



New Mexico Highlands University
College of Business Administration
Las Vegas, New Mexico
Course Syllabus
International Business
INTB 440

Department of Business Administration Mission: The Department of Business Administration is committed to the success of our students and to the highest observance of our professional accreditation standards. The department's goal is to be the best small business department in the Southwest, preparing students to be confident, competent, ethical and responsible decision makers, managers, leaders and agents of economic and social betterment in today's changing global business environment.

Department of Business Administration Vision: The Department of Business Administration provides an inspiring multicultural learning environment that promotes excellence, empowerment, transformation, and global understanding.

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Text Required Materials for the Course:

Textbook: Hill, Charles W. L., Global Business Today McGraw Hill, ISBN is 9780078112911

PowerPoint at www.drluisortiz.com Official book website

<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.

Upon successful completion of this course, the student should be able to explain the foreign economic, political and socio-cultural environments relevant to international trade and finance. In addition, the student should be able to explain the functions of a firm engaged in international trade (management, marketing and finance), and the international monetary system and foreign exchange.

In today's global economy, business people must understand the relationships, institutions, and environment that underlie international commerce. The primary objective of this course is to provide an introduction to the global economy that will help you be effective in business – whether you actually work in a global corporation or not. I hope it will also help you to be an educated citizen, understanding the major issues impacting government policy and globalization. The topics in the class have been selected to address both theoretical and practical dimensions of the global economy.

The course has the following specific objectives:

1. The students will recall and be able to define the basic tools to understand the global economy and the business environments. These tools include:

- theories related to international trade and investment
- major indicators of global business activity
- knowledge of the major organizations which influence international trade
- differing legal systems, economic systems, political systems and economic philosophies
- cultural forces including what the theory has to say, language and communications

2. The students will recognize and be able to define basic international business concepts.
3. The students will be able describe and explain current global business environment. This knowledge base includes:
global and regional impacts of the current economic melt-down continuing globalization and its impact on the economy, both positive and negative European expansion and general economic integration world trading blocs (EU, NAFTA, CAFTA, MERCOSUR) the expansion of emerging markets – particularly in China and India, and the growing importance of developing countries in the global economy
4. The students will be able to explain and distinguish among the different organizations and institutions. This includes: IMF, UN, WTO and GATT, OECD, NATO, OPEC
5. The students will be able to develop an understanding of the evolution of the global monetary system and the resulting mechanisms and factors that influence currency exchange rates.
6. The students will be able to explain the understanding that global interdependence as a compelling factor in the global business environment, which is creating demands on international managers to take a positive stance on issues of social responsibility, economic development, and ethical behavior.
7. The students will develop an understanding that much of today’s trade takes place in a global environment. The majority of trade is within three regional free-trade blocs (Western Europe, Asia, and North America), called the TRIAD market, and grouped around the three dominant currencies (the euro, the yen, and the dollar).
8. The students will develop the knowledge and understanding of the unique aspects and problems involved in international business. This is will only help to serve in honing in particular skills.
9. The students will develop an understanding of the theory, and read the real life application of this concept.
10. The students will develop throughout the course, the ability to analyze and do critical thinking using IB terminology through class discussions and questions. This will lead to the development a strong knowledge base which you will use to keep abreast of the many changes that will occur in global business during your life and professional career.

Teaching Methods and Techniques

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.

Assuring Knowledge Transfer

New Mexico Highlands University identified four traits that we expect our graduates to possess when they leave our University. These traits are common to every major, and in the business class, these skills or traits are integrated throughout the course:

Demonstrate Content Knowledge in Business:

Understand and explain the business process (Assessed by tests)

Understand and explain business theory and techniques (Assessed by tests)

Demonstrate Critical Thinking and Reflective Thinking Skills

Apply business techniques to real world projects (Assessed by Project performance and group work)

Demonstrate Effective Quantitative Analysis Skills

Understand and apply statistical analysis to business research projects (Assessed by Project performance)

Demonstrate Effective Communications Skills

Participate in writing and presenting the results of the business research project

Demonstrate Effective Use of Technology

Understanding and using statistical software packages and other forms of web software for data analysis that will provide a competitive edge in business

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.
- Recognize the interplay of diversity in an organization's environments (internal, external, and global business environment).
- Effectively demonstrate both written and oral communication skills crucial for success in the real world of business.
- Demonstrate computer literacy, critical thinking, and class participation skills.

COURSE OBJECTIVES:

Upon successful completion of this course, the student will be able to:

1. Explain the process of globalization and the implications of globalization for business firms and their managers.
2. Explain how and why the world's countries differ.
3. Present a thorough review of economies and policies of international trade and investment.
4. Examine the different strategies that business can adopt to compete in the global marketplace and enter specific foreign markets.
5. Explore the role played by marketing, operations, and human resource management within international business.
6. Present ethical issues that can arise when doing business in countries whose political and legal system are not supportive of basic human rights.
7. Examine international business Ethics.

Global Awareness Integration

The focus of this course is on a general overview of International Business. Every student will incorporate examples, ideas, thoughts and experiences (self or others) of business in a global basis. The instructor will add to this global awareness from his experiences in dealing with the maquiladora industry along the Mexico and United States of American's border, public and private organizations in the USA, non-profit organizations in Australia, on-line work with worker's in Spain and service the industry in Canada. Organizations that the instructor has worked with include Invacare, Seagate, Eaton, Bard, Keytronic, TRW, BBB, Lucky Goldstar, CPM, Siemens, Lucent, Delnosa-Delphi, Rey Mex Bra, Bissell, Nokia, Whirlpool and AMMEX.

Course Requirements Performance Measures / Exams

The examinations will cover materials contained in the designated chapters and topics discussed in class. We will discuss the exam's details in class (e.g. reviews). Work turning in late will be penalized by a "Letter Grade".

Evaluation % of Grade Reward System (grading)

33.3% Real World Assignments (Cases, Group work, Discussion Questions)
 33.3% Exams (Essay Answers) Presentation of International Business Topic
 33.3% Attendance
 100% Total

Grades will be assigned using the following scale:

100 – 90: A 89 – 80 : B 79 – 70: C
69 – 60: D Below 60: F

Attendance

Registering for this class implies that you know the days (Monday-Thursday) and time the class meets and accept the responsibility for attending classes and being on time. Excessive tardiness and/or leaving the class early “is” an absence (I ask for emails). If you miss classes because of school (SOBA) activities, you should bring a schedule of expected dates of absence. The student will drop points if he or she has more than **three** absences.

Attendance. The undergraduate catalog clearly states that class attendance is required:

Students are expected to attend all class meetings...Excessive absences may be expected to affect a student’s grade adversely or even result in an “F”. Instructors should make the policies on attendance in each class available in writing to students.” (2005-2007 New Mexico Highlands University Undergraduate Catalog, pages 25,26,).

The School of Business faculty has adopted a policy, requiring regular attendance. In this class, attendance and participation count for 20 percent of your grade. Everyone starts with 100 points 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.

Course Outline and PowerPoint Presentations

PART ONE Introduction and Overview

Chapter 1 One Globalization

PART TWO Country Differences

Chapter 2 Two National Differences in Political Economy

Chapter 3 Three Differences in Culture

Chapter 4 Four Ethics in International Business

PART THREE Cross-Border Trade and Investment

Chapter 5 Five International Trade Theory

Chapter 6 Six The Political Economy of International Trade

Chapter 7 Seven Foreign Direct Investment

Chapter 8 Eight Regional Economic Integration

PART FOUR Global Money System

Chapter 9 Nine The Foreign Exchange Market

Chapter 10 Ten The International Monetary System

PART FIVE Competing in a Global Marketplace

Chapter 11 Eleven The Strategy of International Business

Chapter 12 Twelve Entering Foreign Markets

Chapter 13 Thirteen Exporting, Importing, and Countertrade

Chapter 14 Fourteen Global Production, Outsourcing, and Logistics

Chapter 15 Fifteen Global Marketing and R & D

Chapter 16 Sixteen Global Human Resource Management

SUGGESTED COURSE COMPLETION SCHEDULE:

NOTE: YOU MAY USE THIS SCHEDULE ONLY AS A GUIDE.

	DATE	<u>SUBJECT</u>	<u>READING/EXAM SCHEDULE</u>
	Week 1	Globalization	Chapter 1
	Week 2	National Differences in Political Economy	Chapter 2
	Week 3	Differences In Culture	Chapter 3
	Week 4	Ethics in International Business	Chapter 4
	Week 5	International Trade Theory	Chapter 5
	Week 6	The Political Economy of International Trade	Chapter 6
	Week 7	Foreign Direct Investment	Chapter 7
	Week 8	Regional Economic Integration	Chapter 8
	Week 9	The Foreign Exchange Market	Chapter 9
	Week 10	The International Monetary System	Chapter 10
	Week 11	The Strategy of International Business	Chapter 11
	Week 12	Entering Foreign Markets	Chapter 12
	Week 13	Exporting, Importing, and Countertrade	Chapter 13
	Week 14	Global Production, Outsourcing, and Logistics	Chapter 14
	Week 15	Global Marketing and R & D	Chapter 15
	Week 16	Global Human Resource Management	Chapter 16
	Week 17	COURSE CLOSSES AND ENDS	

Useful Web Resources & Periodicals for International Business

Michigan State University has online global business resources and links including country profiles that outline business climate, political structure, history, and statistical data for more than 190 countries. Includes regional and country specific links in addition to a general overview of each geographic area <http://globaledge.msu.edu/ibrd/ibrd.asp>

Business Week Online Magazine with headlines on global business and international issues <http://www.businessweek.com/globalbiz/>

The Economist Online Magazine: <https://www.economist.com/world/index.cfm>

Global Business Web: <http://www.globalbusinessweb.com/>

The Globalist, covers political, economic, cultural, and business issues related to globalization: www.theglobalist.com

Financial Times: www.ft.com

Newsweek International Edition: www.msnbc.com/news/nw-ni_front.asp

International Herald Tribune: www.iht.com/

World Trade Organization: <http://www.wto.org/>

Doing business with Mexico: <http://www.mexonline.com>

Sponsored by **Shell International**, this web site offers information for expatriates and their families around the world: <http://www.outpostexpat.nl/>

World Bank: <http://www.worldbank.org/>

Import/Export Bank: <http://www.exim.gov/>

American Express Small Business Services web site offers reports on export issues and business travel, etiquette and protocol for countries around the world.

<http://home3.americanexpress.com/smallbusiness/resources/expanding/global/countries>

Maquiladoras: <http://www.maquilamarket.com>

Latin Trade Magazine: <http://www.latintrade.com>

Forbes News: www.forbes.com/international/

CIO Web Business Magazine: www.cio.

Student Academic Integrity Policy: This course follows the Highlands Student Academic Integrity Policy as described in the catalog. New Mexico Highlands University students are expected to maintain integrity through honesty and responsibility in all their academic work. Examples of academic dishonesty include: Plagiarism, Cheating, Collusion, Facilitation, Fabrication, Multiple Submissions, and Falsification of Records. Penalties may range from a reduced grade on an individual assignment to a failing grade in the class. Students may also be flagged for major cases of academic dishonesty, and multiple flaggings of academic dishonesty may result in suspension (2 flags) or expulsion (3 flags). For additional information and more detailed definitions of academic dishonesty, please see the Student Academic Integrity Policy in the catalog and/or student handbook.

Disability Services Information: In accordance with federal law, it is university policy to comply with the Americans with Disabilities Act (ADA). If you believe that you have a physical, learning, or psychological disability that requires an academic accommodation, contact the Coordinator of Disability Services by phone at (505) 454-3188 or 454-3252, via e-mail at desquibel@nmhu.edu, or visit Room 108 of the Felix Martinez building on the Las Vegas campus. If you need the document upon which this notice appears in an alternative format, you may also contact the Coordinator of Disability Service. David Esquibel Student Advisor/Coordinator of Testing and Disability Services.

Official Email Communications: In order to comply with the Family Educational Rights and Privacy Act of 1974 (FERPA), students must email using their NMHU Account; please include a full name and NMHU ID number in the message. I cannot respond with any information contained in educational records from emails received from non-NMHU accounts. For information on FERPA, please visit <http://ed.gov/policy/gen/guid/fpco/ferpa/students.html>.

NMHU Cares Policy: Title IX makes it clear that violence and harassment based on sex and gender are Civil Rights offenses subject to the same kinds of accountability and the same kinds of support applied to offenses against other protected categories such as race, national origin, etc. If you or someone you know has been harassed or assaulted, you are encouraged to contact the Center for Advocacy, Resources, Education, & Support (HU-CARES) located in the Student Union Building at 800 National Ave in Suite 306. If you have questions or need to speak to someone regarding a concern, please call HU-CARES at 505-454-3529 or email preventviolence@nmhu.edu. HU-CARES can support you in various ways, regardless if you want to report to police or not. All services are confidential, student-centered, and free for all NMHU students, including center campuses.

Additional resources available to you include:

- Student Health Center Main Campus-(Counseling) 505-454-3218
- Campus Police 505-454-3278
- NMHU Dean of Students 505-454-3020
- Human Resources, Title IX Officer 505-426-2240
- NM Crisis & Access Line (Professional Counselors available 24/7) 1-855-662-7474

Center students are encouraged to contact HU-CARES for resources near the center campuses.

Conducting a Degree Audit in Self Service Banner: Go to NMHU's main website (www.nmhu.edu) and click on the link on the top left hand of your screen that reads, "my nmhu". When you click on the "my nmhu" link, select, "Enter Secure Area" and log into the Self Service Banner system by using your username and password assigned to you when admitted to the program (this is the user name and password you use to log into your D2L classes, e-mail, etc.). When you are logged into the system, select "Student", then select "Student Records", finally select "Degree Audit". When the Degree Audit is launched you will have access to your degree plan, information about the status of your student accounts, and any notes made to you during the progression of your program.

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

Fine print: Instructor reserves the right to change or alter the course material as deemed necessary as the class progresses in order to make the class better!

This syllabus is subject to change at the discretion of the instructor.