

Course Number MGMT3275-002
Course Title International Business Management
Semester Spring 2020
Times/Class Rooms MW 2:30-3:45pm at Friday 142
Instructor Professor Victor Zitian Chen
Instructor Website <http://www.ChenZitian.com/>
Office Room Friday Building, Room 240C
Phone 704-687-7645 (or 77645 in campus)
Office Hours By appointment
E-mail zchen23@uncc.edu
Texts (Required) **International Business: A Managerial Perspective** (9th Edition)
 By Ricky W. Griffin, Mike W. Pustay
 Textbook questions: Kayla Wojciechowski kayla.wojciechowski@pearson.com

Course Materials [Dropbox Link](#) (Password: VICTORZCHEN)

Course Description

This course is designed as an advanced undergraduate 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

January 8	Introduction and orientation
13	Chapter 1. An overview of international business
15	Chapter 2. Global marketplaces and business centers
20	Dr. Martin Luther King Jr. Day – University Closed
22	Chapter 3. Legal, technological, and political environments
27	Chapter 4. The role of cultures
29	Chapter 5. Ethics and social responsibility in international business
February 3	Chapter 6. International trade
5	Chapter 6 (cont'd). International investment
10	Chapter 7. The international monetary system and the balance of payments
12	Chapter 8. Foreign exchange
17	Chapter 8 (cont'd). International finance market
19	Group practice part 1 instructions, online submission in Canvas due noon March 30
24	Chapter 9. Formulation of national trade policies
26	Quiz #1
March 2	Spring Recess – No Classes
4	Spring Recess – No Classes

9	Chapter 10. International cooperation among nations
11	Chapter 11. International strategic management
16	Chapter 12. Strategies for analyzing foreign markets
18	Chapter 12 (cont'd). Strategies for entering foreign markets
23	Chapter 14. International organization design and control
25	Chapter 13. International strategic alliances
30	Chapter 15. Leadership and employee behavior in international business
April 1	Chapter 16. International marketing
6	Chapter 17. International operations management
8	Chapter 18. International financial management
13	Chapter 19. International human resource management and labor relations
15	Group practice part 2 instructions, online submission in Canvas due noon April 27
20	Review and current topics
22	Quiz #2
27	Final presentation of group practices, online submission of presentation materials in Canvas due noon May 4.

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

Grading policies

Attendance	You can make-up excused class misses. Each make-up is attending an international business-related community or speaker event (at least 1 hour long), and submitting a one-page summary by April 27.	10 points
Quizzes	There are two non-cumulative, open-book quizzes in class. Each has 20 single choice questions (20 points) and 2 short answer questions (5 points x 2). Make-up quizzes are available in the last week of the semester. You can only make-up quizzes you missed, and make-up cannot replace your already graded quiz(zes). There is a 10% penalty for make-ups.	60 points
Choose 1 of 2	Option 1: Group practice–Appendix 1 Option 2: Individual research experience–Appendix 2	30 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.

Appendix 1 – Group practice (30 points)

This option is designed for students who are interested in experiencing a strategic management situation on foreign market entry. A group of 2 to 3 students will team up to conduct a term research project of one of the following: (a) a foreign-owned business in the US; (b) a foreign-owned business planning the first entry into the US; (c) a US-owned business abroad; or (d) a US-owned business planning the first entry abroad.

You are free to pick a business you are interested in.

If you choose this option, please form your team and let me know by class February 10. You are free to switch groups or switch to option #2 at any time as long as you receive consent from your existing and prospective teammates.

Part 1. Foreign market analysis (10 points)

- What is the name of the business? What are its major business activities in its current markets? Where is the home market? (about 100 words)
- What are the major differences in economic environments between the home market and the (proposed) host market? (about 300 words)
- What are the major differences in legal-political environments between the home market and the (proposed) host market? (about 300 words)
- What are the major differences in sociocultural environments between the home market and the (proposed) host market? (about 300 words)
- What are the major agreements on international cooperation between the home market and the (proposed) host market? (about 300 words)
- Please conduct a field interview of a branch/office of this business anywhere in its existing markets (ideally at the corporate headquarters). What do their employees say about the cultural differences when interacting with their headquarters colleagues and supervisors? (500 words)
- *Online submission in Canvas due noon March 30*

Part 2. Foreign subsidiary operations (10 points)

- Who are the major US competitors for your chosen business in the US? (about 100 words)
- What is the control mode of the headquarters over this foreign subsidiary in the US? (about 100 words)
- Does this business have a local non-equity alliance partner or equity joint venture partner in the US? If yes, who is/are this/these partner(s)? If not, who would you recommend being its partner(s)? (about 200 words)
- What are the complementary advantages and assets of these partners vis-à-vis your chosen business in the US? (500 words)
- Please conduct a field interview of a branch/office of this business anywhere in its existing markets (ideally at the corporate headquarters). What do their employees say about how the US business is connected with the headquarters? (500 words)
- *Online submission in Canvas due noon April 27*

Final presentations (10 points)

- Very succinctly summarize and present your findings above in less than 5 slides and 7 minutes.
- You can choose to present this in class on April 27th in class 2:30-3:30pm, or submit a pre-taped high-definition video by 3:30pm April 27th.
- *Online submission of presentation materials (PPTs and copies of handouts) in Canvas due noon May 4*

Grading criteria:

- Application of class learning (20%)
- Precision and reference/citation for all facts (20%)

- Rigor and coherence of logic reasoning to develop your answers (20%)
- Clarity and accessibility of the presentation (20%)
- Independent and original thinking that is beyond class learning (20%)

Appendix 2 – Individual research experience on current topics (30 points)

This option is designed for students who are interested in gaining experiences in in-depth academic research on current topics of international business and/or strategic management. Students choosing this option are not required to attend classes on group practices on February 19, April 15, and April 27. They will work with Dr. Chen under a direct-study format on a flexible schedule.

Under this option, students will work directly with Dr. Chen outside the classroom on data collection and analysis on a current topic on international business. Students will take training in preparation for advanced research assistance, including data analytics for actual business decision making.

The assignments will be equally divided into three submissions throughout the semester, following the same dues as group work.

If you are potentially interested in this option, please book a meeting with Dr. Chen to discuss details before February 5. A decision on whether you choose this option needs to be made by class February 10. You are free to switch to option #1 at any time as long as you receive consent from your prospective teammates.