

**University of Texas – Pan American
New Mexico Highlands University
College of Business Administration**

**International Business in Salamanca Spain
Summer 2009**

Professor:

Dr. Luis Ortiz

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Office Hours:

Friday 8am-noon TBA or by Appointment

Class Times:

INTB Monday - Thursday

PowerPoint Text at www.drluisortiz.com:

By: Charles W. L. Hill, University of Washington, Global Business Today, 6th ed.

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<http://www.mhhe.com/hill>

Course Description:

The main goal of this course is to provide the student with the understanding of the factors that determine the International Business and the competitiveness of a country, of its industries, and its corporations based on the both classical theories and new paradigms. The student will be able to recognize the origin of competitive advantages and as consequence, identify business opportunities in today's global world. Additionally, the student will incorporate into his or her everyday knowledge the terminology regarding

International Business (strategic management, expatriates, globalization, core competencies, SWOT analysis, etc...):

This is an introductory course in international business. The basic content of the course includes (1) an overview of the means of conducting international business, with an emphasis on what makes international different from domestic; (2) the effects of the social systems within countries on the conduct of international business; (3) the major theories explaining international business transactions and the institutions influencing those activities; (4) the financial exchange systems and institutions that measure and facilitate international transactions; (5) the dynamic interface between countries and companies attempting to conduct foreign business activities; (6) corporate strategy alternatives for global operations; and (7) international activities that fall largely within functional disciplines.

Teaching Methods

The course incorporates two teaching approaches: Internet lectures/discussions and self motivation/self-learning “owning your own behavior”. You are expected to come to class having read and thought about topics scheduled for the class sessions. Note that your participation will make the class pleasant and intellectually stimulating so please do attend every session.

Philosophy and of Performance Objectives the Course – Students who successfully complete this course should be able to:

- Articulate the importance of organizational training and development to the effectiveness of organizations as demonstrated by class discussion, book problems, and class or non-class exercises.
- Interpret, critically analyze, recommend, and defend with supporting evidence feasible courses of action for actual real life situations.
- Understand the different challenges business face when they operate in an international environment;
- Examine the various cultural, political and legal issues that impact international business activity;
- Examine the international institutions and practices that impact international business;
- Understand trade and investment theory, foreign exchange and the determination of foreign exchange rates;
- Appreciate the interaction of business and government as they relate to international commerce;
- Develop insight into the management implications of international business strategy and operations.
- Describe the major factors affecting training and developing behavior of individuals and groups within organizations.

for attendance and participation. You are allowed 1 unexcused absence. After that each unexcused absence will result in the attendance grade being reduced by 10 points. Excused absences require a note from a doctor or nurse or a university official in cases where travel to athletic or other university events is required. Also, prepared participation will be noted and may serve to positively affect a borderline grade.

Expectations

I expect you to keep up with your reading assignments, to participate, to be present, and on time for all classes. I also expect appropriate and ethical personal conduct from you. Scholastic dishonesty is subject to disciplinary penalties, including possible failure in the course & dismissal from the university.

ADA Compliance

If you have a documented disability, which will make it difficult for you to carry out the work as I have outlined and/or if you need special accommodations/assistance due to the any disability, please contact the Office of Academic Support. I will make any appropriate accommodations for you.

People generally remember:

- 10% of what they read
- 20% of what they hear
- 30% of what they see
- 50% of they both see and hear what
- 70% of what is discussed with others
- 80% of what they personally experience
- 90% of what they teach others

Instructor reserves the right to change or alter the course material as deemed necessary as the class progresses.