



THE UNIVERSITY OF NORTH CAROLINA AT GREENSBORO
Joseph M. Bryan School of Business and Economics

INTRODUCTION TO INTERNATIONAL BUSINESS
MGT 301 04 Online
Spring-1, 2026

Professor Dr. Sheryar Tahirkheli
Email sktahir2@uncg.edu

Updates to this syllabus are possible. The latest version can be downloaded directly [here](#).

COMMUNICATING WITH THE INSTRUCTOR

- Email is the only official mode of communication.
- **When emailing me, please add “MGT-301” in the subject header.**
Two reasons for that: (1) my spam filter will not put any emails in the junk mail folder if the Subject contains “MGT-301,” and (2) I need a keyword to filter and delete messages from my sent email folder after the semester is over; without a standard keyword, many messages are overlooked and spam my email account **forever**.

PREREQUISITES

- There are no course prerequisites. Certain topics appear in both the ECO-300 and MGT-301. However, ECO-300 is geared towards economic policy development, whereas MGT-301 is designed to aid corporate managers.

REQUIRED COURSE TEXTBOOK

- International Business: The Challenges of Globalization, 9th edition, by Wild/Wild, Prentice-Hall.

Note: 6th, 7th and 8th editions have only minor differences. The stats and cases/examples will be outdated, but the actual content is perfectly fine.

Get the 10th edition if you want more recent examples (these two were published after the 2008 economic crisis).
Otherwise, an older edition will suffice.

CANVAS

Canvas (<https://uncg.instructure.com>) is used to post course materials and grades.

To avoid confusion, all materials, including the course syllabus, grades, assignments, and readings, are posted in the “Files” section rather than in designated subfolders.

International Business
The Challenges of Globalization Ninth Edition

9th Editions cover page :

John J. Wild
University of Wisconsin, Madison

Kenneth L. Wild
University of London, England



COURSE OBJECTIVES

- Define and discuss key terms and concepts related to international business.
- Acquire a basic understanding of the structure of the global economy and the perspectives of various actors in the global economy.
- Make well-reasoned suggestions about addressing many of the challenges and opportunities within an international business setting.
- Knowledgeably discuss some key public policy, ethical, and environmental issues typically connected to international business.
- Discuss the challenges that developing countries have in participating in world trade and the different perspectives that exist concerning intellectual property rights and the third world.
- Define international business and discuss how it differs from domestic business.

COURSE OVERVIEW

MGT 301 is an introductory undergraduate course in International Business. The course covers a wide range of topics to introduce students to different aspects of the international business environment. It is not a “how-to,” but rather a “what is” course. That is, it is not the goal of the course to teach students how to do things, as it is done in, for example, accounting courses, but rather to explain how the system works, what the current challenges and controversies are, and, most importantly, provide a list of known options to address each challenge and outline the likely positive and negative consequences of each approach.

An interesting feature of the course is that it challenges many “common-sense” assumptions about international business and reveals many myths. Most people, including many students in the course, tend to have strong, well-defined opinions about most international business issues (e.g., outsourcing, immigration, international trade, dollar’s exchange rate). The very tense and polarized political environment seems only to strengthen the tendency. However, most people lack specialized science-based knowledge about these issues and form their opinions solely based on emotions and urban myths.

The course will challenge your assumptions and help you re-think the issues based on what leading international business experts say about it.

The course is NOT about opinions, but about empirically testable and tested facts, relationships, and causalities. All theories and views covered in this course are based on statistics and rooted in the research of the world’s leading scholars and the experiences of practitioners.

The major topics covered in the course include:

- Globalization
- Economic systems of the world
- The role of politics, law, and ethics in the international context
- International trade
- The role of governments in international business
- Foreign direct investment
- Regional economic integration
- International financial markets and monetary system
- International business strategy
- International market entry modes
- International marketing
- Management of international operations
- Culture and its effects on business and management
- International human resource management, including managing personnel overseas and managing immigrant employees in domestic organizations

COURSE FORMAT

This is an online course. Hence, this is how the course will be delivered, and communication between the professor and students will go:

Instructor → Students

- All materials will be posted on Canvas (syllabus, slides, video lectures, audio lectures, exam reviews at the beginning of the semester, etc.)
- To match your personal learning style, all course content will be available in text, video, and audio format. This way, you can read, watch, or listen to the lectures – whatever fits your lifestyle. The textbook contains the most detailed information, but the slides are deliberately made wordy and in the “class notes” format to provide enough information to comprehend the material and be used for a quick but thorough review and test preparation.

Students → Instructor

- There will be take-home assignments and three non-cumulative exams. Your answers, submitted via CANVAS, will determine your grades.

Students ↔ Instructor

- Email is the best way of communication. It is better to contact me directly at sktahir2@uncg.edu.
- I have also experimented with live on line office hours, but most of the time, students prefer one-on-one communication. So, for your convenience and privacy, we will use email. One on one can also be scheduled if required via zoom / phone .

VIDEO LECTURES

I will experiment between a few deliverable modes such as posting summary sheets instead of power-points to give more perspective and to introduce a Lab form of weekly assignments. Which will progress as this 16 week semester commences.

Should you watch video lectures?

Yes.

Technically, the textbook provides most of the materials you need to know for the exams. However, the textbook is not keeping up with the latest developments in the world, so some issues are covered only in video lectures.

Although my slides are detailed enough to understand the material fully, the video links / lectures provide more information. They would be beneficial if you want to learn more and prepare better for homework assignments and exams.

POWERPOINT PRESENTATIONS (PPTs)

The PPTs are posted on Canvas, by chapter. To ensure that PPTs could be used as learning material, I deliberately designed them to be wordy so that slides resemble a textbook rather than just offering a bullet list of issues covered in the presentation. This way, PPTs could be used not only as a technological enhancer of my presentations but also as a supplement to or a condensed version of the textbook. Unlike the traditional brief “issue list” slides, my wordy “textbook” slides could be comprehended by students who missed the class, as well as used by students for a quick yet thorough and detailed review of the course materials before the exam.

I constantly strive to improve the slides; thus, updates are possible. Check for an updated version before each class and before exams. Substantial changes are very unlikely, but I may include additional examples or better explanations of the concepts.

LETTER GRADE SCALE*

97 and up	A+	84 – 86	B	70 – 73	C-
94 – 96	A	80 – 83	B-	60 – 69	D+
90 – 93	A-	77 – 79	C+	40 – 59	D
87 – 89	B+	74 – 76	C	0 – 39	F

COURSE GRADE COMPOSITION* Exams 50%, Take Home Assignment 20%, Weekly One Pager 30%

Note: <i>3 exams will equal 50% final grade, 3 THA will makeup 20% and 11 onepager will equal 30% final grade</i>	Exam 1:	17
	Exam 2 (non-cumulative):	17
	Exam 3 (non-cumulative):	16
	3 Take-Home Assignments (3 THA):	20
	Weekly One Pager (11 Onepagers):	30
	<hr/>	
	Total:	100
	+ Bonuses	
	Written answers to discussion questions (the “green” questions in the Course Schedule table at the end of this document), max 0.2 per lecture up to 3.0 total	3
	Course improvement input (grammar error corrections, links to relevant readings, suggestions for better course assignments, etc.), 0.1 per suggestion, up to 1 total	1
<hr/>		
Theoretical total	104	

* To translate numeric grades into letter grades, final grades will be rounded to the nearest integer (no decimals).

EXAMINATIONS

Exams are posted on CANVAS in the Course Documents section. The time when the exams become available/close is provided in the Schedule at the end of this document.

There will be three non-cumulative exams. Each exam will include only multiple-choice questions.

You will have a 10 days window to take each exam and 75 minutes to complete the exam from the moment you start. The exact Schedule is provided in the Course Schedule at the end of this document. Just like regular exams, you are expected to be available to take the test at the specified time.

If you absolutely cannot take the test at the specified time, please inform me and present proper documentation, and I will move your exam window to an earlier or later time.

TAKE-HOME ASSIGNMENTS (THAs)

THAs are posted as course assignments in the Course Documents section of CANVAS. They will pertain to the Lab section (see the Schedule table at the end of this document). The goal of the THA is to provide

students with an opportunity to apply the knowledge received in the course in a series of practical exercises and challenges. Refer to the Course Schedule for the THA due dates. More specific guidelines for each assignment and answer templates are posted on Canvas.

THA format guidelines:

- The THAs are posted in Canvas.
- They will be available on the week of the material it pertains to.
- You do not have to finish your work at once. The answers are automatically stored, so if you need to take a break, you can return and finish up your work later.

IMPORTANT: I STRONGLY RECOMMEND copying and saving your answers in a Word file on your hard drive. Although the system normally works very well, occasionally, your answers are not automatically stored, so it is important to keep a copy.

THA grading procedures

Since the assignments are take-home, the quality expectations are very high. Generally, answers to each THA question will be rated as excellent (full credit for the corresponding question), good (half credit for the corresponding question), or poor (zero credit for the corresponding question).

For example, if a particular question is worth 10% of the THA grade, an excellent answer will lead to 10/10 credits, a B answer will result in 5/10 credits, and a C answer will result in 0/10 credits towards the THA total grade. Getting full credit for a particular answer is usually very difficult.

WEEKLY ONE PAGERS

With the exception of weeks that include an **Exam** or **THA**, students are required to submit a **weekly one-pager**. Each one-pager should be a **double-spaced, one-page editorial-style response** to a prompt or requirement directly related to the **assigned chapter(s) for that week**. The objective of this assignment is to encourage critical engagement with course material and the development of concise, well-structured analytical writing.

Evaluation Criteria

One-pagers will be assessed based on:

- **Clarity and coherence of thought**
 - **Depth of engagement with the assigned chapter(s)**
 - **Relevance and accuracy of concepts applied**
 - **Quality of argumentation and written expression**
- Formatting and Structure**
- The main response must be limited to **one double-spaced page**.
 - **Additional references or supporting citations** may be included on a **second page**, if necessary.
 - Students are free to structure their response; however, strong submissions should:
 - Begin with a brief **introductory buffer or “hook”** that frames the discussion and engages the reader.
 - Develop a clear central argument connected to the weekly material.
 - Conclude with a reflective or forward-looking insight.

Recognition and Bonus Points

Exceptional one-pagers will be **publicly recognized in class announcements**.

Students whose work is recognized **multiple times** will earn **up to 3 bonus points (“green question points”)** toward their course grade. For example If they are scoring 1 on bonus points 2 points will be added to the final grade. If they already are scoring 3 on bonus 3 points will be added to their final grade.

BONUSES

There are several ways students can earn extra bonus points and improve their course grade by up to 5 points to a theoretical maximum of 104 points.

The “Green” questions in the syllabus, up to 3 points

“Green” question bonuses are posted on CANVAS in the Course Documents section. All 23 lectures are posted from the start of the semester, and they close (disappear) as the deadline passes. See the Schedule table at the end of this document.

As an optional bonus assignment, you can submit written answers to the “Green” questions in the Course Schedule at the end of this document for a 0.1-point bonus. With 23 lecture sessions scheduled for the course, continuous quality participation can improve the overall course grade by up to 2.3 points, which is enough to change the letter grade from, for example, B+ to A-.

There are no specific format requirements for your answers to the “green” questions – just try to keep it to the point, preferably 3-10 lines per question, unless more is truly needed.

Course Improvement Suggestions, 0.1 per reading up to 1 point total

To improve course quality, bonuses will be given for suggestions on how this course could be improved, such as

5

- Corrections of grammar errors and poor wording in the slides, THAs, and this syllabus. Just email me the correction and I will give you a 0.1 bonus per correction – believe me, there are enough of them in the course documents.
- Suggestions for course assignments, exam questions, activities, etc. (up to 1 point). To receive a bonus, students must present well-developed alternative assignments, test questions, or the like, with instructions and a suggested grading scheme.
- Links to relevant news stories, videos, and other resources, 0.1 points per relevant link.

DEFERRING EXAMS OR ASSIGNMENTS

Deferring exams or assignments may be allowed in cases of illness, domestic affliction, religious conviction or emergencies. Proper documentation must be submitted.

ACADEMIC ACCOMMODATION

The Disability Resource Services provide accommodations to students with documented disabilities. It is the student’s responsibility to request an academic accommodation. I will be happy to accommodate in any possible way.

HONOR CODE

- By virtue of registering for this course, students must conform to all existing principles found in UNCG’s Academic Integrity Policy and the Student Code of Conduct. Further details may be found at the following sites: <http://academicintegrity.uncg.edu/complete/>; <http://studentconduct.uncg.edu/policy/code/>
- You are required to know and abide by the Honor Code in all matters concerning this course. Please submit all written work with the word “Pledged” followed by your signature indicating that you prepared the work in accordance with the Honor Code and in accordance with any other specific instructions relevant to that assignment.
- This pledge will also indicate that you have not used information (oral or written), materials, or briefs prepared by or given by current or former students in my classes or students in other classes or online paper-writing services.
- Violations of the Honor Code will be severely prosecuted.

FACULTY – STUDENT GUIDELINES

The Bryan School has adopted a set of faculty and student guidelines. Please read them at: www.uncg.edu/bae/faculty_student_guidelines.pdf

TENTATIVE COURSE SCHEDULE, SUBJECT TO CHANGE - CHECK FOR UPDATES FREQUENTLY!!!

Color code:



Red – Exams, assignments due

Orange – Important sessions

Purple _ Weekly Onepager

Green – Questions/topics to be discussed in class, prepare if you want a participation bonus, submit before midnight on the day in the schedule, OPTIONAL

The deadlines indicate the latest possible time to submit a corresponding assignment: the “green” bonus answers (see above), THAs, Exams deadlines. I strongly encourage you to submit your assignments earlier.

0	<p>WEEK 1 Jan 12 To Jan 18</p>	<p>Introduction. Watch this short lecture first.</p> <p>Chapter 1: Globalization</p> <p>Chapter 12: Analyzing International Opportunities</p> <div style="border: 1px solid black; padding: 5px; margin-top: 10px;"> <p>WEEKLY ONEPAGER DUE Jan 18th: Why Understanding Globalization Is No Longer Optional for Managers?</p> </div>	<p>Text Document for introduction to the course</p> <p>Very important session. Please watch the Video Lecture. In the words of Dr. Vas</p> <p>Stream on YouTube</p> <p><i>NOTE: Chapter 1 & 12 are important for concept building and are not part of the Exam 1</i></p> <p>Visual Summary for Chapter 1 >> </p> <p>Visual Summary for Chapter 12 >> </p>
1	<p>WEEK 2 Jan 19 To Jan 25</p>	<p>Chapter 3: Political Economy and Ethics</p> <p>Part 1: Economic Systems Part 2: Political Systems Part 3: Legal Systems</p> <div style="border: 1px solid black; padding: 5px; margin-top: 10px;"> <p>WEEKLY ONEPAGER DUE 25th: If You Were the CEO, What Would You Do?</p> </div>	<p>Prep/Bonus Questions (optional, due Jan 25 11:59 pm)</p> <ul style="list-style-type: none"> • Pros and cons of a free-market economy? • Pros and cons of a command economy? • Pros and cons of a mixed economy? • Should the government regulate any aspects of the economy, and if so, which ones? • What are the different types of political ideologies? Pros and cons of different political ideologies? • Pros and cons of different legal systems? • You want to expand your business to other countries. What challenges are you likely to face due to ethical differences? <p>Video Lecture (most recent version in Canvas, here is a streaming option for your convenience, but it could be from last year).</p> <p>Part 1: Economic Systems</p> <ul style="list-style-type: none"> • Stream on YouTube <p>Part 2: Political Systems</p> <ul style="list-style-type: none"> • Stream on YouTube <p>Part 3: Legal Systems</p> <ul style="list-style-type: none"> • Stream on YouTube

WEEK
2
Jan 19
To
Jan 25

Additional **optional** videos:



- [Lincoln Electric](#) (13 mins)
- [Royal Treatment at SAS](#) (16 mins)
- [Corruption and Poverty](#) (8 mins)



Optional **optional** readings:



- [The Higher Cost of Bribery in China, Bloomberg's Business Week](#)
- [Why Malaysia Rules in Islamic Finance, Bloomberg's Business Week](#)
- [Deutsche Bank Launches Shariah Compatible Funds – Spiegel](#)

Visual Summary for Chapter 3 >>



2	<p>WEEK 3 Jan 26 To Feb 1st</p>	<p>Chapter 4: Economic Development of Nations</p> <div style="border: 1px solid black; padding: 5px; margin-top: 10px;"> <p>WEEKLY ONEPAGER DUE Feb 1st: Should Companies Help Develop Countries—or Just Do Business There?</p> </div>	<p>Prep/Bonus Questions (optional, due WEEK 3 ENDING Feb 01 11 :59 pm)</p> <ul style="list-style-type: none"> • How do you know which economic, political, legal system is more effective? How would you compare the development of two countries? • How would you measure the economic success of a nation? • Why is GDP/capita not a sufficient measure of the success of a nation? • Other than economic indicators, what are other ways to measure how developed a nation is? <p style="text-align: center;">Optional optional readings:</p> <ul style="list-style-type: none"> • The Inequality Delusion, Bloomberg's Business Week • Inflation – The Great New Divide, Bloomberg's Business Week • The Rise and Fall of the GDP, the New York Times <p>Video lecture: Stream on YouTube Visual Summary for Chapter 4 >> </p>
3	<p>WEEK 4 Feb 02 To Feb 8th</p>	<p>Chapter 5: International Trade: Theories of International Trade</p>	<p>Prep/Bonus Questions (optional, due WEEK 4 ENDING Feb 08 11: 59 pm)</p> <ol style="list-style-type: none"> 1. World trade: Who trades with whom? Provide a very brief statistics summary 2. What are the differences in how we see (regulate) international trade compared to what people thought about it 500 years ago? 3. What are the areas (products/services in the production of which) where the U.S. has a competitive advantage? 4. What are the advantages and disadvantages of international trade to the U.S.? 5. If country X is better at producing both product A and product B than country Y is, would it make sense for country X to buy product A or B from country Y? If so, under which circumstances? <p style="text-align: center;">Optional optional readings</p> <ul style="list-style-type: none"> • What Do Undergrads Need To Know About Trade? – MIT Papers • Distance Still Matters, Harvard Business Review • Dutch Disease, Finance and Development <p>Video lecture: Stream on YouTube Visual Summary for Chapter 5 >> </p>

4	<p>WEEK 4 Feb 02 To Feb 8th</p>	<p>...continued International Trade: Job Outsourcing and Trade Wars (Related to Chapter 5, but mostly new materials, so please make sure to watch the video lecture)</p>	<p>Prep/Bonus Questions (optional, due WEEK 5 ENDING Feb 15th 11 : 59 pm)</p> <ol style="list-style-type: none"> 1. What are the benefits of outsourcing production overseas? 2. What does the U.S. gain and lose when American companies move their production facilities to China (consider effects on demand, supply, prices, jobs, economy overall, and politics)? 3. Is it better when American production is outsourced to cheap-labor countries such as China, or to high-wage countries such as Germany? Why? 4. While most people support free trade, many believe that it sometimes makes sense to restrict trade (e.g., ban imports). When do such restrictions make economic sense? 5. Provide examples of interesting or absurd facts about job outsourcing (list 3) <p>Optional optional readings</p> <ul style="list-style-type: none"> • Five Options for Tackling Trade with China, Bloomberg's Business Week • In Praise of Not So Free Trade, Bloomberg's Business Week • NAFTA's impact on Alabama • Trump's washing machine tariffs cost U.S. consumers \$815,000 for every job created • OR - Most U.S. manufacturing jobs lost to technology, not trade • A Short History of U.S. Trade Wars • Tim Cook on Why Apple Outsources to China • What the Candidates Won't Explain about Outsourcing <p>Video lecture: Stream on YouTube</p>
5	<p>WEEK 5 Feb 09 To Feb 15th</p>	<p>Chapter 6: Political Economy of Trade (Role of the Government in Trade)</p>	<p>Prep/Bonus Questions (optional, due WEEK 6 ENDING Feb 22 11: 59 pm)</p> <ol style="list-style-type: none"> 1. Why would a government want to restrict international trade (imports/exports)? 2. Why would a government want to stimulate trade (imports/exports)? 3. What can a government do to stimulate imports? 4. What can a government do to stimulate exports? 5. What are the likely short-term and long-term consequences (positive and negative) of governments helping private corporations compete in the global arena? <p>Optional optional readings</p> <ul style="list-style-type: none"> • Why Andy Grove Is Wrong About Job Growth, Bloomberg's Business Week • Europe and U.S. Accuse China of Unfair Trade Practices, New York Times • Brussels Split on Chinese Import Tariffs, Bloomberg's Business Week • WTO Agrees to Investigate U.S. Tariffs on Chinese Tire Imports, Bloomberg's Business Week <p>Video lecture: Visual Summary for Chapter 6 Part 1 >>  Stream on YouTube Visual Summary for Chapter 6 Part 2 >> </p>
	<p>Thr Feb 12</p>	<p>Due 11:59 pm</p>	<p>THA1: What if Job Outsourcing (Imports) Were Banned?</p>
	<p>EXAM 1, Open : Thu , Feb 5, 12:01 am Close: Sun, Feb 15, 11:59 pm</p>		<p>Chapters 3, 4, 5, 6 Once you start the exam, you will have 75 minutes to complete it.</p>



6	<p>WEEK 6 Feb 16 To Feb 22nd</p>	<p>Chapter 7: Foreign Direct Investment (FDI)</p> <div data-bbox="126 569 483 747" style="border: 1px solid black; padding: 5px; margin-top: 10px;"> <p>WEEKLY ONEPAGER DUE Feb 22nd: Why Do Companies Build Factories in Some States but Not Others?</p> </div>	<p>Prep/Bonus Questions (optional, due WEEK 7 ENDING Mar 01 11 : 59 pm)</p> <ol style="list-style-type: none"> 1. Is FDI good or bad? Who wins? Who loses? Why? 2. What does the U.S. gain/lose when foreign companies enter the U.S. market? 3. What does the U.S. gain/lose when American companies invest in foreign markets? 4. How does the U.S. compare to the rest of the world in terms of incoming/outgoing FDI? 5. Should the U.S. increase/reduce its incoming/outgoing FDI? <p>Optional Readings:</p> <ul style="list-style-type: none"> • FDI - Can India Beat China, BBW • Foreign direct investment Trend, The Economist • NC offers twice of TX to Toyota to Move from L.A. to Charlotte • Obama bans wind-farm purchases by Chinese company <p>Video optional lecture: Stream on YouTube Visual Summary for Chapter 7 >> </p>
7	<p>WEEK 7 Feb 23 To Mar 1st</p>	<p>Chapter 8 Regional Economic Integration</p> <div data-bbox="107 1255 464 1434" style="border: 1px solid black; padding: 5px; margin-top: 10px;"> <p>WEEKLY ONEPAGER DUE Mar 1st: Why Don't All Countries Just Join One Big Trade Group?</p> </div>	<p>Prep/Bonus Questions (optional, due Spring break WEEK 8 ENDING Mar 15 11:59 pm)</p> <ol style="list-style-type: none"> 1. Is regional economic integration (e.g., NAFTA) good for America? 2. Name the three most known economically-integrated regions and analyze the consequences of the integration (are individual countries in the region better or worse off due to integration?). 3. Should the U.S. consider an economic union with other countries, and if so, which ones? Why? 4. Should North Carolina consider becoming an independent country, and why? 5. Would any U.S. state be better off economically if it left the Federation? <p>Optional Readings:</p> <ul style="list-style-type: none"> • A Punching Bag Named NAFTA • NAFTA: Two Mexicos, Two Outcomes • Evaluation of Regional Integration in Latin America, Research Report <p>Video lecture: Stream on YouTube</p> <p>Also watch: The E.U. Visual Summary for Chapter 8 >> </p>



8	WEEK 8 Mar 02 To Mar 6 th	Chapter 9: International Financial Markets	<p>Prep/Bonus Questions (optional, due WEEK 10 ENDING Mar 22 11:59 pm)</p> <ol style="list-style-type: none"> 1. What are the pros and cons of borrowing/lending money internationally? 2. Are offshore financial centers (aka tax havens) good or bad? Who gains, who loses? 3. What can financial instruments be sold/acquired internationally? 4. How could foreign currencies be bought, and what are the pros and cons of each approach? How much does the transaction cost differ across the different currency exchanges? 5. Why are all currencies not freely traded? 6. What are the pros and cons of the U.S. dollar the “world currency” for America and other countries? <p>Optional Readings:</p> <ul style="list-style-type: none"> • Germany Reaps the Euro's Reward • Why the Dollar Will Remain the Global Currency • How China's Yuan Can Become a Global Currency <p>Optional optional video</p> <ul style="list-style-type: none"> • Crisis in Ecuador and Argentina • Tax Evasion <p>Video lecture: Stream on YouTube Visual Summary for Chapter 9 >> </p>
9	WEEK 10 Mar 16 To Mar 22	Chapter 10 International Monetary System	<p>Prep/Bonus Questions (optional, due WEEK 11 Mar 29 11: 59 pm)</p> <ol style="list-style-type: none"> 1. What affects currency exchange rates? 2. What does America gain/ lose when the U.S. dollar is strong? Weak? 3. Would you recommend strengthening or weakening the U.S. dollar? Why? 4. Why would governments restrict international trade of their currencies? 5. Why do identical products have different prices in different countries? <p>Optional Readings:</p> <ul style="list-style-type: none"> • What is Currency Manipulation Anyhow and a Related Report – Bloomberg's Business Week and CNN Money • Sample Reports on Currency Exchange Rates • The Big Mac index An indigestible problem, The Economist <p>Optional Video</p> <ul style="list-style-type: none"> • It feels like spring: Effects of Exchange Rates on U.S. jobs • Tax heavens <p>Video lecture: Stream on YouTube Visual Summary for Chapter 10 >> </p>



SPRING BREAK
7 - 15 March

WEEKLY ONEPAGER
DUE Mar 8th:
Why Do Exchange Rates
Change Every Day?

WEEKLY ONEPAGER
DUE Mar 22nd:
Should Governments Ever
'Cheat' by Weakening
Their Currency?

10	WEEK 11 Mar 23 To Mar 29	Chapter 11: International Strategy and Organization	<p>Prep/Bonus Questions (optional, due WEEK 12 ENDING Apr 5 11:59 pm)</p> <ol style="list-style-type: none"> 1. How would you go about developing a business strategy for your company? 2. Should a company rely on a strategy that is the same in every country, or should it adapt its strategy to local conditions in every country? What are the pros and cons of each approach? 3. When is a Multinational strategy likely to be better than Global strategy (what types of products/consumers)? 4. Should companies that sell products/services worldwide manage their operations and productions centrally, or should they have autonomous regional offices/production facilities? When may one work better than the other? 5. What is the best way to incorporate international operations division into your organizational structure? 6. What is the best strategy for incorporating teams into your organizational structure? 7. Why are truly global companies often seen as “evil”? What can be done to help them create the “Good Guy” image? 8. Strikes in China are becoming common (e.g., recent strike at Honda factories that led to a 25% wage increase). How do increasing wages in China affect the U.S. (wages, prices, employment, wealth, etc.)? <p>Optional Readings and Videos:</p> <ul style="list-style-type: none"> • Video: Simon Sinek of Business Strategy, TED Talks • A Comparison of Costco to Wal-Marts Sam’s Club, Academy of Management Perspectives <ul style="list-style-type: none"> • Video: Nike Paradigm <p>Video lecture: Stream on YouTube Visual Summary for Chapter 11 >> </p>
	Tue Mar 24th	Due 11:59 pm	THA2: Effect of Canada and the U.S. Becoming One Country
E	<p>EXAM 2. Non-cumulative</p> <p>Open: Fri, Mar 20th , 12:01 am through Mon, Mar 30th , 11:59 pm</p>		<p>Chapters 7, 8, 9, 10, 11.</p> <p>Once you start the test, you will have 75 minutes to complete it.</p>
11	WEEK 12 Mar 30 To Apr 5 th	<p>Chapter 13: Selecting and Managing Entry Modes</p> <p>WEEKLY ONEPAGER DUE Apr 5th: If Amazon Entered a New Country Tomorrow, What Would It Do First?</p>	<p>Prep/Bonus Questions (optional, due WEEK 13 ENDING Apr 12th 11: 59 pm)</p> <ol style="list-style-type: none"> 1. Why do companies export? 2. How can you find international partners for your business? 3. What are the challenges related to paying your international partners (e.g., distributors, suppliers) when offering products/services overseas? 4. What are the challenges of international joint ventures? 5. Can your company establish a business presence in a foreign market without selling a product or offering a service there? <p>Optional Readings</p> <ul style="list-style-type: none"> • Daimler Chrysler Merger • How DC Merger Failed <p>Video lecture: Stream on YouTube Visual Summary for Chapter 13 >> </p>

12	<p>WEEK 13 Apr 06 To Apr 12th</p>	<p>Chapter 14: Developing and Marketing Products Internationally</p> <div data-bbox="228 709 586 890" style="border: 1px solid black; padding: 5px; margin-top: 10px;"> <p>WEEKLY ONEPAGER DUE Apr 12th: Why Does Fast Food Taste Different in Other Countries?</p> </div>	<p>Prep/Bonus Questions (optional, due WEEK 13 ENDING Apr 12th 11:59 pm)</p> <ol style="list-style-type: none"> 1. Examples of international marketing blunders? 2. Should a company that offers its products internationally customize its marketing strategy to each market, or is “one size fits all” a preferred approach? Why? When would one work better than the other? 3. What does “Made in the USA” actually mean? 4. What marketing tools or tricks are likely to be equally effective worldwide? 5. If a company chooses to use the same marketing strategy in a different country, what challenges can it face? 6. Should a company charge the same price for its products/services in different markets? Why? 7. When marketing your product in a foreign market, should you hire a local marketing consulting company, find a local distributor or rely on internal resources of your company? Why? 8. Can/should the government control prices on products sold by private companies? <p>Optional Readings:</p> <ul style="list-style-type: none"> • Ethnic Marketing - McDonald's Is Lovin' It • What Companies Get Wrong When Marketing to Minorities - BusinessWeek • Top 10 International Marketing Mistakes • International Marketing (Video) <p>Video lecture: Visual Summary for Chapter 14 >> </p> <p>Stream on YouTube</p>
13	<p>WEEK 14 Apr 13 To Apr 19th</p>	<p>Chapter 15. Managing International Operations</p> <div data-bbox="217 1381 630 1562" style="border: 1px solid black; padding: 5px; margin-top: 10px;"> <p>WEEKLY ONEPAGER DUE Apr 19th: Why Is Your Phone Designed in One Country, Built in Another, and Sold Everywhere?</p> </div>	<p>Prep/Bonus Questions (optional, due WEEK 14 ENDING Apr 19th 11:59 pm)</p> <ol style="list-style-type: none"> 1. If you were about to start your business, where on Earth (in geographic terms, pinpoint a location on the globe) would you prefer to have your headquarters? Why? 2. What would be your preferred location for your production facilities? Why? 3. Would the choice of these locations depend on your product? 4. If you are expanding overseas, where would you get money to expand your business? 5. What are the likely challenges to finance your operations abroad? Where can you get money to finance your expansion into a foreign market? <p>Optional Readings:</p> <ul style="list-style-type: none"> • Venture Money Flows in India and China • Body Glove (video) <p>Video lecture: Visual Summary for Chapter 15 >> </p> <p>Stream on YouTube</p>

14	WEEK 15 Apr 20 To Apr 26 th	Chapters 16: Hiring and Managing Employees	<p>Prep/Bonus Questions (optional, due WEEK 15 ENDING Apr 29th 11:59 pm)</p> <ul style="list-style-type: none"> • Should an American company that does business in China hire Chinese employees or should it send American expatriates to work at its Chinese office? Why? • Should a Chinese company that does business in the U.S. hire American employees or send Chinese expatriates to work at its U.S. office? Why? • What would be the challenges of recruiting/selecting personnel in a foreign country? • When managing a team of experts from different countries, what are the likely compensation challenges? • Should a company pay different wages to its employees in different countries? Why? If yes, how should the pay difference be determined? • How do decision-making process preferences vary across cultures? • What did you think of the optional TED Video by Sheena Iyengar • What do you know about acculturation? <p>Optional Readings:</p> <ul style="list-style-type: none"> • The Gulf in Auto Wages • Expatriation: From Paris with Love • TED Talk by Sheena Iyengar <p>Video lecture: Stream on YouTube Visual Summary for Chapter 16 >> </p>
15	WEEK 15 Apr 20 To Apr 26 th	Chapter 2: Cross-Cultural Business	<p>Prep/Bonus Questions (optional, due WEEK 15 ENDING Apr 29 11:59 pm)</p> <ul style="list-style-type: none"> - How strong is the effect of culture in the workplace, really? Would you say culture is a strong predictor of attitudes and behaviors in the workplace compared to personality and I.Q.? - Would you say that culturally diverse teams perform better than culturally homogeneous ones? Why? - What are the challenges of cross-cultural communication? - How is the American communication style different from that in other cultures? - What is culture anyway? - How would you measure culture? - How would you describe American culture? - What kind of training would you provide to a culturally diverse workgroup to enhance performance? <p>Optional Readings:</p> <ul style="list-style-type: none"> - Half a century of measuring culture, J. of Intl. Management - Three Decades of Research on Culture, Org. Dynamics - International Decision Making, TED Talk - The Trouble of Mitigated Speech <p>Video lecture: Stream on YouTube Visual Summary for Chapter 2 >> </p>
	Sun Apr 19th	Due 11:59 pm	THA3: What if Yum-Yum Decided to Expand into China?
E	Exam 3, Non-Cumulative Thu, Apr 19th, 12:01 am through Sun, Apr 29th, 11:59 pm		Chapters 2, 13, 14, 15, 16 Once you start the test, you will have 75 min to complete it.