

BUS 6150
Global Business Environment

MBA Program
Haworth College of Business

Fall 2009

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Office Hours:

Wed 4:30-5:45 or by
appointment

Course Description: BUS 615 is a key course in the early part of the MBA program. It focuses upon the international *environments* of business. We will explore how business practices and policies are affected by the international socio-cultural, political, legal, economic, physical, and historical environments.

Viewed from the *perspective of corporate managers*, this course will provide a *global foundation and perspective* for other business courses in such areas as accounting, finance, information systems, law, management and marketing. *Current events*, which involve or affect international-business environments and operations, will be integrated into the entire course. In addition, skills that are required to conduct business successfully in a global environment will be examined. *Written reports* will be incorporated to provide practical experience in business communications in a global context.

Prerequisites: Admission to the MBA Program

Book: *International Business: Competing in the Global Marketplace* (7th edition--*Special WMU 11-chapter edition*), Charles Hill; McGraw-Hill/Irwin Publishing Co., 2009
[Note: Either the special edition or the full text is acceptable.]

Recommended Readings: You are strongly encouraged to read current periodicals that cover international topics. Good sources include *The Economist*, *New York Times*, *Financial Times*, *Wall Street Journal*, *Business Week* and *World Press Review*.

Course Objectives: Upon successful completion of BUS 615, you should:

- * Be familiar with and able to understand the economic, political, socio-cultural, and legal environments of international business;
- * Be able to apply an understanding of international environmental conditions and developments to various business functional areas; and
- * Be up-to-date on major developments which affect the international-business environments.

Evaluation

| | |
|-------------------------|-----|
| Class participation | 10% |
| Written reports (5, 15) | 20% |
| Exam I | 35% |
| Exam II | 35% |

Grading Standards

| | | | |
|----|-------|----|-------|
| A | = 90+ | C | = 70+ |
| BA | = 85+ | DC | = 65+ |
| B | = 80+ | D | = 60+ |
| CB | = 75+ | E | = <60 |

Course Structure: A mixture of lecture, discussion, video and team activities will be employed. There will also be essays.

The concepts derived from readings and lecture materials will be used as bases for written reports. Discussion questions and scenarios from both texts will be assigned and used for class discussions and on exams.

There will be *extensive discussion in class*: You will be called upon and are also encouraged to volunteer relevant answers and questions. *Both the class discussion and the exams will include current events.*

Attendance

Regular attendance is very important. If you must miss a class for any reason, *please inform the instructor in advance, if possible. THE ASSIGNMENTS ARE STILL TO BE SUBMITTED AT OR BEFORE THE TIME DUE.* And, you are responsible for any information or assignments given in your absence. *[All participants are strongly encouraged to exchange names and phone numbers with at least two other students, so that there is someone from whom you could get any information from missed classes.]*

Criteria for Written and Oral Submissions

All submitted material is to be typed. It should be correct in both spelling and grammar. The Chicago format is preferred. <<http://www.bedfordstmartins.com/online/cite7.html>>.] Use footnotes—not end notes.

Academic Integrity

Absolute academic integrity is expected of all students at all times. While you are encouraged to work and study with others, each student is responsible for his/her own work. ***Writing which you submit as your own must be researched, developed and written by you; and any sources must be fully credited.*** The use of the work of another without accurate attribution is plagiarism.

You are responsible for making yourself aware of and understanding the policies and procedures in the Graduate Catalog that pertain to Academic Honesty. These policies include cheating, fabrication, falsification and forgery, multiple submission, plagiarism, complicity and computer misuse. [The policies can be found at www.wmich.edu/catalog under Academic Policies, Student Rights and Responsibilities.] You should consult with me if you are uncertain about an issue of academic honesty **prior to** the submission of an assignment.

Course Topics

A. INTRODUCTION and OVERVIEW

(9/9) a. Ch. 1: **Globalization: Introduction to the Environment of Business**

Ques. 2 – 5 [Note: Read questions to discuss in class; recommended not required to write]

b. Ch. 14: **Entry Strategy for “Going International” (1)**

Ques. 2, 5

(9/16) a. Ch. 14: **Entry Strategy for “Going International” (2)**

b. Ch. 7: **Foreign Direct Investment**

Ques. 1, 3

Key terms: *Introduction* [Note: The Key Terms are on my homepage]

B. CULTURAL DIMENSIONS OF INTERNATIONAL BUSINESS

(9/23) Ch 3: **Culture (1): Attitudes, Social Structure & Stereotypes**

Ques. 2, 5

(9/30) Ch. 3: **Culture (2): Language, Education & “Cultural” Shocks**

Case: "DMG" [Read for class group discussion]

1st essay due next class: Personal “shock” experience

(10/7) Ch. 4: **Ethics in International Business**

Ques. 1, 3-4

Key terms: *Socio-Cultural Environment*

Case: "Nike" [Read for class group discussion]

1st essay due: Personal “shock” experience

[Note: next week has TWO assignments: Politics & Barriers!]

C. POLITICAL & LEGAL DIMENSIONS OF INTERNATIONAL BUSINESS

(10/14) a. Ch. 2: **National Differences in Political Economy**

Key terms: *Political Environment*

Ques. 1 – 4

b. Ch. 6: **Political Economy of International Trade--Protectionism**

Key Terms: *Barriers*

Ques. 1 – 2

Supplement: *Managerial Barriers*

(on line)

[*Note: next week has TWO assignments: Integration & Law!*]

(10/21) a. Ch. 8: **Regional Economic Integration**

Ques. 2 - 3, 8

Supplement: *Economic Integration*

(on line)

b. **Legal Systems, Laws & Legal Processes**

Supplement: Handout

Key terms: *Integration*

c. **Exam preview**

(10/28) **EXAM I** [(2 hours; no class after)]

D. ECONOMIC DIMENSIONS OF INTERNATIONAL BUSINESS

(11/4) a. Ch. 10: **International Monetary System (1)**

Key terms: *Legal Environment*

Ques. 3 – 4

b. **Review of Exam I**

2d essay due next class: Foreign Perceptions of America

[*Note: next week has TWO assignments: IMS & FX!*]

(11/11) a. Ch. 10: **International Monetary System (2)**

Key terms: *International Monetary System*

Case: “*China’s Managed Float*” [Read for class group discussion]

b. Ch. 9: **Foreign-Exchange Markets (1)**

Ques. 4 - 5

2d essay due: Foreign Perceptions of America

(11/18) Ch. 9: **Foreign-Exchange Markets (2)**

Key terms: *Foreign Exchange*

Case: “*Curse of the Strong Dollar*” [Read for class group discussion]

(12/2) a. Ch. 11: **Global Capital Market**

Ques. 1, 3

(12/9) a. **FINAL EXAM** (comprehensive; 2 hours)

b. Review of final exam