

Instituto Tecnológico Autónomo de México

International Business Preliminary Outline Summer 2014

Course Description

This course provides an introduction to the cultural, economic, and global contexts that define the environment for international business. The course seeks to provide you with theoretical and practical knowledge of the issues relevant to international business that will help you address international business situations during your professional career.

The course will examine different topics of international business such as the current environment; culture and ethics; trade and investment; regional integration; strategy; operations, HR, marketing and finance.

Lectures will be supported by videos, case studies, presentations, and class discussions, focusing on real-life application of the different topics of international business studied in class.

Objectives

1. Understand the different challenges business face when operating in an international environment;
2. Examine various cultural, political, and economic issues that impact international business;
3. Develop and understanding of concepts and theories that explain international markets;
4. Understand how firms respond to opportunities and risks in the international business environment;
5. Enhance you awareness of how current world events may impact on firms and countries.

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Book: International Business, Charles Hill, McGraw-Hill, 8th edition, 2011.

GRADING

Class Participation	10%
Quizzes	20%
Assignments	15%
Project	25%
Final Exam	30%

Research report +1 in final exam (OPTIONAL)

Class Participation: includes attendance, level of preparation and ability to answer questions, and involvement in discussions and other class activities.

Quizzes: There will be 4 unannounced quizzes (pop-quiz) during the course. The quiz will consist of 2 open questions and 3 multiple choice related to the readings and/or topics discussed in a given session. The duration of the quiz will be 10 minutes and students will not have access to textbooks or notes.

Assignments: To complement lectures and discussions, students will be asked to complete 4 assignments during the course. 2 assignments will be mandatory and will be given to you 2 days before they are due. For the other 2, students are free to choose which they want to do. All of these can be done individually or in groups, Assignments include written case analysis (groups of 3); business briefs (groups of 2); media analysis (groups of 2).

-Case studies: certain sessions will be complemented with a case study, which will be discussed during class. Students can prepare and submit a written report of no more than two single-spaced pages, on the same day in which the case is discussed.

- Business Briefs: in order to encourage students to analyze how topics in the course correspond with current events, students will be invited to identify a topic of their interest; research news and current articles related to that topic, and submit a no more than two page report analyzing the article and explaining how it matches the topics discussed in class; implications; and lessons learned. (Sources: Wall Street Journal, Business Week; Financial Times; The Economist; Advertising Age)

- Content Analysis of Regional Media: there is a great deal of visual media available on the internet today. In this activity, students will analyze visual content (videos, advertisements, music, etc) related to Latin America, Europe, or Asia. Students will be asked to prepare a short in-class media presentation explaining the group's content analysis.

Project: This team project (groups of 3) will require students to use all the topics studied through the course, and apply them in a practical and creative way. The project will be assigned on the first week of class, and presentations will take place the last week of class (dates to be assigned).

The idea of the project is to design an international business plan and strategy for a chosen company in a given country. This should cover everything from basic company and industry information and analysis; country analysis; internationalization strategy; marketing, finance, operations, and HR issues; risks and opportunities; future projections, among others.

- On the first day of class, students will form their teams (3 per team).
- From the list of companies found below, teams will choose one. One company can NOT be chosen by more than 2 teams. If more than two teams choose the same company, teams will draw papers and let luck decide.
- Each person in the team should be assigned one of the following roles (CEO/CFO, VP of Marketing, VP of Human Resources and Operations Management).
- Every Thursday, part of the session will be devoted to working on the project.
- Grading for this project will be based not only on the quality of the analysis, but also the level of work and creativity.
- Presentations will be done in front of a panel conformed by the instructor and one or two other “investors” or “government officials” who will question you as if this was a real-life scenario.

COMPANY	ORIGIN	COUNTRY
Natura	Brasil	United States
Sport City	Mexico	Spain or France
FNAC	France	Mexico
Taj Hotels	India	Indonesia or Russia
Haier	China	Brasil
Dunkin Donuts	USA	South Africa
Target	USA	China
Grupo Bimbo	Mexico	India
Citroen	France	Mexico

Syllabus

Date	Session #	Chapters	Theme
17/06	1	1	Introduction and Globalization
18/06	2	2,3	National and Cultural Differences
19/06	3	4	Ethics and Corporate Social Responsibility
20/06	4	-	In-class case study/exercise
24/06	5	5, 6	International Trade
25/06	6	7	Foreign Direct Investment
26/06	7	8	Regional Economic Integration/ Doing Business In...
27/06	8	-	In-class exercise/Project work
01/07	9	9, 10, 11	Global Monetary System
02/07	10	Other	Competitiveness
03/07	11	Other	Competitiveness
04/07	12	-	In-class exercise/Project work
08/07	13	12	International Strategy
09/07	14	13, 14	Strategy and structure
10/07	15	15, 16	International Business Operations
11/07	16	-	In-class exercise/Project work
15/07	17	17	Global Marketing
16/07	18	18	Global HR Management
17/07	19	19, 20	Accounting and Financial Management
18/07	20	-	In-class exercise/Project work
22/07	21	Other	The Global Panorama
23/07	22	-	PRESENTATIONS
24/07	23	-	PRESENTATIONS
25/07	24	-	PRESENTATIONS
27, 29 or 30/07		FINAL EXAM	