Misconduct Policy:

The exams and assignments are not collaborative. In this course, academic misconduct includes (a) knowingly providing or receiving information during examinations; or the possession and/or use of unauthorized materials during those examinations, and (b) knowingly providing or using unauthorized assistance on assignments. I will take action I deem appropriate for such misconduct, including reporting it to university authorities and failing the student in the course.

Assistance:

If you have any trouble with Carmen, call the ITS Helpdesk at 292-8976 during office hours. After 5 pm, call 688-HELP (4357).

If you have any questions relating to class content, please contact me directly. You can always stop by during office hours but feel free to email me with any questions. I prefer email over phone calls. Let me know which section you are in (online or in-person) in the email so I can understand and address your query better. I will typically respond within 24 hours but no later than 48 hours. If it is longer than that, I may not have gotten your email so feel free to resend the email.

GUIDELINES FOR SUCCESS IN THIS COURSE

This section is intended as a supplement to the information contained above. It is given to assist students in "how to take" this course.

I. The Professor's Perspective on Education

I believe that the main purpose of your academic education is to teach you to think independently, creatively and effectively. These are the types of thinking skills that will carry you through the rest of your life, and make you successful at whatever it is you choose to do. How do we develop such thinking skills? It is not easy, but engaging in certain processes help such development. For example, research has shown that active learning (exploring or using new knowledge) is more effective than passive learning (simply reading or being told information). While content acquisition is an important preliminary step to understanding most subjects, truly effective understanding requires analysis. Analysis demands greater mental effort, which is painful in the short run but highly satisfying in the long run.

The problem is, it is easier to say this than to actually accomplish it, particularly in a large classroom such as this one. In particular, it is not so easy to accomplish this in a lecture format, which often promotes passive learning. For this reason, I will try to show the material in more than one way, using videos, news reports from the internet, maps and pictures. Even if you don't want to raise your hand in class, you should try to mentally answer the question. If you get it right, you know that your understanding is in the right direction. If you don't, it alerts you about where to improve. And that's the most valuable type of learning, because you will remember it better.

II. Time Management

A general rule of thumb is that study and preparation time should take between two and three hours for every meeting hour. It may take any specific individual more or less time, however. You know yourself: pace your study time for lectures, assignments and exams accordingly. My experience is that when students prepare for each lecture by reading the text in advance, they tend to learn and remember better for the exam.

III. Using the Textbook

Read the entire assigned pages in the textbook, including cases, some of which will be on the exams. Use the special features of the text to aid your understanding of the material (e.g., maps, outlines, glossary of terms, etc.).

IV. Exam Preparation

If you read the chapters, come to the lecture ready to understand and participate, take notes, and review the chapter and class notes before the exam, you should do well on the exams. The exams are intended to test knowledge acquisition, comprehension and application. Test material will be from the chapter readings and any additional material covered in class. Make sure that you understand the logic of a concept. Mindless memorization will be worth little to you for the exams.

Previous experience has indicated that most students who do not watch/attend lectures are highly unlikely to score well. Since I do not grade on a curve, each student has a chance of getting an "A" for the course.

SCHEDULE

Remember: Do the readings as they are scheduled each week so you stay on track. Waiting until a few days before the exam is a recipe for disaster on the exam.

I will alert you via email and/or Carmen if anything changes on the schedule.

Date	Topic	Chapter in Text
Week 1		
Aug. 22	Introduction to Course International Business and Globalization	Chap. 1
Aug. 24	National Differences in Political Economy	Chap. 2-3 (selected)
Week 2		
Aug. 29	Differences in Culture	Chap. 4
Aug. 31	Ethics in International Business	Chap. 5
Week 3		
Sept. 5	International Trade Theory	Chap. 6
Sept. 7	Exam preparation	
Week 4		
Sept. 12	Exam I	Covers all text/class material since start of course
Sept. 14	Political Economy of International Trade	Chap. 7
Week 5		
Sept. 19	Foreign Direct Investment	Chap. 8
Sept. 21	Regional Economic Integration	Chap. 9
Week 6		
Sept. 26	Exchange Rate Determination	Chap. 10
Sept. 28	Exchange rates, cont.	
Week 7		
Oct. 3	International Monetary System	Chap. 11
Oct. 5	International monetary system, cont.	Chap. 11
Week 8		
Oct. 10	Exam preparation	
Oct. 12	Exam II	Covers all text/class material since Exam 1