Course Description
This course is designed as an advanced graduate study for management professionals in the changing and diverse international business environment. It covers both macro- and micro aspects of international management and global business strategy. It describes the world’s market places, focusing on economic, legal, technological, political, and cultural environments, discusses international business tractions such as trade and investments across these environments, as well as how to organize and management international business operations.

Learning Objectives
Upon completion of this course, students should learn the fundamentals of international business, as well as principles of managing international business environments across different market environments. Specifically, students should be able to analyze:
1. The roles of economic, legal, technological, political, and cultural environments in business.
2. Fundamental concepts and principles of international business transactions such as trade and investments.
3. The roles and structures of international business policies.
4. Strategies for international business transactions.
5. Organizing international business operations in multiple functions including marketing, operations, finance, and human resource management.

Course Outline and Schedule

<table>
<thead>
<tr>
<th>Date</th>
<th>Content</th>
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<tbody>
<tr>
<td>August 21</td>
<td>Introduction and orientation</td>
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| 23       | Chapter 1. An overview of international business  
|          | • Trivia question #1: How many countries do Apple’s suppliers represent?  
|          | • In-class case discussion “Demography is destiny”  
| 28       | Chapter 2. Global marketplaces and business centers  
|          | • Trivia question #2: How many American companies are among the world’s largest 5 multinational enterprises by foreign assets? Name these America companies.  
|          | • In-class case discussion “Fracturing the energy market”  
| 30       | Chapter 3. Legal, technological, and political environments  
|          | • Trivial question #3: What is the percentile of the US in the world in terms of political stability and absence of violence/terrorism?  
|          | • In-class case discussion “Sour oil, soured deal”  
| September 4 | Chapter 4. The role of cultures  
|           | • Trivial question #4: Which language is the most popular tonal language in the world?  
|           | • And how many tones are there in this language?  
|           | • In-class case discussion “Quacking up a storm of business”  
| 6        | Chapter 5. Ethics and social responsibility in international business |
• Trivial question #5: What are the seventeen United Nations Sustainable Development Goals (SDGs) for 2030? Which state in the US ranks the best in 2018 in accomplishing these SDGs? Which ranks the worst?
• In-class case discussion “A pipeline of good intentions”

11 Chapter 6. International trade
• Trivial question #6: Which economies are the top five US trade partners (as of 2017)?
• In-class case discussion “The growing trade in growing grapes”

13 Chapter 6 (cont’d). International investment
• Trivial question #7: Which country has the world’s largest Sovereign Wealth Fund by total assets?
• In-class case discussion “The new player in global capital markets: Sovereign wealth funds”

18 Chapter 7. The international monetary system and the balance of payments
• Trivial question #8: Which five member states have the highest percentage of vote in International Monetary Funds (IMFs)?
• In-class case discussion “Recent U.S. BOP performance: Is the sky falling?”

20 Chapter 8. Foreign exchange
• Trivial question #9: Can you name five foreign currencies whose exchange rates with the US dollars do not fluctuate?
• In-class case discussion “Transfer pricing and exchange rate risks” (Materials to be disseminated before class)

25 Chapter 8 (cont’d). International finance market
• Trivial question #10: Which economies appear as the world’s largest five economies in 2018 by both nominal and real GDP?
• In-class case discussion “What is next for Chinese manufacturing?”

27 Group practice part 1 instructions, online submission in Canvas due noon October 30

October 2 Chapter 9. Formulation of national trade policies
• Trivial question #11: How many countries have a Free Trade Agreement (FTA) in force with the U.S.?
• In-class case discussion “Which way for Huawei?”

4 Quiz #1

9 Chapter 10. International cooperation among nations
• Trivial question #12: Which European Union member states do not use Euro as their currency?
• In-class case discussion “The European Union’s challenges”

11 Chapter 11. International strategic management
• Trivial question #13: How many foreign-owned firms are there in the Charlotte area?
• In-class case discussion “The house of Tata”

16 Chapter 12. Strategies for analyzing foreign markets
• Trivial question #14: Which countries does BRICS stand for?
• In-class case discussion “How high can Haier go?”

18 Chapter 12 (cont’d). Strategies for entering foreign markets
• Trivial question #15: Which economies are the top five homes/sources of foreign direct investment flows in 2017?
• In-class case discussion “Wal-Mart Germany” (Materials to be disseminated before class)

23 Chapter 14. International organization design and control (Guest speaker)
• Trivial question #16: Can you name a foreign-controlled, publicly listed company whose US headquarters is located in North Carolina?

25 Chapter 13. International strategic alliances
• Trivial question #17: Can you name three global airline alliances of which at least one US airlines company is a founder?
• In-class case discussion “Look before you leap”

30 Chapter 15. Leadership and employee behavior in international business
November 1  Chapter 16. International marketing
- Trivial question #18: In which country employees are mostly likely to accept and expect an authoritative leader?
- In-class case discussion “Leadership issue at Toyota”

6  Chapter 17. International operations management
- Trivial question #20: Which all-season port of entry in NAFTA has the closest geographic distance for all ocean shipping with Asia?
- In-class case discussion “Out supply-chaining the king of supply chainers”

8  Chapter 18. International financial management
- Trivial question #21: Which company is the world’s largest spender on advertising?
- In-class case discussion “Marmite in Asia”

13  Chapter 19. International human resource management and labor relations
- Trivial question #22: In which year are listed US companies required by SEC to disclose the CEO-worker pay ratio?
- In-class case discussion “Tax wars”

15  Group practice part 2 instructions, online submission in Canvas due noon December 4

20  Review and current topics
- In-class case discussion “Google into China” (Materials to be distributed before class)

22  Quiz #2

27  Thanksgiving break – no classes

29  Thanksgiving break – no classes

December 4  Final presentation of group practices, online submission of presentation materials in Canvas due noon December 11

For more information of the university’s academic calendar, see http://registrar.uncc.edu/calendar.

**Grading policies**

**Attendance**
You can make-up no more than 3 missed classes. Each make-up is attending an international business-related community or speaker event, and submitting a one-page summary by December 4.

10 points

**Quizzes**
There are two non-cumulative, open-book quizzes in class. Each has 20 single choice questions (20 points) and 2 case analyses (5 points x 2). Make-up quizzes are available in the last week of the semester. There is a 10% penalty for make-ups.

60 points

Choose 1 of 2

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<tr>
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<th>Option 1: Group practice–Appendix 1</th>
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<tr>
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<td>Option 2: Individual research experience–Appendix 2</td>
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*Extra/bonus credit
Trivia questions (0.25 point each). In the end of a class, a trivia question will be posted for students to do extra research outside the classroom. Their answers will be submitted in Canvas by the beginning of the next class.

Up to 5.5 points

All members of the course are expected to adhere to the University Policy 407, The Code of Student Academic Integrity. Violations of this code include but are not limited to: cheating, plagiarism, falsification and fabrication, multiple submissions, abuse of academic materials, and complicity in academic dishonesty. Violators will receive a failing grade and may risk suspension from the University. Additional details on the Code of Student Academic Integrity are available at http://legal.uncc.edu/policies/up-407.

The Belk College of Business strives to create an inclusive academic climate in which the dignity of all individuals is respected and maintained. Therefore, we celebrate diversity that includes, but is not limited to ability/disability, age, culture, ethnicity, gender, language, race, religion, sexual orientation, and socio-economic status.