

ATHABASCA UNIVERSITY
COURSE OUTLINE
ADM 417 (INTERNATIONAL BUSINESS)
Winter 2010

*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: Charles A. Backman
OFFICE: C413
PHONE: 539-2846 (W)
OFFICE HOURS: TBA or by appointment
CLASS TIME: Wednesday, Friday: 1:00 PM – 2:20 PM
ROOM: A314

COURSE MATERIAL:

Textbook

Wild, J. J., Wild, K. L., & Han, J. C. Y. (2006). *International business: The challenges of globalization* (3rd ed.). Upper Saddle River, NJ: Pearson Education. ISBN #0131432753

Required Readings:

Kindleberger, C. P. (2000). The historical roots of globalization. *Global Focus*, 12(1), 17–26.

Other Materials

Lesson 1:

Olijnyk, Z., Brown, M., Holloway, A., Leung, C., et al. (2005). Canada's global leaders. *Canadian Business*, 78(7), pp. 36–48.
Database article

Profiles of forty expatriate Canadians who have become power players in international business.

Lesson 2:

Anonymous. (1996). The man in the Baghdad café. *Economist*, November 9, pp. 23–26.
Database article

In today's world, the phenomenon of culture is so imprecise and so changeable that it explains less than most people realize.

Swerdlow, J. L. (1999). Global culture special issue. *National Geographic*, August 1999.

Database article

Browse this special issue for various insights into global culture.

Lesson 3:

Anonymous. (2002). Roots of development. *Economist*, October 5, p. 74.

Database article

What matters most for development — geography, institutions, or policy?

Lesson 4:

Anonymous (2006). The new titans (Survey: World economy). *Economist*, September 16, pp. 3–8.

Database article

China, India and other developing countries are set to give the world economy its biggest boost in the whole of history ... What will that mean for today's rich countries?

Lesson 5:

MacKenzie, C. (2003). NAFTA at 10. *Canadian Business*, October 14, pp. 65-67.

Database article

Business leaders say North American Free Trade Agreement with the United States and Mexico has been a boon to the Canadian economy. Maybe yes, maybe no.

Goldfarb, D. (2006). Too many eggs in one basket? Evaluating Canada's need to diversify trade. *C. D. Howe Institute Commentary* (#236, July).

PDF

Diversifying Canada's trade away from the US has its proponents among pundits and politicians. But what are the economic implications of such a strategy? The record suggests that shifting away from the current trade mix could leave Canada worse off economically. Let businesses, not Ottawa, choose new export markets, the author advises.

Lesson 6:

World Investment Report (2006).

Online report

The 2006 report will present the latest global and regional trends in foreign direct investment, with a special focus on rising investment flows from developing and transition economies. It will analyze the causes of this rapid increase and explain who the main actors are and what it all means for development.

World Investment Prospects to 2010: Boom or Backlash?
Online report

This publication contains FDI-flow forecasts at the global and regional levels, as well as for 82 countries. It also contains the most recent FDI data, business environment rankings and market profiles; an analysis of recent FDI trends and of important topical issues; and a data annex.

Lesson 7:

Lesson 8:

Mottner, S., & Johnson J. P. (2000). Motivations and risks in international licensing: A review and implications for licensing to transitional and emerging economies. *Journal of World Business*, 35(2), pp. 171-188.
Database article

Why do firms choose licensing over other methods of international market entry? What risks are associated with licensing? How can such risks be managed? This article explores these and other related issues and offers perspectives and suggestions that may enrich studies in this area.

Lesson 9:

Anonymous. (2006). The battle for brainpower. *Economist*, October 7, pp. 3–5.
Database article

Talent has become the world's most sought-after commodity. The shortage is causing serious problems.

COURSE DESCRIPTION

This overview course is 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” as well as “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 totaling the weighted average for assignments, exams and participation. Passing grade for this course is 50% and achieving at least a 50% in the final exam. In circumstances where students achieve less than 50% in the final, a supplemental exam may be written. 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. Assignment 1	13%
2. Assignment 2	13%
3. Assignment 3	14%
4. Participation	10% (In class case studies)
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: 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 final exam will be provided as the term progresses.

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

Course schedule may vary from time to time.

Course Schedule

Unit 1: Macro-Level Influences on International Business

Week 1 Jan 3-9

- Introduction to AU and distribution of course material

Delivered by:

Lorraine Prafke, B Ed

Athabasca Liaison Grande Prairie Regional College Learning Services - Collaborations
Grande Prairie Regional College

NO CLASS ON FRIDAY, JANUARY 8

Week 2 Jan10-16

- Lesson 1: Globalization
 - o Chapter 1 – Globalization

Week 3 Jan17-23

- Lesson 2: Cross-cultural Business
 - o Chapter 2 – Cross Cultural Business

Week 4 Jan 24-30

- Lesson 3: Political and Law in Business
 - o Chapter 3 – Politics and Law in Business

Week 5; Jan 31 – Feb 6

- o In class case study (case to be determined) to illustrate key concepts of Unit 1

Unit 2: International Business and International Firms

Week 6 Feb 7 -13

NB: Assignment 1 due

- Lesson 4: International Trade and Investment
 - o Chapter 5 – International Trade
 - o Chapter 6 – Business – Government Trade Relations

Week 7 Feb 14-20

- Lesson 5: Regional Economic Integration
 - o Chapter 8 - Regional Economic Integration

Week8 Feb 21-27

- Lesson 6: Foreign Direct Investment
 - o Chapter 7 - Foreign Direct Investment

Week 9 Feb 28 - Mar 6

- In class case study (case to be determined) to illustrate key concepts of Unit 2

NOTE: Friday, March 5 is the start of the Winter Break

Week 10 Mar 7-13

Reading Week

Unit 3: Configuring Firms for International Business

Week 11 Mar 14-20

NB: Assignment 2 due

- Lesson 7: Analyzing International Opportunities
 - o Chapter 12 - Analyzing International Opportunities

Week 12 Mar 21-27

- Lesson 8: Selecting and Managing Entry Modes
 - o Chapter 13 - Selecting and Managing Entry Modes

Week 13 Mar 28-April 3

- Lesson 9: International Human Resource Management
 - o Chapter 16 - Hiring and Managing Employees

Week 14 Apr 4-10

- o In class case study to illustrate key concepts of Unit 3

Week 14 Apr 11 -15 (Thursday)

- Review session for final exam

NB: Assignment 3 due

Modified: December 20, 2009