

## **INTERNATIONAL BUSINESS PRINCIPLES (MKT 3400)**

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### **Course Aims and Objectives**

This is an introductory course to International Business, which is about companies operating outside the borders of their home countries. The course introduces you to the magnitude of international business activity, and the unique competitive environment in which international business takes place. It enables you to understand a range of business situations confronting companies operating internationally.

By the end of the course, you can expect to:

- Be familiar with basic concepts and trends related to international business activity.
- Understand the context within which international business activity takes place, that is, the economic, political, legal, financial and cultural environment in which international firms operate.
- Familiarize yourself with the modalities of international business – trade and investment – and understand the factors affecting firms' choices between them.
- Gain an understanding of the managerial challenges and opportunities confronting firms competing internationally.

**Textbook:** J.D. Daniels, L.H. Radebaugh & D.P. Sullivan, *International Business: Environment and Operations* 11<sup>th</sup> edition (Prentice Hall, New Jersey).

**Please purchase the textbook at the earliest so that you do not fall behind on the course work.**

### **Course Structure and underlying Principles**

The course is structured as a combination of lectures and class discussions. Each class covers one chapter of the textbook, and often a case from the textbook that accompanies the chapter (the cases are placed at the end of the chapters). I expect you to familiarize yourself with the readings and the cases before the class, so you can take an active part in class discussions. You should use the questions at the end of the cases to guide your case readings. We will use these same questions to lead our class discussions. Please also read carefully the opening cases at the beginning of each chapter. We often use them as a starting point for our class discussions. **Please pay careful attention to the chapter covered in class on each day, as chapters do not always follow the order in the textbook!**

**Performance Evaluation:**

Class participation – 15%

First exam – 25% (material covered in classes 1-9)

Second exam – 35% (material covered in classes 11-19)

Third exam – 25% (material covered in classes 21-28)

These are multiple choice, closed-material exams. They cover all the course material, including the readings and cases discussed in the class, as well as material presented by guest speakers.

**Any concerns regarding your performance in the course should be addressed via e-mail to my Research Assistance** (his/her name and e-mail address will be provided as the course begins).

Class overheads are posted on Blackboard in advance on the mornings before classes, under 'course documents'. The syllabus is also on Blackboard, under 'syllabus'.

Make sure that you have full access to Blackboard and that you are familiar with its operating routines. Any difficulties with Blackboard should be addressed directly to Blackboard helpdesk: [bbhelp@baruch.cuny.edu](mailto:bbhelp@baruch.cuny.edu)

Please note that the classroom is a special environment, and as such it is associated with different behaviour than the one common outside the classroom. Please avoid eating and drinking, and remember to switch off your cell phones before entering the classroom.

Try to avoid missing classes. It is understandable that there might be circumstances that are beyond your control, but please try to keep these to a minimum. Given the nature of this course, where learning is largely based on class discussions, it would be difficult, if not impossible, to complete this course successfully without attending classes regularly.

I expect you to arrive on time. Late arrivals are disturbing for the class and may prevent you from understanding the discussions. Punctuality is also part of professional discipline and here you have an opportunity to exercise it!

**Remember! Plagiarism is not tolerated and our school has a very strict policy for such behaviour, which I fully endorsed.** Baruch College's policy on Academic Honesty is outlined in [http://www.baruch.cuny.edu/academic/academic\\_honesty.html](http://www.baruch.cuny.edu/academic/academic_honesty.html)). **I trust there will be no need for such actions in our class.**

**Office hours:** Mondays 3.00-4.00pm

It is possible to meet outside office hours according to a previously agreed appointment. I encourage you to get in touch and will be happy to assist you with any course- or career-related issues. I want to help you get the most out of this course and reach your highest possible level of achievements.

## Course Plan and Homework

Class/Date	Topic covered	Readings (Book chapter) (*)	Cases (*)
<b>I Introduction and Overview</b>			
1 August 27th	International business: An overview		
2 August 29th	International business: An overview	1 (**)	
<b>II The International Environment</b>			
3 Sep 5th	Cultural environment	2	
4 Sep 10th	Political and legal environment	3	Global software piracy
5 Sep 17th	Economic environment	4	Meet the BRICs
6 Sep 19 <sup>th</sup>	Financial environment	9	HSBC and the Peso crisis in Argentina
7 Sep 24 <sup>th</sup>	Financial environment	10	The Chinese Yuan: To evaluate or not to evaluate
8 Sep 26 <sup>th</sup>	Wrap-up the international environment		
9 Oct 1 <sup>st</sup>	Preparation for the exam		
10 Oct 3 <sup>rd</sup>	1 <sup>st</sup> mid term exam		
<b>III Modalities of International Business</b>			
11 Oct 10 <sup>th</sup>	International trade theories	6	
12 Oct 15 <sup>th</sup>	Government influence on trade	7	US-Cuban trade
13 Oct 17 <sup>th</sup>	Cross-national cooperation and agreements	8	
14 Oct 22 <sup>nd</sup>	Direct investment and collaborative strategies	14	The international airline industry
15 Oct 24 <sup>th</sup>	The strategy of international business	11	The globalization of eBay
16 Oct 29 <sup>th</sup>	Country evaluation and selection	12	FDI in South Africa
17 Oct 31 <sup>st</sup>	The organization of international business	15	
18 Nov 5 <sup>th</sup>	Globalization and society	5	

Class/Date	Topic covered	Readings (Book chapter) (*)	Cases (*)
19 Nov 7 <sup>th</sup>	Wrap up modalities of international business		
20 Nov 12 <sup>th</sup>	2nd mid term exam		
<b>IV Managing Business Functions Internationally</b>			
21 Nov 14 <sup>th</sup>	Marketing	16	
22 Nov 19 <sup>th</sup>	Manufacturing	17	
23 Nov 26 <sup>th</sup>	Guest speaker: Mr. Heijmen on outsourcing		
24 Nov 28 <sup>th</sup>	Accounting	18	Vivendi Universal
25 Dec 3 <sup>rd</sup>	Finance	19	Dell Mercosur
26 Dec 5 <sup>th</sup>	Finance – in the Subotnick Center		
27 Dec 10 <sup>th</sup>	Human resource management	20	
28 Dec 12 <sup>th</sup>	Wrap up managing business functions internationally		
Exam week Dec 14-22 <sup>nd</sup>	Final exam		

(\*) **The readings and cases are from the textbook. Cases are located at the end of the chapter of the day.**

(\*\*) **On reserve in the library:** [newman.baruch.cuny.edu](http://newman.baruch.cuny.edu). Click on "Reserves" at the top of the page to get to the course reserve page. Click on "Electronic Reserves and Course Materials" to search by course, professor, or keyword. Once in our course, click on a link to bring up the chapter - in PDF document.

There are also a number of copies of the textbook on reserve in the Newman Library.

### **You may find this helpful?...**

From the publisher of the course' textbook: "International Business," by Daniels, Radebaugh, and Sullivan.

We're happy to introduce a new tool to accompany this text--VangoNotes downloadable audio chapter reviews that students can listen to on any mp3 player!

Whether walking to class, driving, or working out at the gym, VangoNotes allows students to study during all the "in between" moments. This increased study time could lead to amplified success in the classroom. For each chapter of the textbook, VangoNotes offers students:

**BIG IDEAS:** "Need to know" concepts for each chapter

**PRACTICE TEST:** Tells students if they need to keep studying

**KEY TERMS:** Audio "flashcards" to help students review key concepts and terms

**RAPID REVIEW:** A quick drill session to use right before the test

Downloadable audio chapter reviews for your textbook are available from [www.vangonotes.com](http://www.vangonotes.com). Listen to them on any mp3 player.

Should you have any questions about this or any of the resources we offer, please contact the local Prentice Hall representative ([kate\\_moore@prenhall.com](mailto:kate_moore@prenhall.com)).

As we start the semester I will be most interested in getting to know you. I begin by briefly introducing myself.

### **BIO**

I hold a BA and an MBA from Tel-Aviv University, Israel (both completed with distinction), and a PhD from Copenhagen Business School, Denmark. My major professional interests and expertise are in issues related to international business and Multinational Corporations, topics I have been teaching, consulting and publishing on intensively.

Prior to joining Baruch College in 2002, I was a Senior Research Fellow at Cambridge University, UK, where I was involved in a number of research projects on the activities of foreign firms in London. Earlier, I held a Senior Member position in the Research Division on Foreign Investment and Transnational Corporations at the United Nations in Geneva, Switzerland.

In conjunction with these positions, I have been acting as consultant to a number of national and international organizations - including the United Nations, the World Bank, the European Union, London's Westminster City Council - on issues related to Multinational Corporations and international competitiveness. I have been holding visiting research and teaching positions at universities in Sweden, Switzerland, Austria, China, Israel, and the UK, and have been teaching on Baruch College's Executive MBA programs in New-York, Taiwan, Singapore and Hong-Kong. I am listed in the *Marquis Who's Who in the World* and the *Marquis Who's Who in America*.

Prior to joining academia, I held managerial positions in a number of companies in Israel.