

THE UNIVERSITY OF NORTH CAROLINA AT GREENSBORO

Bryan School of Business Economics

Department of Business Administration

International Business MBA 616-11 Fall 2006

Prof. Riad Ajami, Ph.D. <http://www.uncg.edu/bae/courses/ajami/mba616.html>

Classes: WED 6:30-9:20 PM Classroom: 205 Bryan Bldg.
Office hours: WED 4:00-6:00 PM Office: Bryan Bldg. 441

COURSE OBJECTIVES:

The course is a survey of international business environments and the transnational enterprise. The content of the course includes the study, from the managerial aspect, of the practices and principles involved in conducting business across national boundaries. This includes the study of international agreements and institutions and the cultural, economic, legal, technological and political differences among nations, as well as the functional and strategic aspects of international business.

Specifically, the objectives of this course are:

1. To learn about modes of entry strategies in international business operations.
2. To develop an understanding of conflicting demands of host and home environments upon subsidiaries of transnational enterprises.
3. To learn about doing business in multiregional and multinational markets.
4. To familiarize students with the wide range of print and computer information sources in transnational business operations.

REQUIRED AND SUGGESTED TEXTBOOKS:

- Ajami, Riad, A. and Karel Cool, G. Jason Goddard, Dara Khamabata, **International Business: Theory and Practice 2nd Edition**, E.M. Sharpe, 2006.

Periodicals:

Wall Street Journal, The Economist, Business Week, Financial Times

Specialized publications:

United Nations Documents, World Bank, International Monetary Fund, US Government, OECD Documents. These will be used to update textbooks material and class discussion.

Some Useful Web Sites

- ◆ <http://www.stat-usa.gov/stat-usa.html>
- ◆ <http://www.oecd.org/daf/cmif/fdi/statist.htm>
- ◆ <http://ciber.bus.msu.edu/busres.htm>
- ◆ <http://www.ilo.org>
- ◆ <http://www.ustr.gov>
- ◆ <http://www.mcb.co.uk/cgi-bin/journal1/imr/>
- ◆ <http://www.census.gov/foreign-trade/www/>
- ◆ <http://www.customs.ustreas.gov/impoexpo/abaesint.htm>
- ◆ <http://www.tradenet.gov>
- ◆ <http://www.wachovia.com>
- ◆ <http://www.fita.org>
- ◆ <http://www.executiveplanet.com>
- ◆ <http://www.tdctrade.com/mktprof>
- ◆ <http://www.lcweb2.loc.gov/frd/cs/>
- ◆ <http://www.cia.gov/cia/publications/factbook/>
- ◆ <http://www.globalcorruptionreport.org>

METHODOLOGY AND ASSIGNMENTS:

Course methodology will consist of class discussions augmented by international business industry/ case analysis and discussions. Research projects on timely topics in international business are also required in this course.

STUDENT RESPONSIBILITIES:

1. The student is expected to attend all classes, be prepared for and participate in the class discussions, and complete the assignments on schedule. Two or more unexcused absences will result in a lower grade.
2. Research, writing project, and submission of a 10-15 page double-spaced term paper, complete with footnotes and bibliography dealing with a timely topic in the field of international business (this could be done in a group or individual basis). The topic has to be submitted in writing for approval by the instructor. (Consult: Kate, Turabian, Guide to Thesis Writing and/or Aaron, Jane E., The Little, Brown Essential Handbook for Writers, 1997)

GRADING:

The works required for this class and their contribution to the final grade are as follows:

Paper-projects	35 %
Exam	50 %
Meaningful participation and discussion	15 %

GRADE DISTRIBUTION

A	88 – 100
B	76 - 87
C	65 – 75

NOTE:

1. Attendance in class is considered a minimum requirement. Any two absences could result in lowering the grade a student would otherwise receive.
2. Please submit two (2) copies of your project paper on the due date.
3. **Laptops are not to be used during class for any purpose.**

COURSE SCHEDULE:

<u>WEEK</u>	<u>TOPIC</u>	<u>READING</u>	<u>CASE/PROJECT ANALYSIS</u>
Week 1 October 18	Scope of International Business Operations & Globalization	Notes and Discussion	Project/Industry Analysis/Introduction
Week 2 October 25	World Economy: Global Trade and Investment Foreign Market Entry Strategies	Ch. 1 & 2 (ACGK)	Add'l Reading:* Ajami(1), Fram & Ajami(2) Consultation on Research Topic
Week 3 November 1	Managing/ Control Foreign Exchange Risk Balance of Payment & International Payment System	Ch. 4 & 5 & 12 (ACGK)	Industry Analysis Outline with Bibliography Due
Week 4 November 8	International Accounting and Taxation	Ch. 13 & 14 (ACGK)	
Week 5 November 15	Commercial Policy and International Agreements	Ch. 6 & 7 & 8 (ACGK)	
Week 6 November 18	Global Environments & Global Strategies Cultural Environments and Markets	Ch. 9, 10, 11, & 17 (ACGK)	Industry Analysis Project Due
Week 7 November 29	Exam Future Issues in International Business Managing Technology Transfer	Ch. 18	

*ADDITIONAL READINGS:

1. Ajami, R. "Exxon-Aramco?" *The Wall Street Journal*, August 18, 2004.
2. Ajami, "The International Trading and Production System," *The Wharton School, Working Paper*, University of Pennsylvania, or Ajami & Khambata, "Global Strategic Alliances: The New Transnationals," *Journal of Global Marketing*, Vol. 5 (1&2), 1995.
3. Cool, Karel "Critical Mass and the Winner-Takes-All-Battle." *The Financial Times* "Mastering Strategy" Special Issues, Dec 13, pp-6-7 1999.
4. Fram & Ajami, "Globalization of Markets & Shopping Stress," *Business Horizon*, Jan-Feb, 1994.
5. Bear & Ajami, "Acquisition & Adaptation of Japanese Manufacturing Technologies by U.S. Auto Firms," Greenwich, Conn., *JAI Press*, S. B. Prasad (Editor), 1996.
6. Blackwell, Ajami & Stephan, "Winning the Global Advertising Race: Planning Globally, Acting Locally", *Journal of International Consumer Marketing*, Vol. 3 (2), 1991.

INTERNATIONAL BUSINESS SOURCES

International Monetary Fund (IMF)

Balance of payments
Direction of Trade
International Financial Statistics
National Trade Data Bank
World Economic Outlook

Organization for Economic Co-Operation and Development (OECD)

Economic Surveys
Main Economic Indicators
National Accounts of OECD Countries
Statistics of Foreign Trade

United Nations

Statistical Yearbook
Statistics
Yearbook of International Trade

U.S. Department of Commerce

StatUSA
Survey of Current Business

UN Conference on Trade and Development U.N.C.T.A.D.

Handbook of International Trade and Development Statistics

World Bank Reports

Periodical Indexes

Financial Times

New York Times

The Economist

Wall Street Journal

Useful Periodicals for International Business

Economic Development and Cultural Change

Finance and Development

Foreign Affairs

Foreign Policy

International Studies of Management and Organization

Journal of International Business Studies

Journal of World Business

Management International Review