BUS 374: INTERNATIONAL BUSINESS

INSTRUCTOR: DR. Michael Umeadi

RALEIGH CAMPUS
Spring 2012
(919) 546-8313

COURSE: BUS 374-01
CLASS LOCATION: TUPPER HALL
COURSE SCHEDULE: MWF 2:00 PM - 2:50 PM.
OFFICE HOURS: T, TH. -10:00 AM - 1:30 PM
W.10:00AM-1.00 PM and by APPOINTMENT.
E-mail: eokoye@shawu.edu


Institutional Mission Statement

Shaw University, founded in 1865, is the oldest historically black college of the south. Shaw is a private, coeducational, liberal arts university affiliated with the Baptist Church. The University awards degrees at the undergraduate and graduate levels.

Shaw University is committed to providing educational opportunities for a diverse population who otherwise might not have the opportunity for education.

The primary mission of the University is teaching, with the commitment to maintain excellence in research and academic programs that foster intellectual enhancement and technological skills. Additionally, the University stresses character development, which includes religious, cultural, social, and ethical values. Ultimately, Shaw University endeavors to graduate students with demonstrated competencies in their chosen fields of study.

International Business Program Mission and Standards

The mission of the International Business degree program reflects the mission of Shaw University and the mission, goals and objectives of the academic programs of Departments of Business and Public Administration. The primary purpose of the International Business Programs is:

1. To educate students in a broad range of knowledge and skills as a basis for careers in International business.

2. To prepare students to enter and sustain careers in the International business world and to contribute positively in the global marketplace.

3. To prepare students to achieve knowledge and skills for successful performance in a complex environment requiring intellectual ability to organize, work, make and communicate sound decisions, and react successfully to unanticipated events.
4. To prepare students to develop learning abilities suitable to continue higher-level intellectual development.

## Program Goals

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<tr>
<th>Goal 1: Providing students with a liberal arts education in International Business that upon graduation will: (a) prepare them for employment in government and industries, (b) prepare them to continue graduate or professional studies.</th>
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<tbody>
<tr>
<td>Goal 2: Helping students develop their analytical, cognitive, oral and writing skills, as well as to develop an awareness of and commitment to values.</td>
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<td>Goal 3: Make students aware of the expanding scope and significance of international business operations.</td>
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<td>Goal 4: Familiarize students with the principle features of the international economy.</td>
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<td>Goal 5: Explain how the U.S. economy, particularly American industries, and individual firms interact with or are affected by international trade.</td>
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<td>Goal 6: Point out the unique nature of international business and identify the extraordinary risks, challenges and problems that business enterprises and their managers encounter when operating across national boundaries or within foreign countries.</td>
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<tr>
<td>Goal 7: Describe and illustrate the application of managerial strategies and methodologies for dealing with those extraordinary circumstances and constraints facing international trade.</td>
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## Business Management Program Outcome
1. Demonstrate knowledge of ethical and legal responsibilities in organizations and society.
2. Demonstrate knowledge of international business theories, analysis in international trade theory.
3. Demonstrate knowledge of creation of value through the integrated foreign direct investment.
4. Demonstrate knowledge of regional economic integration.
5. Demonstrate knowledge of NAFTA and the U.S. Textile industry.
6. Demonstrate knowledge of information technologies as they influence the structure and processes of the foreign exchange market.
7. Demonstrate knowledge of domestic and global capital market.

In addition, students are expected to demonstrate the ability to:

(a) apply basic international business principles to solve new and recurring decision problems;
(b) conceptualize and analyze international business problems;
(c) Communicate their conceptualization, analyses, and solutions effectively, both verbally and in writing to better students in the international business majors.

This course is an introduction to the broad concept of International Business. It covers the global production, outsourcing and logistics that begin with the conception of the globalization, importing, exporting, and foreign exchange market international monetary fund and countertrade strategies that follow.

COURSE DESCRIPTION

The primary objective of this course is to provide an understanding of an international perspective on the part of business manager. Provides an integrative frame work for the study of the economic and competitive environment in which international business firms operate, and discusses the impact of the environments upon managerial tasks and decisions.

STUDENT LEARNING OUTCOMES
### Student Learning Outcomes (SLO’S)

At the completion of this course, students will be able to:

<table>
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<tr>
<th><strong>Comprehend the realities of international business environment and their ramifications.</strong></th>
<th><strong>Exam Question</strong></th>
<th><strong>3,7</strong></th>
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</thead>
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<tr>
<td><strong>2. Understand why absence of international trade or protectionism can hurt economic values.</strong></td>
<td><strong>Exam Questions, Class Projects</strong></td>
<td><strong>2,3,7</strong></td>
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<td><strong>3. Understand the objectives of trade regulations.</strong></td>
<td><strong>Exam Questions Class Projects</strong></td>
<td><strong>1,2,7</strong></td>
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<td><strong>4. Better understand the role and impact of impact of economic alliances and economic integration.</strong></td>
<td><strong>Exam Questions, Class Projects</strong></td>
<td><strong>3,7</strong></td>
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<td><strong>5. Understand why behaving ethically make good business sense.</strong></td>
<td><strong>Exam Questions</strong></td>
<td><strong>1,7</strong></td>
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### Course Project Overview

The course project gives you an opportunity to work on an international business topic that has interested you and that you would like to research further. For your course project, you will write an 8- to 10-page scholarly paper, with an additional cover page, reference page on international business or other countries cultural differences vs. U.S. If you have already selected the area of your topic, you may choose a topic in that area but will relate to the above topic. Make sure your topic is specific and defined clearly.
COURSE REQUIREMENTS (Exams/Projects/Class Presentation/Assignment)

• All assignments are due at the beginning of class.
• Points will be deducted for any late assignments.

• All exams are to be taken on the dates scheduled. NO MAKE-UP!
• Class attendance will be taken daily. Pay attention to and utilize the various internet resources accompanying the text.

EVALUATION CRITERIA:

Examination, Quizzes, presentation and Project carries 80%, Homework 10%, Class participation and attendance 10%. Exams and assignments cannot be made up unless you have an official excuse.

Supplementary Reading

Also reading material will be on reserve in the library. Other sources: The Internet, Local and scholarly articles. However the library should be your main source.

Prerequisite: Principles of Business

COURSE TEXT:

International Business: Competing in the Global Marketplace, 8e
COURSE SEQUENCE:


Course Schedule/Presentation Schedule:

Students enrolled in this class should come with at least four full pages of text, typed, double spaced research paper during the presentation day. The paper should have a cover page with name, title and date; a separate page for the sources (at least four) of the material should be attached. No late papers will be accepted unless under very compelling excuse. If accepted late, it will drop one letter grade. Never copy directly from the book/source. If one does not show up during his/her presentation the highest grade she/he can get for the class is “C”.

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<thead>
<tr>
<th>Date</th>
<th>Name of Presenter(s)</th>
<th>Topic</th>
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<tr>
<td>Jan-May</td>
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<td>List and Explain Types of Foreign Investments</td>
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<tr>
<td>Jan-May</td>
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<td>Discuss Levels of Econ. Integration. Give Example From Africa, America, and Europe.</td>
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<tr>
<td>Jan-May</td>
<td></td>
<td>Types of International Trade Restrictions; Arguments for and Against Them.</td>
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<td>Jan-May</td>
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<td>Economic Theories of International Business.</td>
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<td>Jan-May</td>
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<td>Roles of International Organizations ex. World Bank, International Monetary Fund (IMF), World Trade Organization (WTO), OECD, Other Regional Banks on Int’l Trade.</td>
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<td>Jan-May</td>
<td></td>
<td>Influences of Financial Forces on International Trade.</td>
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