

BUSINESS IN A GLOBAL ENVIRONMENT

STUDENT GUIDE - MBA 688

MASTER OF BUSINESS ADMINISTRATION

Adult Studies

BELHAVEN COLLEGE

COURSE DESCRIPTION

This course is a study of the institutions and operations of international businesses. Emphasis will be on managerial policies and practices of firms operating in the global environment.

Portions of this material were developed by or with the Institute for Professional Development and are being used with their permission. Revised 11/28/01 (CS)

TOPICS

- Moral and Ethical Challenges in Emerging Markets
- The Global Economy: Trends in International Business
- Theory of International Trade and Investment
- International Economic Activity and the Balance of Payments
- International Financial Markets and Monetary Systems
- Economic Integration and Emerging Market Economies
- National Trade and Investment Policies
- Government Policies and Legal Regulation
- Cultural Considerations and Barriers
- Economies in Transition and Third-World Development
- International Business Research and Entry
- Multinational Corporations
- Strategic Marketing for Global Business Operations
- International Services and Financial Management
- International Accounting and Taxation
- International Human Resource Management
- Organization and Control in International Operations
- The Economy and the Global Environment

COURSE OBJECTIVES

- Recognize ethical issues that may arise in the international business field, assess them from a Christian perspective, and formulate a plan for dealing with them.
- Know where Culture and Christianity effect an economic system and development.
- Contrast alternative theories of international trade and investment.
- Explain and apply the fundamental principles involving foreign exchange, international financial markets, and the balance of payments.
- Identify issues relating to economic integration and emerging market economies.
- Analyze relevant environmental factors that must be addressed in global business.
- Explain effective principles for organization, management, and control of international operations.
- Assess distribution issues and strategies in light of balance sheet issues.
- Identify issues that are dealt with in international financial management.
- Evaluate taxation implications of international strategies and decisions.
- Learn to obtain international information from technology such as the Internet.
- Analyze the international business activities of a given corporation.
- Provide recommendations as to how these activities could be improved.
- Participate as a productive member of a learning team.

The following materials are required for this course:

TEXTBOOKS:

Stackhouse, M. L., McCann, D. P., and Roels, S. J., (with Williams, P. N.). (1995). *On Moral Business: Classical and Contemporary Resources for Ethics in Economics Life*. William B. Eerdsman's Publishing Company.

Czinkota, M. R., Ronkainen, I. A., and Moffett, M. H. (1999). International Business (5th Ed.). New York: The Dryden Press.

EVALUATION CRITERIA

Each student's grade will be based on the following:

INDIVIDUAL:

Assignments	15%
Chapter Quizzes	40%
Final Exam	15%

LEARNING TEAM:

Article Summaries	20%
Presentation	10%

Total	100%
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GRADING

A	94 -100
A-	90 - 93
B+	87 - 89
B	83 - 86
B-	80 - 82
C+	77 - 79
C	73 - 76
C-	70 - 72
F	69 and below

Note on On Moral Business articles

The entire group portion of the grade will be based on these articles, so they comprise 30% of your final grade. One is assigned every week, but for grading purposes only 3 are necessary. Over the course of the last five classes, your groups must turn in 2 written summaries (10% each) and do one presentation (10%). In terms of preparation, be ready to fill 1/4 of the discussion time as a team every week. Presentation weeks require 1/2 of the discussion time.

Because the grading of these is limited to group work, I will limit the discussion to 30 minutes in-class time each week. The time is ideally distributed evenly among four groups (your three student groups and the leader). I am the leader for the first week and any other week where a group doesn't present. Any group displeased with its grade can do extra cases and only the highest grades will be counted.

General Notes on Assignments

Assignments cover 15% of the grade. I will subdivide this into 3 parts. First, the Application of Strategy participation; Second, the actual work handed in; Third, the discussion at the beginning of class. The First two of the three will be worth more. Realizing the differences in discussion courage, I will not base that on volume, but rather, my feeling of the student's preparedness. If you are in line to receive anything less than an A- for that portion, I will let you know.

I will hand out the assignments the week before they are to be completed. Naturally, all of the questions, problems, and cases in the book will benefit one's learning of the material, but the graded portions will be limited to what I distribute. We will take 30 minutes on the discussion of the assignments both before and after they are done.

ASSIGNMENTS PRIOR TO CLASS ONE

INDIVIDUAL & LEARNING TEAM

1. Read Chapters 1-4 in the International Business textbook.
2. The case "Attracting Foreign Direct Investment: German Luxury Cars in the USA," beginning on p. 145 of the International Business textbook, should be read and discussed. The questions at the end of the case should be answered and submitted.
3. Read "Korean Economy: A Model Case of a Miraculous Growth," beginning on p. 757 in the On Moral Business textbook. Be ready to discuss it.