

ATHABASCA UNIVERSITY
COURSE OUTLINE
ADM 417 (INTERNATIONAL BUSINESS)
Winter 2007

*This course is an Athabasca University course offered at GPRC. Students registered in this course will be Athabasca University registrants subject to Athabasca University policies, rules and regulations as described in the university calendar. As such, some of the information contained herein may be subject to revision by Athabasca University. You will be advised if this is the case.

INSTRUCTOR: Richard Beeson, B.Sc., M.B.A.
OFFICE: C301
PHONE: 539-2864 (W)
OFFICE HOURS: Tuesday and Thursday 10:00 - 11:20 or by appointment
CLASS TIME: 11:30 - 12:50 TR
COURSE MATERIAL:

1. **International Business: Environments and Operations** Edition: 10 Author: Daniels, J.D., Radebaugh, L.H., & Sullivan, D.P. ISBN: 0-13-146106-0 Publisher: Prentice Hall Copyright: 2004

COURSE DESCRIPTION

Welcome to *ADMN 417: International Business Management*, a three-credit, senior-level overview course designed to expose business majors to salient dimensions of the worldwide business activity of international firms. In general, international firms are defined as small and medium-sized enterprises whose current and/or future operations transcend national boundaries; these enterprises can be "for-profit" or "not-for-profit" organizations.

ADMN 417 explores key international business dimensions in terms of their core concepts, and highlights the business and social implications of these core concepts from the perspective of managers and public-policy makers. The course introduces students to international business "hot" topics such as global social responsibility, but emphasizes a Canadian perspective on these topics. When appropriate, *ADMN 417* includes material on non-profit and non-governmental organizations.

GRADING

Athabasca University uses a percentage grading system and a final grade is normally arrived at by totalling the weighted average for assignments, exams and participation. The passing grade for courses is 50% including 60% on the final. In case of dispute the Athabasca University Calendar has the binding conditions. AU determines grade translation.

The following components will determine the student's final grade:

- | | |
|--------------------------------|-----|
| 1. Case Siam Canadian | 20% |
| 3. Case Kmart de Mexico | 20% |
| 4. Class Participation | 10% |
| 5. Final Exam | 50% |

The ground rules for these assignments are:

1. All assignments are due at the beginning of class on the due date.
2. If you feel you have a valid reason for an extension to a due date, please request the extension at least 24 hours in advance.
3. Unauthorized late assignments, if accepted, will have a 25% per day late penalty applied to the assignment grade.
4. All assignments are to be word processed or typewritten.

Re: Presentations

You will note from the accompanying course schedule that a case is to be read each week. As a group, you are to select a case, present the case information to the class, and respond to the questions posed in the Study Guide With respect to that case. Since the answers are given in the Study Guide, your primary goal is to expand on that information or use it as a springboard for further discussion to involve your classmates. Drawing on current events and citing companies presently facing the situation described in the case is very much encouraged. Skits or other presentation techniques that one would not ordinarily encounter in a business setting are acceptable if the primary aim of using them is to effectively convey your information to your classmates. Groups are to have two or three members. All members are to speak during the presentation. The presentations are to be 30-45 minutes in length.

Re: Exams

On mid-term and final exams, students will be tested on their understanding of and ability to apply the concepts presented in class and in the readings. More detail on the mid-term and final exams will be provided as the term.

Re: Participation

Class participation will be assessed in terms of both quantity and quality.

Obviously class

attendance will be a crucial contributing factor! If more than two class days are missed, zero is awarded for participation.

Students are responsible for reading the notes AU posts on the course website, for all lessons.

Course Schedule

Week 1 Jan4-5

Introduction:

Unit 1: Macro-Level Influences on International Business

Lesson 1: Introduction to International Business

Required Reading

- Chapter 1 of the textbook
- Rodrik, D. (1997). [Has globalization gone too far?](#) *California Management Review*, 30, 3, 29-53
- Lesson 1 Notes

Supplemental Reading

- Anonymous (Aug. 23, 2003). [Economics focus: Catching up.](#) *Economist*, 368, p. 64.
- Dymond, W. & Hart, M. (March 2003) *Canada and the global challenge: Finding a place to stand.* C.D. Howe Institute Commentary 180 ; 25 pp.; ISBN 0-88806-594-9.

Week 2 Jan8-12

Lesson 2: Cultural Environment of International Business

Required Reading

- Chapter 2 of the textbook
- Lesson 2 Notes

Supplemental Reading

- Anonymous. (Nov. 8, 2003). [On their way back](#). *Economist*, 369, p. 71.
- Anonymous. (Nov. 8, 2003). [Us versus us](#). *Economist*, 369, p. 7.
- Anonymous. (Nov. 9, 1996). [The man in the Baghdad café](#). *Economist*, 341, pp. 23-26.
- Swerdlow, J.L. (ed.). (1999). Global culture special issue. *National Geographic*, August 1999, <http://www.nationalgeographic.com/ngm/9908/index.html>.

Week 3 Jan15-19

Lesson 3: Political Environment Facing Business

Required Reading

- Chapter 3 of the textbook
- Lesson 3 Notes

Supplemental Reading

- Anonymous. (May 24, 2003). [The new bull market: Political-risk analysis](#). *Economist*, 367, p. 77.
- Oetzel, J.M., Bettis, R.A., & Zenner, M. (2001). Country risk measures: how risky are they? *Journal of World Business*, 36(2), pp. 128-145.
- Anonymous. (May 18, 2000). [Business in difficult places: Risky returns](#). *Economist*, 355, pp. 85-87.

Unit 2: International Business and International Firms

Week 4,5 Jan22-26; Jan29- Feb2

Lesson 4: International Trade: Theories and Governmental Influence

Required Reading

- Chapters 5 and 6 of the textbook
- Lesson 4 Notes

Supplemental Reading

- Anonymous. (Mar. 1, 2003). [Economics focus: Finding your niche](#). *Economist*, 366, p. 82.
- Full in-depth report: Cancun Trade Talks. Available at the following URL:
http://news.bbc.co.uk/2/hi/in_depth/business/2003/world_trade_wars/default.stm

Week 6 Feb 5-9

Lesson 5: Regional Economic Integration

Required Reading

- Chapter 7 of the textbook
- Lesson 5 Notes

Supplemental Reading

- MacKenzie, C. (October 14, 2003). [NAFTA at 10](#). *Canadian Business*, 76(19), 65-67.
- Alexandroff, A.S., & Guy, D. (July 2003). *What Canadians have to say about relations with the United States*. C.D. Howe Institute Backgrounder 73; 12 pp.; ISBN 0-88806-5-604-X.
- Goldfarb, D. (October 2003). Beyond labels: *Comparing proposals for closer Canada-U.S. economic relations*. C.D. Howe Institute Backgrounder 76 ; 19 pp.; ISBN 0-88806-612-0.

Week 7,9 Feb 12-16; Feb 26-Mar2

Lesson 6: Foreign Direct Investment and Country Evaluation

Required Reading

- Chapters 8 (pp. 242-257) and 13 (pp. 383-392, 396-399, 403) of the textbook
- Lesson 6 Notes

Supplemental Reading

- Anonymous. (Jun. 25, 2003). [Where did it all go?](#) *Economist.com/Global Agenda*, p.1.

Anonymous. (Jun. 21, 2003) [A tiger, falling behind a dragon](#). *Economist*, 367, p. 10.

Unit 3: Configuring Firms for International Business

Week8 Feb19-23

_Reading Week:

Week 10,11 Mar 5-9; Mar12-16

Lesson 7: International Market Entry: Exports and Strategic Alliances

Required Reading

- Chapters 14 and 17 of the textbook
- Lesson 7 Notes

Supplemental Reading

- CCRA Web site for small- and medium-sized enterprise information centre (<http://www.ccra-adrc.gc.ca/sme/>). This section of the Canada Customs and Revenue Agency (CCRA) Web site is tailored to meet the needs of small and medium-sized enterprises (SMEs) but is useful for all importers and exporters.
- Department of Foreign Affairs and International Trade. (2001). *Export Services for Small- and Medium-Sized Enterprises*. Ottawa, Ontario, Canada.
- Department of Foreign Affairs and International Trade. (2001). *Discover a World of Business Leads*. Ottawa, Ontario, Canada.

Week 12, 13, 14 Mar19-23 ; Mar26-30 Apr2-6

Lesson 8: International Finance and Accounting

Required Reading

- Chapters 9 (pp. 279-283), 10, and 19 of the textbook
- Lesson 8 Notes

Supplemental Reading

- Web site of the International Accounting Standards Board
<http://www.iasc.org.uk>
- Anonymous. (Mar. 2, 2002). [The impossible dream: International accounting standards](#). *Economist*, 362, p. 93.
- Anonymous. (May 3, 2003). Survey: A cruel sea of capital. *Economist*, p. 4.
- International Monetary Fund (home page available at <http://www.imf.org>)
- *Purchasing power parity*, pp. 284-286 in Wild, J.J., Wild, K.L., & Han, J.C.Y. (2003). *International Business* (2nd ed.). Upper Saddle River, NJ: Prentice-Hall

Week 15 Apr9-13

Lesson 9: International Human Resource Management

Required Reading

- Chapter 21 of the textbook
- Lesson 9 Notes
- Punnett, B.J. (1997). [Towards effective management of expatriate spouses](#), *Journal of World Business*, 32,3: pp. 243-257.

Supplemental Reading

- Suutari, V., & Brewster, C. (Winter 2000). [Making their own way: International experience through self-initiated foreign assignments.](#) *Journal of World Business*, 35(4), 417-436.
- Lomax, S. (2001). *Best practices for managers and expatriates: A guide on selection, hiring and compensation*. NY: Wiley.
- Anonymous (Spring 1998). [International assignments: Implications and practices.](#) *The Canadian Manager*, 23, 1, pp. 19-20.