



TBC 2210 International Business

SPRING, 2019

INSTRUCTOR: ALEXANDRE C. WONG

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ADDRESS:

CLASS HOURS: JAN: 14(B), 15(A), 21(B), 22(A)
Parenthesis denotes meeting time block. FEB: 11(B), 12(A), 18(B), 19(A), 25(B), 26(A)
MAR: 4(B), 5(A), 11(B), 12(A)

A. DESCRIPTION

This subject explores some of fascinating challenges of managing across countries. It aims to develop your understanding and appreciation of the strategic thinking and practices required to act internationally and to successfully conduct business with people, business and governments in other countries. Building on the themes of subjects such as International Business Environment, global monetary system, strategies, structures, and functions, you should be able to develop an understanding of the distinctive features of selected countries or companies and aspects of their particular management practices that will assist you to achieve the subject's aims.

This subject will also consider ways in which the major international business theories and behaviors may be adapted to ensure their application is carefully considered when applying the management theory in an international setting. The subject aims to enhance your skills as a manager operating internationally through the development of a more integrated view of international business and related management practices.

B. COURSE OUTCOMES

On completion of this subject you should be able to:

1. Explain to understand how and why the world's countries differ;
2. Present a thorough review of the economics and politics of international trade and investment;
3. Explain the functions and form of the global monetary system;
4. Examine the strategies and structures of international business;



5. Assess the special roles of an international business's various functions;
6. General understanding of overall business environment in China.

C. INSTRUCTIONAL METHODOLOGY

Instructional Methodology will include a combination of lectures, class discussions, presentations and case studies. The lecturer will augment topics in the assigned text. Supplementary materials will be passed out by the lecturer as deemed necessary. Students are encouraged to share relevant articles etc. The class will be divided into teams for the purpose of group discussions and term projects. Your participation in class discussions and group is imperative. Students are expected to do all reading assignments before class. Whether or not you are in class you are responsible for all assignments. All assignments are to be handed up in hard copy. No exceptions will be made. This class will be primarily conducted in English.

D. EVALUATION

Exams (2)	55%
Case Analysis / Presentation	20%
Class Participation	15%
Attendance	10%
Total	100%

Exams:

- Mid-term 1 (25%) – multiple choice
- Final (30%) – multiple choice

Case Analysis / Presentation (20%): Each student in a team or individual student will prepare a presentation on a subject. More details of this assignment will be handed out in class.

Class Participation (15%): High levels of participation would include active participation in class discussions and might also include bringing information from outside sources, e.g. work/life experience, magazine/newspaper articles, books) that enrich the learning experience of the class.

Attendance (10%): Only valid medical or family emergencies qualify as an absence, and documentation of the same must be presented to the professor no later than the next class meeting. All other absences are considered to be unexcused. Unexcused absences will affect your grade (see below).

If a student has:	Score
No unexcused absences	10%
One unexcused absence	8%
Two unexcused absences	6%
Three unexcused absences	4%
Four or more unexcused absences	0%



E. CLASSROOM POLICIES

Late Submissions: Late assignments submitted within one day past the due date, without prior approval from the lecturer, will be penalized by one letter grade.

Deferred Exam Policy: If a student misses an exam s/he must submit a letter justifying her/his request for a deferred exam (attach supporting documents where possible), and deliver it in person no later than next class meeting. The same applies to requests for deferred exam submitted prior to scheduled exam date. In such cases, the lecturer will arrange a deferred exam or other appropriate means of evaluation. If a student misses an exam without any excuse or permission, s/he will automatically receive a grade of “0” for that exam.

Academic Honesty Statement: Please see the following link, and read the carefully:

<http://thebeijingcenter.org/academic-integrity>

Tardiness: Tardiness is a distraction to your fellow students and to your lecturer. If you must be late, please enter the room as quietly as possible and take a seat near the door. You may pick up any papers that were handed out or returned at the end of the session.

Electronic Devices: All electronic devices should be turned off during class sessions. The exceptions are cell phones in “silent or vibration” mode. When receiving phone calls, students are asked to do so outside the classroom and to keep these disturbances to a minimum. No recording of lectures should be done without the permission of the lecture.

Classroom Conduct: Students are asked not to eat nor smoke in classrooms. Students should refrain from talking/reading or doing other things unrelated to class during class sessions.

F. REQUIRED TEXT

INTERNATIONAL BUSINESS: COMPETING IN THE GLOBAL MARKETPLACE,
11e

Charles W. L. Hill, G. Tomas M. Hult

ISBN 1259578119

McGraw-Hill Education



G. CLASS MEETING SCHEDULE

Class	Date	Time	Topic
1	Jan-14 (Mon)	(B) 4:30pm-7:15pm	Introductions and initial discussion on Globalization CH-1: Globalization
2	Jan-15 (Tue)	(A) 1:30pm-4:15pm	CH-2: National Differences in Political, Economic & Legal Systems
3	Jan-21 (Mon)	(B) 4:30pm-7:15pm	CH-3: National Differences in Economic Development
4	Jan-22 (Tue)	(A) 1:30pm-4:15pm	CH-4: Differences in Culture
5	Feb-11 (Mon)	(B) 4:30pm-7:15pm	CH-5: Ethics, Corporate Social Responsibility & Sustainability
6	Feb-12 (Tue)	(A) 1:30pm-4:15pm	CH-6: International Trade Theory
7	Feb-18 (Mon)	(B) 4:30pm-7:15pm	CH-7: Government Policy & International Trade
8	Feb-19 (Tue)	(A) 1:30pm-4:15pm	Hand Out Mid-term Exam CH-8 Foreign Direct Investment
9	Feb-25 (Mon)	(B) 4:30pm-7:15pm	CH-9: Regional Economic Integration
10	Feb-26 (Tue)	(A) 1:30pm-4:15pm	CH-10: Foreign Exchange Market
11	Mar-4 (Mon)	(B) 4:30pm-7:15pm	CH-11 & CH-12: The Int'l Monetary System / The Global Capital Market
12	Mar-5 (Tue)	(A) 1:30pm-4:15pm	Case Presentations
13	Mar-11 (Mon)	(B) 4:30pm-7:15pm	CH-13: The Strategy of International Business
14	Mar-12 (Tue)	(A) 1:30pm-4:15pm	Hand Out Final Exam

H. CASE ANALYSIS AND PRESENTATION

Case Analysis and Presentation account for 20% of final grade.

Depending on actual number of students enrolled after the ADD/DROP deadline, individual students shall form teams with 2 or 3 members to work on a research topic assigned by instructor.



Deliverables

1. Each team will have a 25-minute session to present their case to the rest of the class on March 5 (Tuesday) class meeting. Students are encouraged, but not a must, to use visual aids like, PowerPoint, video/audio or any other common presentation tools.
2. Each team shall deliver a report of their research topic to the Instructor before the end of March 5 class meeting. The report should be in either Microsoft docx or pdf format, not to exceed 1,000 words.

Rules

1. To encourage team work, every member of a team will receive the same grade, no exception.
2. Each team member is expected to be responsible for a section of his/her team presentation.
3. Actual presentation time is limited to be 15 minutes, follow by a 10-minute Question & Answer (Q&A) session.
4. Conduct the presentation in a professional manner.

I. “LIFE-SAVER” PROJECT

Instructor will conduct a post-mid-term review, then decide if a special project (nickname Life-Saver) will be offered to students, whom may need a lift in their grades.