MGT 3660: International Business
Summer, Georgia Tech Lorraine

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Office Hours: TBD & by Appointment

Required Text Book:
ISBN-10: 1260565815 (either paperback version or e-book version is OK)

Suggested Readings:
Current periodicals, such as The Wall Street Journal, Economist, Business Week, Economist, International Herald Tribune

Specific Course Objectives:
This course provides students with a broad understanding of the issues and challenges of operating a business successfully in an international environment. Against a backdrop of information provided in the course about international trade regulations and relevant institutions you will develop a plan for a firm to engage in an international venture using the knowledge you will acquire throughout the semester. In addition to learning about and accessing reputable data sources to evaluate a country’s feasibility for market entry you will also learn about different market entry strategies and when a particular one is appropriate. This course is packed with current theoretical and practical information about international business both for non-business and business majors. The course begins with an exploration of the various environments (e.g., legal, political, cultural, economic) and international trade and investment policies, which directly influence the conduct of business. The balance of the course explores specific characteristics and challenges of operating in the international business environment and the means by which global firms can operate successfully while safeguarding their business interests.

THIS COURSE MEETS LEARNING GOAL II: GLOBAL PERSPECTIVES
Students will demonstrate the ability to describe the social, political, and economic forces that influence the global system. They will examine the role of US businesses as global participants in the world while becoming cognizant of the political, economic, social, and cultural issues important to successfully negotiate the international business environment. Students will demonstrate that they have met Learning Goal II outcomes by successfully passing two examinations counting respectively 30%, 20% of the final grade, completing a series of global environment (GE) exercises addressing different aspects of the global environment (15% of the final grade), critically evaluating and presenting cases related to real world events (10% of final grades), and completing and presenting a country analysis in which they integrate all the course knowledge (15% of final grades). Detailed grade breakdown is given below.
Evaluation:

- Midterm Exam: 30%
- Exam 2: 20%
- Case analysis & presentation: 10%
- Country analysis:
  - Team presentation: 10%
  - Country Analysis Outline: 4%
  - Country analysis draft: 1%
- Global Edge Exercises: 15%
- Group Evaluations: 5%
- Attendance (Taken during scheduled cases, GE work, and Project presentations): 5%

Total: 100%

Grading Scale:

- A = 90%-100%
- B = 80%-89.9%
- C = 70%-79.9%
- D = 60%-69.9%
- F = Below 60%

Note: I do not curve grades and course letter grades will be assigned on a straight percentage basis of total points earned.

Grade Appeals:

If a student believes that the grade given on an assignment or an exam is not correct, s/he may appeal the grade by discussing it with the professor of the course within one week of the time the graded work is returned or posted. Every effort will be made to return graded assignments and exams in a timely manner. It is your responsibility to verify the accuracy of your grades and to bring to my notice any missing or incorrectly entered grades. Please do not wait till the end of the semester to claim credit for missing or incorrect grades.

- **Examinations**: There will be two exams. Each exam will be administered during class. Any changes in the schedule or exam will be announced in class and also posted as an announcement on T-square.

- **Groups**: Students can self-select or will be assigned to work in groups of approximately 4-5 students. The self-assigned groups must be formed by the end of the second day of class. I will assign students who have not self-selected to groups. These groups will be responsible for the following:
  - 8 global edge exercises (IMPORTANT note: if you do not work with your group in class when it is scheduled, you may turn the portion not related to the final project on your own by the due date. Failure to do so will result in a zero for that assignment since you cannot get the grade earned by the other group members unless you start working on it with the group in class.
  - 2 Case analysis, as well as case presentations on the dates that they are due.
  - Country analysis project outline and presentation in class

- **Global Edge Exercises (laptop/tablet device needed to access data sources online in class)**: completed exercises are due on the class day following the class day in which the exercise are scheduled on the syllabus. Each class day is filled with a lot of information, required readings, and activities that are selected to enhance your learning. Towards this end, a number of in class activities are assigned to expose you to a range of reliable data sources to help research information about different factors critical to successful international business operations. You are required to complete a series of these exercises throughout the semester. A typed summary of your responses to the GE exercise
questions needs to be turned in to me in the class following the class in which they are assigned.

- **Case write up and case presentation (group assignment)** Each group is responsible for analyzing and presenting assigned cases. The group scheduled to present the case must turn in a two page typed report responding to the key questions related to the case at the start of the class period for which it is assigned.

- **Presentation of country analysis**: Based on a scenario description about a multinational firm seeking to expand into a new global market place, students will work in their groups to analyze and recommend the firm’s market entry strategy into a specific country (by evaluating and contrasting the suitability of two selected countries). The data to guide this decision is collected through the semester with the final write up and recommendation presented at the end of the semester along with justifications for the choice based on data collected and analyzed.

- **Group evaluations**: Group evaluations using the forms provided must be submitted on assigned dates

- **Attendance**: Class attendance will be taken regularly on dates indicated on the course schedule and will count towards the final grade
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<tr>
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| 2    | National Differences & Political Economies  
Cultural differences |
| 3    | Cultural Differences  
International Trade Theory |
| 4    | International Trade Theory  
Politics of International Trade |
| 5    | Foreign Direct Investment  
Regional Economic Integration |
| 6    | Foreign exchange and Intl Monetary Policy |
| 7    | Foreign exchange and Intl Monetary Policy  
International Business Strategy |
| 8    | Foreign Market Entry  
Global Production & Outsourcing |
| 9    | Exporting, Importing, Countertrade |
| 10   | Global Marketing & R & D |
| 11   | Final Project Presentations |