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Introduction to International Business

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Kennesaw State University
Coles College of Business
M.A. Leven School of Management, Entrepreneurship and Hospitality
Introduction to International Business (MGT 3600/01)
Fall, 2023

Professor: Dr. Raj Veliyath
302 Burruss Building
(470) 578-3329

E-mail: rveliyat@kennesaw.edu

Class Times: Online and Asynchronous

Office Hours: By Appointment

Course Materials:

Peng, M.W. (2023). *Mindtap for Global Business* [5th ed. 2023; Cengage Learning;

ISBN with Day One Access (through KSU Bookstore): **9780357716434**

Students are required to buy the Day One Access version with Mindtap included. The ISBN is provided above. A number of your required assignments and exercises will be administered through Mindtap. Therefore, you will be unable to complete these assignment without having access to Mindtap.

Course Description:

An introduction to the global business environment, this course examines the discrete and interactive effects of the geographic, historical, sociocultural, political/legal, economic and technological forces that shape business activities across borders and their consequences.

Learning Objectives:

- Articulate the business rationales for going overseas.
- Identify the major environmental differences between international businesses and purely domestic ones.
- Describe the role of these contextual differences on management, planning, organizing, leading, controlling and decision-making in an enterprise.
- Articulate the role of cultural differences in communicating, negotiating and ethical decision-making across national borders.

In addition to the above broad course objectives, there are learning objectives for each module stated in the included chapters of the E-Book.

Course Delivery:

This course will be taught online and delivered through KSU's D2L learning platform. The

publisher's Cengage Mindtap learning tool (that students purchase along with the e-Book) is integrated into the course. The Day One Access ISBN for the Cengage Mindtap edition of the textbook is provided on the first page of this syllabus. The Cengage Mindtap course also contains a large proportion of the content used in the course. In addition, the required exams may also be accessed and completed through Mindtap. Therefore, it is critical for every student to purchase Cengage Mindtap included with the E-Book to be functional in the course. There are several other documents posted on the D2L site besides the course syllabus, including course schedules, group project guidelines, and peer evaluation forms. Please take the time in module 1 to go through and familiarize yourself with all these posted documents so that you develop an understanding of the structure and conduct of the course. It is extremely critical that you download and read through the syllabus (end-to-end). The answers to most of the questions you might have are already contained in the syllabus.

Students are responsible for being engaged in the class and for the time-specific course deliverables such as group case and country project submissions, and completion of posted exams, at the times stated on the syllabus schedule. The course schedule provides detailed information on specific chapters, topics and cases to be covered during each module. There are 15 modules in the course. Students are required to read and understand the chapters, cases as well as other specified materials (including chapter cases). Total class participation credit of 20% will be given for completing the chapter assignments on Mindtap and case discussion assignments (on D2L) for each module.

There are both full-length integrative cases (IC) and chapter specific mini-cases [i.e., both opening cases (OC) and closing cases (CC) assigned for each module (as indicated on the schedule)]. The full-length integrative cases are to be selected by the groups (one for each group assigned on a first-come first-serve basis) to be analyzed and submitted in the appropriate module when the case is scheduled to be discussed. The case deliverables include both the presentation file as well as the case analysis report (to be submitted to the Dropbox set up for this purpose on the course site). The chapter specific mini-cases for each module are intended for discussions during the appropriate modules.

The onus is on each student to complete the work on times. Failure to do so will result in their not receiving credit for those specific assignments and deliverables, in addition to reducing their ability to keep up with the course material.

Please use KSU's D2L Brightspace platform for group submissions (to the appropriate Dropboxes) and when communicating with me by email on course-related issues. This will enable me to better track submitted documents and communications from you. Since I receive a huge volume of messages on my official KSU email (listed), there are chances of your messages being overlooked or misplaced if you submit messages to my Kennesaw email. Therefore, please refrain from contacting me on the KSU email on course-related matters, except in emergencies.

Course Evaluation Components and criteria:

The evaluation criteria include class participation (10%), a group project assignment on 'Doing Business in Country X' due in module 15 (15%), a group case analysis assignment due in the module when the group's assigned case is scheduled (15%), first quiz (20%), second quiz (20%) and a final exam (20%), as indicated on the dates specified on the attached detailed course schedule. Further information on each evaluation component is provided below.

Class Participation (10%):

Students are encouraged to kindly read the chapters and the cases assigned in advance of each module. There will also be chapter assignments posted on Mindtap that students are required to complete in each module, in order to receive class participation credit. In addition, students must also post on the Discussion topics set up for each IC case in every module. In addition to posting your own comments, students are also encouraged to follow threads of postings and respond constructively to other student's comments. This activity is asynchronous and the choice of time during each module will be at the student's discretion. However, each of these assignments will close once the module has ended. Through the Mindtap assignments and the Discussion postings, the professor will be able to track and monitor each individual student's class participation on an ongoing basis. The completion of the Mindtap chapter (and IC case) discussion assignments in a timely manner will both be considered for class participation credit. Class participation grades will be computed at the end of the semester based on the cumulative average of these scores received by each individual student for every module, averaged over the semester. Once a scheduled deadline has passed, students will not have the opportunity to retroactively make up for a particular missed assignment for participation credit (unless there are extenuating circumstances). Therefore, please be prompt and timely in completing your participation requirements.

Group formation process:

Individual students should sign up for groups through the group enrollment tool provided on D2L. The group tool enables students to self-enroll into open groups. The maximum enrollment per group is 5. Students have until August 18 to sign up for groups. Beyond that date, I will assign students to open incomplete groups. Students will continue to operate with the same group both for the group country project as well as for the group case analysis.

Group Project assignment on 'Doing Business in Country (X) (15%):

The group project on 'Doing Business in ----' is a group-centered learning activity. A document providing parameters for, and describing the project is posted on D2L under Assignments. Groups will be formed and country selection (for the project) will be determined in the first 2-3 weeks of the semester. I will provide a list of countries that the groups can select from, for analysis. From that list, each group will pick and indicate their top 3 country choices for analysis (in order of preference). The group should collectively decide and pick their top three country choices for the group project (i.e., 'Doing Business---'). Also include a tentative choice (3 possible picks) of companies that you might select for international cross-border expansion. Please email me your group's country (and company) proposals on D2L **by September 8** (one submission per group). I will assign a country (and company) to each group (from this list) based on availability. Each group will then have a week to indicate to me whether they are satisfied with their assigned country choice. The group country projects (i.e., reports and presentations) are due from all groups in module 15 at the end of the semester (i.e., Nov. 27 to Dec. 3). More details/information on the group project assignment are provided in the Group Project guidelines appendix (document posted under Announcements on D2L). All the information for this group project should be obtained from library material, interviews, internet sources and other available reference sources. Analyses and frameworks applied will be conducted in the context of the covered course material. All completed group project reports are due in the assignment Dropbox (on D2L) by the end of the day on Dec. 3 (the last day of module 15). The main body of the report will be restricted to 12 typed pages, 12 pitch, double-spaced. This page limit excludes appendices, figures, references and tables (which can all be added at the end of the report). Section headings must be inserted where appropriate, and a Title Page and Table of Contents provided. All references/citations must

be listed on a separate page (use APA style formatting). Each group member will be the subject of a peer evaluation by all the other group members. The individual's final grade on the group project will be weighted according to the evaluation received from group peers. The forms for the group peer evaluation are also posted under Announcements on your D2L course page. Please email me your individual completed peer evaluation forms on D2L email no later than by the close of business hours on Dec. 3.

Group Case Analysis (15%):

Each group will then select and analyze any one case from the following cases listed on the schedule:

Integrative Case # 1.3: '(De)Globalization, Conglomeration and Covid-19'
Integrative Case # 1.1: 'Two Scenarios of the Global Economy in 2050'
Integrative Case # 1.9: 'BestToyTex Deals with IPR Challenges in China'
Integrative Case # 2.1: 'The Global Success of Swedish Music'
Integrative Case # 2.3: 'The Machine Tool Industry: International Trade & U.S. Competitiveness'
Integrative Case #2.4: 'Twelve Recommendations to Enhance UK Export Competitiveness'
Integrative Case# 2.5: 'Automobile FDI in Brazil and Mexico'
Integrative Case# 4.2: 'Set Duty Free Free'
Integrative Case# 2.6: 'The German Question in the European Union'
Integrative Case# 2.8: 'Overview of the United States-Mexico-Canada Agreement'
Integrative Case# 3.2: 'Private Military Companies'
Integrative Case# 3.1: 'Sriracha spices up American Food'
Integrative Case# 1.5: 'Kirin Beer in Myanmar'
Integrative Case# 3.4: 'Business Jet Makers eye China'
Integrative Case# 3.8: 'Japanese multinationals in emerging economies'
Integrative Case# 3.9: 'Moving Headquarters Overseas'
Integrative Case# 3.5: 'Fiat Chrysler'
Integrative Case# 3.6: 'Jio and Facebook international strategic alliance'
Integrative Case# 4.1: 'Marketing Natura to Brazil and Beyond'
Integrative Case# 4.3: 'Zara Excels in Marketing and Supply Chain Management'
Integrative Case # 4.5: 'Samsung's Global Strategy Group'
Integrative Case # 4.7: 'How Global Technology Corporations are Realizing Sustainability Goals'

Every group will turn in a report (Word document) to the professor (worth 12.5%) on the last day of the module when the case is scheduled for discussion on the schedule. Submit both a copy of the report as well as the presentation file directly to the Dropbox on D2L. Please attach an appropriate 'title page' and a 'table of contents' for the group's case analysis report.

The report should contain the following sections:

- Statement of the major problem/issue (in the case as the group visualizes it).
- State how these issues relate to topic areas in the chapter(s) scheduled for discussion in that module (as indicated on the course schedule).
- Discuss the main discussion questions stated in the case (if these are not explicitly stated in the case in the e-Book, please contact the professor for details). All IC cases have discussion questions listed at the end.

- Analyze and present your group's recommendations/suggestions for each discussion question.
- Provide your group's overall recommendation for the major problem/issue that your group identified above.

Each group will also submit a presentation (ppt) file of their case analysis (2.5%) to the Dropbox by the deadline (end of the module), along with the Word report.

By August 20 (close of the business day), please email me (on D2L), a one-page proposal indicating the names of the five enrolled members in the group, and your choice of cases (list top 3) from the above list. Please provide your group's first three choices of cases (in case I am unable to assign your group its first choice).

Kindly send me this case proposal document in an email (or as an email attachment) on D2L.

First Quiz (20%)

Second Quiz (20%)

Final Exam (20%)

Quizzes/exams will consist of a combination of multiple-choice questions/short answers. Further details will be provided specific to each scheduled test.

Course Grading Scheme: The course grade will be based on the cumulative total obtained by the student out of a total 100 points, distributed among the various evaluation components discussed above. Grade distribution is based on the following criteria:

<u>Course Grade</u>	<u>(Total Points)</u>
A	≥ 90
B	≥ 80
C	> 70
D	> 60

However, in the past I have curved the final distribution based on the average performance of each class/section. This has caused the final grade distribution for each class to vary marginally from the above benchmarks.

Other Policies and Guidelines regarding the Course:

A few important ones that are provided below for your attention:

1. I will try to respond within 24 to 36 hours to your email queries during weekdays. On weekends, the turnaround may be longer and may take up to 48 hours, though I will try my best to respond promptly, especially if I have the answers handy. Therefore, please plan to give me sufficient lead-time to answer your questions. In case of an emergency, please leave a message on my office telephone voicemail and I will respond quickly. Since this is an online course, I am not physically available in my office for consultation. We can set up a Zoom call (by appointment) if you need to talk to me. So, if you want to discuss with me, please try and set up an appointment in advance so that we can talk over Zoom.
2. It is your responsibility to submit the assignments, quizzes and group reports by the

specified deadlines. Late submissions will be accepted only if there are extenuating circumstances. The instructor reserves the right to assess a **PENALTY for ALL LATE SUBMISSIONS.**

3. For technical questions regarding D2L, access, web browsers and the interface with your PC, please contact the UITS helpdesk directly by emailing service@kennesaw.edu, or by calling them at (470) 578-6999. If you asked me for technical help, I would probably direct your query to the same helpdesk. Therefore, it will save you time to call them directly and they will assign a ticket number for follow-up on your query. Student registration instructions for Cengage Mindtap are available at 'cengage.com/start-strong.' The Cengage support team is also hosting office hours at the times below for you to join. Please feel free to join any of the sessions to ask your questions or learn more about the Mindtap materials for this course:

4. Please see attached schedule for Mindtap tutorial drop-in sessions offered by Cengage.

5. Please see attached statement for Opt Out instructions for DayOne Access.

Please maintain decorum and politeness in your exchanges with your colleagues in the course. Please be respectful and courteous to your classmates (and to me). Please be considerate of other people. We want to encourage a conducive learning environment in class. You do not have to necessarily agree with everything that is said/discussed. But disagree in a constructive, dignified and respectful manner, that helps the learning process along for all concerned.

Academic Integrity Statement:

Every KSU student is responsible for upholding the provisions of the Student Code of Conduct, as published in the Undergraduate Catalog. Section 11 of the Student Code of Conduct addresses the university's policy on academic honesty, including provisions regarding plagiarism and cheating, unauthorized access to university materials, misrepresentation/falsification of university records or academic work, malicious removal, retention, or destruction of library materials, malicious/intentional misuse of computer facilities and/or services, and misuse of student identification cards. Submitting work you completed for other courses, submitting someone else's work as your own times, or submitting work that was created or assisted by an AI generative tool is cheating and constitutes a violation of the KSU Code of Academic Integrity.

Incidents of alleged academic misconduct will be handled through the established procedures of the University Judiciary Program, which includes either an 'informal' resolution by a faculty member resulting in a grade adjustment, or a formal hearing procedure, which may subject a student to the Code of Conduct's minimum one semester suspension requirement.

Copyright

The Copyright Act of 1976 grants copyright owners certain exclusive rights. These rights include the permission to reproduce their work and to distribute copies. Works that receive copyright protection may include textbooks in addition to other published work. Copying material from a textbook or other publications without permission from the owner of the copyright or submitting work that was created or assisted by an AI generative tool, may constitute copyright infringement and cheating. It is a violation of the KSU Code of Academic Integrity.

Additional useful information on this can be accessed at the following sources:

Federal, BOR, & KSU Course Syllabus Policies:

<https://cia.kennesaw.edu/instructional-resources/syllabus-policy.php>

Student Resources Academic Integrity Statement:

https://curriculum.kennesaw.edu/resources/ksu_student_resources_for_course_syllabus.php

KSU Student Resources:

<https://cia.kennesaw.edu/instructional-resources/syllabus-resources.php>

Disruption of Campus Life Statement:

It is the purpose of the institution to provide a campus environment, which encourages academic accomplishment, personal growth, and a spirit of understanding and cooperation. An important part of maintaining such an environment is the commitment to protect the health and safety of every member of the campus community. Belligerent, abusive, profane, threatening and/or inappropriate behavior on the part of students is a violation of the Kennesaw State University Student Conduct Regulations. Students who are found guilty of such misconduct may be subject to immediate dismissal from the institution. In addition, these violations of state law may also be subject to criminal action beyond the University's disciplinary process.

Course Delivery

KSU could shift the method of course delivery at any time during the semester in compliance with University System of Georgia health and safety guidelines. In this case, alternate teaching modalities that may be adopted include hyflex, hybrid, synchronous online, or asynchronous online instruction (our present mode).

COVID/Illness

If you are feeling ill, please stay home and contact your health professional. In addition, please email your instructor to say you are missing class due to illness. Signs of COVID related illnesses include, but are not limited to, the following:

- Cough
- Fever of 100.4 or higher
- Runny nose or new sinus congestion
- Shortness of breath or difficulty breathing
- Chills
- Sore Throat
- New loss of taste and/or smell

COVID vaccines are a critical tool in "Protecting the Nest." If you have not already, you are strongly encouraged to get vaccinated immediately to advance the health and safety of our campus community. As an enrolled KSU student, you are eligible to receive the vaccine on campus. Please call (470) 578-6644 to schedule your vaccination appointment or you may walk into one of our student health clinics.

For more information regarding COVID (including testing, vaccines, extended illness procedures and accommodations), see KSU's official [Covid-19 website](#).

MGT 3600/01 SCHEDULE (Fall, 2023)

Learning Modules Topic Readings/ChapterCases

Module 1 (August 14 to August 20)

Introduction and Overview
of Course

Syllabus/Related
Course Materials

Integrative Case # 1.3: '(De)Globalization, Conglomeration and Covid-19'

Module 2 (August 21 to August 27)

Introduction

Chapter 1

Chapter Closing Case (CC): Are US Multinationals Good for America?

Formal Institutions: Politics,
Laws & Economics.

Chapter 2

Chapter Opening Case (OC): Australia versus Facebook

Integrative Case # 1.1: 'Two Scenarios of the Global Economy in 2050'

Integrative Case # 1.9: 'BestToyTex Deals with IPR Challenges in China'

Module 3 (August 28 to September 3)

Informal Institutions
OC: 'IKEA in the United States'

Chapter 3

Integrative Case # 2.1: 'The Global Success of Swedish Music'

September 4 Labor Day Holiday break-No classes

Module 4 (September 5 to September 10)

Resources and Capabilities
CC: 'Addidas'

Chapter 4

Integrative Case # 2.3: 'The Machine Tool Industry: International Trade & U.S. Competitiveness'

Integrative Case#2.4: 'Twelve Recommendations to Enhance UK Export Competitiveness'

Module 5 (September 11 to September 17)

International Trade
CC: 'Who can win Trade Wars?'

Chapter 5

First Quiz (Chapters 1 to 5)

MGT 3600/01 SCHEDULE (Fall, 2023)

Learning Modules Topic Readings/ChapterCases

Module 6 (September 18 to September 24)

Foreign Direct Investment Chapter 6
OC: 'Tesla Invests in China & Germany'

Integrative Case# 2.5: 'Automobile FDI in Brazil and Mexico'

Module 7 (September 25 to October 1)

Foreign Exchange Chapter 7
CC: 'The Less Mighty Dollar'

Integrative Case# 4.2: 'Set Duty Free Free'

Module 8 (October 2 to October 8)

Global & Regional Integration Chapter 8
CC: 'China versus the U.S. at the WTO'

Integrative Case# 2.6: 'The German Question in the European Union'
Integrative Case# 2.8: 'Overview of the United States-Mexico-Canada Agreement'

Module 9 (October 9 to October 15)

The Entrepreneurial Firm Chapter 9
CC: 'Post-Covid Entrepreneurship'

Integrative Case# 3.2: 'Private Military Companies'
Integrative Case# 3.1: 'Sriracha spices up American Food'

Module 10 (October 16 to October 22)

Foreign Market Entry Chapter 10
CC: 'Amazon Enters India'

Integrative Case# 1.5: 'Kirin Beer in Myanmar'
Integrative Case# 3.4: 'Business Jet Makers eye China'

Module 11 (October 23 to October 29)

Second Quiz (Chapters 6 to 10)

Global Competitive Dynamics Chapter 11
OC: 'Alibaba versus Amazon'

Integrative Case# 3.8: 'Japanese multinationals in emerging economies'
Integrative Case# 3.9: 'Moving Headquarters Overseas'

MGT 3600/01 SCHEDULE (Fall, 2023)

Learning Modules

Topic

Readings/ChapterCases

Module 12 (October 30 to November 5)

Alliances & Acquisitions

Chapter 12

CC: 'Puzzles Behind Emerging Multinationals' Acquisitions'

Integrative Case# 3.5: 'Fiat Chrysler'

Integrative Case# 3.6: 'Jio and Facebook international strategic alliance'

Module 13 (November 6 to November 12)

Strategy, Structure & Innovation

Chapter 13

In Multinationals

CC: 'Rebranding of Hindustan Lever Limited'

Marketing & Supply Chain

Chapter 14

Management

Integrative Case# 4.3: 'Zara Excels in Marketing and Supply Chain Management'

Integrative Case# 4.1: 'Marketing Natura to Brazil and Beyond'

Module 14 (November 13 to November 19)

Human Resource Management

Chapter 15

Corporate Finance & Governance

Chapter 16

OC: 'The Quest for More Diverse and More Inclusive Boards'

Integrative Case # 4.5: 'Samsung's Global Strategy Group'

November 20 to November 26 Thanksgiving Break (No classes)

Module 15 (November 27 to December 3)

Corporate Social Responsibility

Chapter 17

CC: The Debate over Wind Power

Integrative Case # 4.7: 'How Global Technology Corporations are Realizing Sustainability Goals'

Group Country Project submissions due in Dropbox

Completed peer evaluations to be emailed to Professor on D2L

December 4 Last Day of Fall Classes

Final Exams (December 5 to December 11)

