Call #: 22675
Class Meetings: 10:00 – 10:50 pm, Monday, Wednesday & Friday
Credits Hrs.: 3
Room: May Hall, room 316
Instruct or: Rolf Butz
Office Hours: see Office schedule
Telephone: 701.483.2352
Fax: 701.483.2537
E-Mail: r.butz@dickinsonstate.edu
Web Site: http://www.dickinsonstate.com/Rolf

ISBN 13: 9780131747432

Prerequisite: BADM 336 – Management and Leadership

General description:

A study of the cultural, political, and economic environment of business firms operating globally; the basis for trade and trade policy; balance of payments and currency exchange rate systems; contemporary issues in international business and global economics.

This course explores the fundamentals of international business. As globalization penetrates further into national business environments, managers need to take a global perspective on business activities. This course explores national business environments, showing how ones attitudes and beliefs differ from one culture to another. It also explores how global financial markets and the global monetary system function and how they affect international business activities.

You are expected to participate fully in all class discussions and possible team activities. All individual team members are responsible for team activities.

Student Learning Outcome Goals:

Dickinson State University learning outcome goals:

- Students will demonstrate critical thinking in a variety of contexts for life long learning.
- Students will demonstrate proficiency in communication skills in a variety of forms including the effective use of current technologies and other information resources.
- Students will demonstrate knowledge of national and international multiculturalism and importance of global citizenship
- Students will develop discipline specific knowledge and skills within each major.
- Students will develop work and career preparation skills
- Students will demonstrate discipline-specific knowledge and career skills related to their field/s of study.
Business and Management department learning outcome goals:

- Demonstrate a working knowledge of the global environment of business and multicultural issues.
- Develop good written and oral communication skills.
- Find work opportunities in the local, regional, state and national labor markets.
- Learn fundamental concepts and tools of analysis in the core areas of business administration, accounting, economics, marketing and finance.
- Develop analytical and critical-thinking skills necessary to make sound business and personal decisions.

Course learning outcome goals:

- Learn fundamental concepts and tools of analysis in the core areas of business / data processing administration and management.
- Develop good written and oral communication skills.
- Develop analytical and critical-thinking skills necessary to make sound business and personal decisions.
- Demonstrate a working knowledge of the global environment of business and multi-cultural issues.

Program Student Learning Outcomes
Within each program, the following program student learning outcomes will be addressed:

Bachelor of Science in Business Administration and Bachelor of Arts in Business Administration

Upon successful completion of the course, students will be able:

- To explain why it is important for future managers to have a global mindset
- To describe culture and describe its impact on business negotiations around the world
- To identify ethical dilemmas that businesses face internationally
- To discuss the benefits and costs associated with regional economic integration
- To describe ways to analyze international opportunities
- To explain the impact of globalization on international marketing activities
- To discuss strategies for hiring and managing employees

Course Content Outline:

Teaching Strategies:

An overall presentation of the individual chapters is taught first. Discussions are used to enhance the chapter’s material. Important material from the text and outside sources will be covered in class. Students should plan to take careful notes as not all material can be found in the texts or readings. After each chapter assignments may be specified to expand the acquired knowledge. At the completion of several Chapters (three to four), a comprehensive test will be given with prior notification on the Web site.

Student’s performance assessment:

<table>
<thead>
<tr>
<th></th>
<th>% of Grade</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tests</td>
<td>50%</td>
</tr>
<tr>
<td>Assignments, Papers</td>
<td>40%</td>
</tr>
<tr>
<td>Attendance</td>
<td>10%</td>
</tr>
</tbody>
</table>

Final grades will be given on the following percentage:

- A – 90% - 100%
- B – 80% - 89%
- C – 70% - 79%
- D – 60% - 69%
- F – below 60%

Proposed point allocations:

<table>
<thead>
<tr>
<th></th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tests</td>
<td>6 (random) ~ 20 points each, 100 points total</td>
</tr>
<tr>
<td>Assignments</td>
<td>~3     20 points each</td>
</tr>
<tr>
<td>Ind. paper before Midterm</td>
<td>75 points</td>
</tr>
<tr>
<td>Group paper after Midterm</td>
<td>125 points</td>
</tr>
<tr>
<td>Presentation quizzes</td>
<td>~50 points</td>
</tr>
<tr>
<td>Attendance/Class Participation</td>
<td>~60 points</td>
</tr>
</tbody>
</table>

Exams:

The exams could consist of true-false, multiple choice, scenario and some essay questions. Questions for the exams will be based on material covered during the lectures, material contained in the textbook and any handouts provided, class discussion and special projects. All exams must be taken on the day scheduled.

Tests:

During the course of the semester, there will be five graded tests. These tests will generally relate to a case, discussion subject, and major points of interest covered or assigned readings in a given week. If you have participated in the class discussion and developed thoughtful answers – most quizzes should be quite straightforward.

The lowest test grade (including a zero if absent) will be dropped when averaging the overall grade of the tests.

Plagiarism:

Copying or imitating the work of other students is a serious violation of academic integrity.

Students are expected to create all assignments and cases on their own. Copying any element of another person’s work, with or without their permission, and declaring it as his or her own is considered plagiarism and will not be tolerated.
Any occurrences will be dealt with according to Dickinson State University policy, which states that the minimum penalty is a failing grade for the course.

Cheating is unethical and will not be tolerated.

“Cheating includes, but is not limited to, the wrongfully giving, taking, or presenting any information or material with the intent of aiding himself/herself or another student on any academic work. Such unethical behavior results in a failing final grade for the course.”

Please DO ask for help at any time (except during tests). The instructor has office hours; use them. Ask your instructor questions during or after class; that is why I am there.

**Talking** to other students is NOT allowed during any of the tests throughout the semester and is grounds for, at minimum, a failing grade for the test.

All required assignments and papers are submitted to and evaluated by [turnitin.com](http://turnitin.com). Any percentage higher than a maximum of 10% copied from sources other than your own, excluding quotes and bibliography, could result in automatic failing grade. Be aware that turnitin.com does not always provide accurate analysis of the handed-in case study, that is why I will co-check each submitted case study.

**Assignments:** All assignments will be posted on the class web page. Students will be allowed to hand in only one assignment per project. No make-up work is allowed without prior consent from the instructor.

**Email account required:**

All students must have an email account and must provide me with their email address by filling out the [Survey](#). Official DSU e-mail accounts are preferred, due to the known Spam filter problems with web based e-mail providers, such as Hotmail, GMail and Yahoo. All students are expected to check their e-mail accounts for messages relating to this course.

Assignments, projects and cases may be distributed and collected electronically for the evaluation by [turnitin.com](http://turnitin.com), as well as in paper form. The student will need to understand the concept of sending attachments.

**Attendance Policy:** Regular lecture attendance will be critical to the success in this course. Much of the material that will be presented will not be readily available elsewhere.

**Course Policies:** Please adhere to all DSU regulations in the classroom including no

- cell phone,
- iPod or
- Translator (during tests only)

usage during class time – all cell phones must be turned off at the beginning of class.

1. Checking your E-mail
2. Surfing the Internet
3. On-line chatting – such as MS Messenger, and the alike,
4. Playing on or off-line games
5. Text Messaging

on any Laptop or Cell Phone during class is strictly prohibited.

Offenses will reflect in your final grade.
Class Participation: 

Few methods of grading students create as much anxiety and concern as class participation. It is an essential part of active learning; however, it need not be a stressful experience.

There is often a perception that class participation rewards those students who talk the most rather than those who really add value to class discussions. This will not be the case in International Business. In grading your participation, I am looking for:

- Ability and willingness to make thought-provoking comments
- Application of core concepts to situation under discussion
- Contribution to the advancement of the day's discussion (i.e. a comment that leads to reactions from your classmates and begins a debate/discussion is highly valued)

**Most importantly, I insist** that we work hard to respect each other's opinion in this class. I promise to work very hard to make this an environment in which you will feel comfortable in making comments and I expect all students to help create such an environment. I certainly expect that students will disagree with comments, but one of the most important skills that you must learn for any career (or for your life outside of work) is to disagree with someone's point of view in a way that is reasonable and opens a civil discussion.

Individual/Group Case Analysis:

You will analyze two (2) cases during the semester, one case analysis as an individual student, and one as a group, consisting of four students maximum.

- **Individual Case:** You may choose any US based corporation that competes globally. Please e-mail me your choices as soon as possible. Individual cases must be handed in March 10, 2008 – in class. Please verify that the chosen corporation is publicly traded – financial data is therefore guaranteed to be obtainable on-line. You must work alone on individual assignments. Please do not choose any Automobile or Cell Phone manufacturers.

  Individual case analysis (75 points) will be a minimum 10 pages to maximum twelve pages, double spaced, 12 point Times New Roman font with default margins!

- **Group Case:** You may choose any Non US-based corporation that competes globally. Please e-mail me your choices as soon as possible. Group cases will be presented starting the week of Midterm. Please verify that the chosen corporation is publicly traded – financial data is therefore guaranteed to be obtainable on-line. Please do not choose any Automobile or Cell Phone manufacturers.

  Group case analysis: analyzing an international corporation, based outside the US, of your choice and the associated challenges: (100 points, plus 25 points for presentation/case preparation), expected to be in-depth, consisting of minimum twenty pages (25) and maximum twenty five pages (25) and requires a formal group report as well as the MS PowerPoint presentation to be handed in (e-mailed) one week prior to the formal oral and visual presentation before the class. The case analysis is due at the day of the presentation!
Each group, consisting of international students and US students, are required to meet three times with the instructor, twice prior to the presentation.

The initial meeting will discuss the papers content and research methods; second meeting details the paper prior to presentation. The third meeting is a debriefing after the presentation, discussed are the method of presentation, analysis of the content and general challenges encountered during the entire process. Group evaluations are handed in at this point (page 8).

Knowledge of MS PowerPoint will be required for the group case presentation.

As always, title page, TOC, bibliography and exhibits (figures and tables) do not count against the page limit.

Please just use plain white paper with a staple in the upper left hand corner. Please do not use fancy laminated report covers or bound folders – they waste resources, do not recycle well, will not help your grade, and will irritate the instructor.

The **individual case** write-up should include as a minimum:

- Cover Page
- Table of contents – indicating page numbers
- Headings for each section of the case analysis
- Executive Summary at the beginning of paper with the key facts of the case (one page) – familiarize yourself to what exactly an Executive Summary consists of!!
- Introduction of US-based multinational corporation (past, current and future)
- **In-depth analysis of key issues with particular attention to the global expansion of the chosen corporation (most important section of case analysis)**
- SWOT analysis
- Competitor analysis
- Industry analysis - short history, future trends, global issues
- Derived recommendations (short and long term) for action on the part of the corporation to improve overall performance and increase market share, etc., tied to the analysis presented
- Conclusion - forward looking info
- Methodology – how did you derive with your particular point of view, state the resources used
- Exhibits, statistics, etc.
- Bibliography

Keep in mind to analyze the company, the industry: domestically and globally, the immediate domestic and international competitors, the firms own strength and weaknesses. Please look at the Grading Criteria at page 7.

The **group case** write-up should include as a minimum:

- Cover Page
- Table of contents - indicating page numbers
- Headings for each section of the case analysis
- Executive Summary at the beginning of paper with the key facts of the case (minimum one page) – familiarize yourself to what exactly an Executive Summary consists of!!
- Introduction of multinational Corporation (past, current and future)
• In-depth analysis of key issues with particular attention to the global expansion of the chosen corporation (most important section of case analysis)
• Corporation’s domestic & international operations, production, market, labor and trade opportunities
• SWOT analysis
• International challenges due to localized laws, cultures and markets
• Competitors, domestic and international, with focus on major local and global markets
• Industry analysis - short history, future trends, global issues
• Derived recommendations (short and long term) for action on the part of the corporation to improve overall performance and increase market share, etc., tied to the analysis presented
• Conclusion - forward looking info
• Methodology – how did you derive with your particular point of view, state the resources used
• Exhibits, statistics, etc.
• Bibliography

I do grade grammar, spelling, and structure for the cases, so please carefully proof-read it and run it through some sort of spell-check – any literate friend will do as a minimum. Sloppiness in writing style, spelling, grammar and presentation reflects poorly on your work and decreases your ability to effectively communicate. A paper that is poorly structured; contains numerous grammatical and spelling errors; and/or fails to articulately present the analysis and recommendations, can receive a failing grade, even if the content is fairly complete.

All group cases are challenging, time-consuming, and require participation by all students during preparation and presentation.

Do not copy any material without proper source identification. To do otherwise violates DSU and College of Business Administration policies regarding plagiarism and cheating.

Also, you do not have the option to work alone on a group case. You must work as a team. Future employers require teamwork, and ability to coordinate work quickly, efficiently, and effectively.

Each member of a team will be required to complete a peer evaluation form (attached and posted on the net). This form will be used to adjust grades for individual students participating in the case study.

There is no one right way to approach a case and there certainly is no one right answer. Base analysis on theory, assumptions, and data; and – be creative.

All papers are handed in to the professor electronically (turnitin.com) and in paper form.

Presentation:

The group case will be presented in class – which requires a formal group report and formal oral and visual presentation. Each group member has to present during the Power Point presentation. Please create a MS PowerPoint presentation to effectively illustrate your case analysis to the class – stay clear of animated effects and inappropriate backgrounds.
# PEER GROUP EVALUATION

Instructor ______________________ Course ___________ Semester ________

Your Name ______________________ Section ________

Chosen Corporation: _________________________________

- Please rate yourself and your team members on the relative contributions that were made in preparing, submitting and presenting your group paper.

- Your ratings will not be disclosed to other students. Be **honest in this evaluation!**

- In rating yourself and your team peers, use a **0, 1, 2, 3, 4** system (0 = Lowest, 4 = Highest).

- Insert your first name in the first column and your peers’ names in the remaining spaces.

- (One name at the top of each column)

<table>
<thead>
<tr>
<th>Names:</th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Reliable for meetings</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Reliable with meeting deadlines for work in progress and final project</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Helped keep the group focused on the task</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Contributed to groups ideas</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Knowledgeable about assignments and his/her role fulfills that role</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Quality of work done</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Quantity of work done</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Given the opportunity, would you want to work with this team member again? Rate from 0 - 4</td>
<td>+</td>
<td>+</td>
<td>+</td>
<td>+</td>
</tr>
</tbody>
</table>

Enter total scores here (Max: 32)

<table>
<thead>
<tr>
<th>Your Name</th>
<th>Member 2</th>
<th>Member 3</th>
<th>Member 4</th>
<th>Member 5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Comments:</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

International Business, Spring 2008, Instructor – Rolf Butz
International Business, BADM 455
Oral/PowerPoint Report Evaluation Form

Name: __________________________ Corporation: __________________________

Group Case Points: ______ (100p max)

Group Comments:
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________

Introduction (10 points)

_____ Effective professional PowerPoint presentation
_____ Discussed main issues
_____ Discussed at least 3 alternatives
_____ Provided an effective final recommendation/solution
_____ Provided an in-depth conclusion
_____ Encouraged participation
_____ Discussed and applied a couple of models and terms from the text
_____ Stated sources appropriately
_____ Used transitions
_____ Used appropriate punctuation, grammar and fonts (24 font size minimum)

Conclusion (10 points)

_____ Summarized main points
_____ Time Management

Delivery (5 points)

_____ Professionally dressed
_____ Presenters maintained effective eye contact
_____ Presenters maintained effective body language (posture, gestures, no hand in Pockets, etc.)
_____ Presenters maintained enthusiasm during the presentation
_____ Presenters used language free of distracting mannerisms: you know, uhm, ah, OK!

_____ Total Presentation Points

Combined Points: ______

Presentation Comments:
<table>
<thead>
<tr>
<th>Case:</th>
<th>turnitin.com %: _____</th>
<th>Max. Points</th>
<th>Earned Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Name:</td>
<td>Max. Points</td>
<td>Earned Points</td>
<td></td>
</tr>
</tbody>
</table>

### Content

<table>
<thead>
<tr>
<th>Description</th>
<th>Max. Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Executive summary – overview of case analysis including: corporation, international expansion, industry, competitors and recommendations</td>
<td>10</td>
</tr>
<tr>
<td>Corporation’s history, current &amp; future profile, including SWOT analysis</td>
<td>15</td>
</tr>
<tr>
<td>Corporation’s current situation analysis within global market</td>
<td>20</td>
</tr>
<tr>
<td>Competitors, and industry analysis</td>
<td>10</td>
</tr>
<tr>
<td>Short-term recommendations are timely, specific, creative, comprehensive, accurate and persuasive</td>
<td>5</td>
</tr>
<tr>
<td>Long-term recommendations are timely, specific, creative, comprehensive, accurate and persuasive</td>
<td>10</td>
</tr>
<tr>
<td>Conclusion - not just repetition, some forward looking info</td>
<td>5</td>
</tr>
<tr>
<td>Content provided, not just researched facts repeated</td>
<td>5</td>
</tr>
<tr>
<td>Relative tables, graphs, figures</td>
<td>5</td>
</tr>
</tbody>
</table>

### Format

<table>
<thead>
<tr>
<th>Description</th>
<th>Max. Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Paper follows APA style structure including citations and references</td>
<td>5</td>
</tr>
<tr>
<td>Spelling, word usage</td>
<td>2.5</td>
</tr>
<tr>
<td>Grammar</td>
<td>2.5</td>
</tr>
<tr>
<td>Paper demonstrates use of business terminology</td>
<td>2.5</td>
</tr>
<tr>
<td>TOC, Body, Headings, Fonts, Style, Exhibits, Bibliography, References</td>
<td>2.5</td>
</tr>
</tbody>
</table>

### Total Points

| Total Points | 100 |

### Bonus/Penalty Points

<table>
<thead>
<tr>
<th>Description</th>
<th>Points added / deducted</th>
</tr>
</thead>
<tbody>
<tr>
<td>Points added / deducted (creativity or lack of, and exceptional integration of course materials). Turnitin.com score addition/deduction</td>
<td>10</td>
</tr>
<tr>
<td>- 5, submitted late the same day</td>
<td></td>
</tr>
<tr>
<td>- 10, submitted later the next day</td>
<td></td>
</tr>
<tr>
<td>- 20, submitted more than one day late</td>
<td></td>
</tr>
</tbody>
</table>

### Presentation

| Presentation | 25 |

### Final Score

| Final Score | 125 |
# International Business – *Individual Case* Grade Sheet

<table>
<thead>
<tr>
<th>Case:</th>
<th>turnitin.com %: _____</th>
<th>Max. Points</th>
<th>Earned Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Name:</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

## Content

<table>
<thead>
<tr>
<th>Description</th>
<th>Max. Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Executive summary – overview of case analysis including: corporation, international expansion, industry, competitors and recommendations</td>
<td>10</td>
</tr>
<tr>
<td>Corporation’s history, current &amp; future profile, including SWOT analysis</td>
<td>10</td>
</tr>
<tr>
<td>Corporation’s current situation analysis within global market</td>
<td>20</td>
</tr>
<tr>
<td>Competitor, and industry analysis</td>
<td>7</td>
</tr>
<tr>
<td>Short-term recommendations are timely, specific, creative, comprehensive, accurate and persuasive</td>
<td>5</td>
</tr>
<tr>
<td>Long-term recommendations are timely, specific, creative, comprehensive, accurate and persuasive</td>
<td>7</td>
</tr>
<tr>
<td>Conclusion - not just repetition, some forward looking info</td>
<td>3</td>
</tr>
<tr>
<td>Content provided, not just researched facts repeated</td>
<td>3</td>
</tr>
</tbody>
</table>

## Format

<table>
<thead>
<tr>
<th>Description</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spelling, word usage</td>
<td>3.5</td>
</tr>
<tr>
<td>Grammar</td>
<td>3.5</td>
</tr>
<tr>
<td>TOC, Body, Headings, Fonts, Style, Exhibits, Bibliography, References</td>
<td>3</td>
</tr>
</tbody>
</table>

## Total Points

| Total Points | 75 |

## Bonus/Penalty Points

<table>
<thead>
<tr>
<th>Description</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Points added / deducted (creativity or lack of, and exceptional integration of course materials). Turnitin.com score addition/deduction</td>
<td>max 10</td>
</tr>
</tbody>
</table>

- **5**, submitted late the same day
- **10**, submitted later the next day
- **20**, submitted more than one day late

## Final Score

| Final Score | 75 |
International Business - Group Case Work Sheet

Chosen Case: _________________________________________________

Date of presentation:___________

Group members: 1.

2.

3.

4.

5.

1st meeting with Instructor: ________________ (Date) __________ (Instructor Initials): Prior presentation

   Topic of discussion:

2nd meeting with Instructor: ________________ (Date) __________ (Instructor Initials): Prior presentation

   Topic of discussion:

3rd meeting with Instructor: ________________ (Date) __________ (Instructor Initials): After presentation

   Topic of discussion: