



Boston University International Programs
London

Boston University British Programmes
International Business Environment
SMG IM 345 Core Class
Spring 2010

Instructor Information

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Course Objectives

This course has been designed to appeal to students who wish to gain an international perspective on the environment faced by business organisations. In today's business environment, with the pressures of an evolving global economy, managers must take into account many ways in which differences are apparent when compared with the domestic scene. It is essential to look beyond the traditional domestic concepts in order to compete effectively in the global environment. Managers must adapt their approaches to take account of the strong international competition, which is increasingly apparent and which is critical to successful business performance. They also need to be informed as to how firm strategies may be developed. Whatever your major maybe, it is a must for business students to learn the international dimensions of business activities in order to be successful in today's business world. That is why this course is one of the core requirements for business students.

On completion of this course participants should be able to:

- Appreciate the dimensions of international business activities
- Discuss the significance of the international environment
- Exhibit familiarity with a range of writers and theorists
- Explain how external and internal cultures influence activities
- Apply skills relevant to managers of multinational corporations and those active within SMEs
- Maintain an awareness of global dimensions such as standardisation and differentiation and how organisations develop their policies

Course Positioning

IM 345 is one of two required international SMG courses in the School of Management's International Concentration. However, non-International Concentration SMG students are encouraged to take this course. This course is also intended for non-SMG students in

International Relations, Economics or other fields. Students taking this course must have at least junior standing and be familiar with the basics of micro and macro-economic theories, as expressed by successful completion of CLA EC 101 and CLA EC 102 or equivalents

Assessment

The delivery of Learning Objectives and Outcomes is a continuous process throughout the course and this depends upon attendance at lectures and seminars. Furthermore the willing participation of students in pre-class reading, class discussions, visits etc. is an essential requirement. Overall assessment will be the outcome of four distinct assessment components, each carrying weights as follow:

1. Quiz. This will form the initial assessment and take place midway through the course. It will comprise a set of 20 questions some of which will be multi-choice. The quiz forms 10% of the course grade.
2. Group Projects and Presentations. Students will work in groups of 4/5 on a topic to be set by the instructor and which will have a strong international flavour. Projects are likely to have the following requirements:
 - a. Analysis of a country’s environment
 - b. Critique of the dynamics faced by international organisations
 - c. Suggestions as to an appropriate strategy to be implemented
 - d. Recommendations for strategy implementation
 The group project forms 20% of class assessment and will include peer assessment.

- 3 Term Paper. Students will each require to submit an essay paper of 2000 words on a topic to be set by the tutor. A possible topic could be:

“In what ways does the political environment around the world create challenges for international businesses. Suggest whether these would be less for companies operating in the EU than for those in China and India?”

The term paper forms 30% of the final assessment

4. Final Exam. This will count for 40% of your final grade. It will be in the form of a take-home case study. Questions will be made available on the day of the exam.

Grading

Please refer to the Academic Handbook for detailed grading criteria, attendance requirements and policies on plagiarism:

<http://www.bu-london.co.uk/files/images/ACADEMICHANDBOOKSU09.pdf>.

The final grade will be based on a total of 100 points and weighted according to the scheme summarised in the following table.

Quiz	1	Individual	10%
Project	1	Group	20%
Term paper	1	Individual	30%
Final exam	1	Individual	40%
Total			100%

Course Chronology

ONE: Thursday 14 January 2010

Lecture: Introduction, Overview and Globalisation: Hill Chapter 1

Scenario discussion: Use the globalEDGE site to complete exercise 2 (FDI Confidence Index)
Chapter 1 page 35

Tutorial topic (Groups) “Critical Thinking and Discussion Questions” 1, 2, 3, 4, 5,

Case Study IKEA – The Global Retailer, Page 36

TWO: Wednesday 20 January 2010

Lecture: Scanning the International Environment

Exercise: “Identify three situations where significant changes have taken place in the international business environment and which has caused difficulties for firms.”
Pay attention to the causes and suggest how the firms accommodated the impact

Video

THREE: Thursday 21 January 2010

Lecture: The Political Economy: Hill Chapters 2 & 6

Country Focus: Building a Market Economy in India (Hill page 73), see question 6 on page 81

Video

FOUR: Wednesday 27 January 2010

Research Task: Chapter 3 Question 1

Lecture: Cultural Foundations: Hill Chapter 3

Critical Thinking and Discussion Question 1, 2, 4, 6 (a) & (b) Page 116

Visiting speaker

FIVE: Thursday 28 January 2010

Lecture: Ethics Implications: Hill Chapter 4

Video

Critical Thinking and Discussion Questions – 1, 2, 3, 4, 5 (Page 147)

Assessment Quiz

SIX: Wednesday 3 February 2010

- **Lecture: Foreign Direct Investment: Hill Chapter 7**
Regional Economic Integration (The EU and Euro Zone)

Critical Thinking and Discussion Questions – 1, 2, 3, 4

Case study: Cemex's Foreign Direct Investment, Page 269

Group Projects (to be assessed)

SEVEN: Thursday 4 February 2010

Lecture: Financial and Legal Foundations: Hill Chapters 9,10,11

Critical Thinking and Discussion Questions – 1, 2,

Video

EIGHT: Wednesday 10 February 2010

Visit out to Royal Dutch Shell UK

NINE: Thursday 11 February 2010

Lecture: Entry Strategy: Hill Chapter 14

Case study: Tesco Goes Global: Hill page 513

Video: Tesco takes on America

Term Papers hand-in

Readings: Required Text for Course

Hill, G., 7th Edition International Business, McGraw-Hill International Edition

Additional Reading

International Management, (2007) Helen Deresky 4th Edition Prentice Hall

International Business, (2007) Daniels, Radebaugh and Sullivan 11th Ed. Pearson Prentice Hall

International Business, (2005) Griffin And Pustay, International Business, Pearson Prentice Hall

International Business, (2006) Wild, Wild and Han, Pearson Prentice Hall

European Business, (2007) Johnson & Turner, Routeledge

Additional readings may be posted on the course webpage:
<http://www.bu-london.co.uk/academic/IM345> (you must be logged in to view materials).

Consider regular reading of the following:

The Economist
The Financial Times