



Boston University Study Abroad London

Boston University Study Abroad London International Management Environment SMG IM 345 (*Core course*) Spring 2013

Instructor Information

A. Name Professor Roy McLarty

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. There are ten sessions.

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

Assessment

The delivery of Course Objectives 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 follows:

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 are required to submit an essay paper of 2000 words on the following topic. **Deadline: Thursday 14 February 2013.** The set topic is:

“How would businesses operating in Ireland be affected by the dynamism of the international business environment?”

This 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 and policies on plagiarism: <http://www.bu.edu/london/current-semester>

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%

Attendance Policy

Classes

Boston University London Programme students are expected to attend each and every class session, tutorial, and field trip in order to fulfill the required course contact hours and receive course credit. Any student that has been absent from two class sessions (whether authorised or unauthorised) will need to meet with the Directors to discuss their continued participation on the programme.

Authorised Absence:

Students who expect to be absent from any class should notify a member of Academic Affairs and complete an Authorized Absence Approval Form 10 working days in advance of the class date (except in the case of absence due to illness, for which students should submit the Authorised Absence Approval Form with the required doctor’s note as soon as possible). **Please note: Submitting an Authorised Absence Approval Form does not guarantee an authorized absence**

Students may apply for an authorised absence only under the following circumstances:

- Illness, supported by a local London doctor's note (submitted with Authorised Absence Approval Form).
- Important placement event that clashes with a class (verified by internship supervisor)
- Special circumstances which have been approved by the Directors (see note below).

The Directors will only in the most extreme cases (for example, death in close family) allow students to leave the programme early or for a significant break.

Unauthorised Absence:

Any student to miss a class due to an unauthorised absence will receive a **4% grade penalty** to their final grade for the course whose class was missed. This grade penalty will be applied by the Academic Affairs office to the final grade at the end of the course. As stated above, any student that has missed two classes will need to meet with the Directors to discuss their participation on the programme as excessive absences may result in a 'Fail' in the class and therefore expulsion from the programme.

Course Chronology

ONE: Thursday 17 January

Lecture: Introduction, Overview and Globalisation: Hill, Chapter 1

Tutorial Topic: Your US company wants to open one or two facilities in Europe to take advantage of the European Single Market. Discuss the types of investigation required and some of the risks involved in the home furnishings sector.

Case Study: The Globalisation of Starbucks

Video: The Chinese are Coming BBC Newsnight

TWO: Wednesday 23 January

Lecture: Scanning the International Environment: Brooks *et al* Chapter 2

Tutorial Topic “Identify and discuss 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:”Business in Africa” Ngozi Iweala

Video: Impact of Globalisation 1

Tutorial The Globalisation of Starbucks

THREE: Thursday 24 January

Lecture: The Political and Economic Environments Hill Chapters 2, 3 & 7

Tutorials: India’s Economic Transformation

Video: Impact of Globalisation Parts 2

FOUR: Wednesday 30 January

Cultural Environment Hill Chapters 4 & 5

Visit of Clive Francis, late of Associated British Foods Topic: Cultural Environment

Ethical Implications:

Video: Fair Trade in Action

Tutorials Hill page 129: Business Trip to Chile

Assessment Quiz (essential assessment)

Lecture: Ethics and CSR

Please note that there is a double session on Thursday 31st January

FIVE & SIX: Thursday 31 January

AM (9.00am-1.00pm) Lecture: Financial and Legal Foundations, Hill Chapter 2, 10,11 & 20

Tutorials Transparency International

Video Theo’s Adventure Capitalists

PM: Foreign Direct Investment

Tutorial: Cemex Hill Page 257

Video: Theo's Adventure Capitalists

SEVEN: Wednesday 6 February

Visit out to Bank of England

EIGHT: Thursday 7 February

Visiting Speaker: Maria Jicheva

Video: Theo's Adventure Capitalists

Exam Case Study Distribution

*** Contingency Class Date: Friday 8th February.** Students are obligated to keep this date free to attend class should any class dates need to be rescheduled.

NINE: Wednesday 13 February

Marketing and Strategy: Hill Chapters 12 & 17

Case study: Premier Packaging Systems

Video: Theo's Adventure capitalists

Discussion

**** Please note: students will have their first Internship Tutorial meeting on Wednesday 13th February, 5.30pm-7.00pm (Prince Consort Room) with Dr Hugh Macdonald.**

TEN: Thursday 14 February

Lecture: Lecture: Human Resource Management

Case "Office Equipment Company in Columbia."

International Strategy

Video: Tesco Takes on America

Summary, Revision and Review of Course

Term Papers hand-in, by 1pm

EXAM: Monday 18th February. Exam times and locations will be posted on the BU London website and in the Student Newsletter two weeks before exam dates.

*****All students must attend a mandatory drop-in session (to sign Internship Agreement and for any questions about placement, social programmes, travel and academics) on Monday 18th February, 1.00-2.00pm in the Boston Room, 43 Harrington Gardens, SW7 4JU. Food will be served!**

Readings

Required Text for Course:

International Business, Charles Hill, McGraw-Hill 9th Edition

Additional Reading:

International Business Environment Brooks et al Prentice Hall

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

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

European Business, (2007) Johnson & Turner, Routededge

Additional readings may be posted on the course webpage: <https://lms.bu.edu>
(you must be logged in to view materials).