



## DEPARTMENT OF MANAGEMENT & ORGANIZATION

**06J: 146:001 International Business Environment**  
**Thursdays 6:30 – 9:00 p.m. W 207 PBB**

Term: Spring 2008 (Class meets January 24 – May 8, 2008)  
Instructor: Frank Rydzewski  
Office: PBB S388  
Office Hours: Thursday 10:00 – 12:00  
I will also meet with students by appointment before class.  
Students should feel free to call me at my office during my office hours.  
E-mail: frank-rydzewski@uiowa.edu  
Telephone: (319) 335-3944

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## INTRODUCTION

The course is designed to develop students' skills, which emphasize the application of business concepts and techniques in the global economy and adaptation of business practices to different economic, political, and cultural environments. The overarching goal of this course is to help prepare students to think and act strategically in the competitive international environment.

## COURSE FORMAT

The course will use a combination of lectures, case discussions, country research, and interactive exercises. A thorough assessment of the case studies and a good understanding of the additional reading material prior to each class session will make case discussions most valuable and rewarding. You should be prepared to answer questions regarding the readings and cases if called upon in class by the instructor.

## READINGS

Our readings will consist of a textbook and a recent special packet on globalization and other articles.

- *International Business – A Managerial Perspective*– 5<sup>th</sup> Edition, by Griffin and Pustay. Prentice Hall, 2007 – you can purchase this at the “Beat the Bookstore” as a used textbook.

- *SPIEGEL Special International Edition N° 7/2005: Globalization. The New World* – November 2005  
You can purchase this at the Iowa Book Store

## COURSE REQUIREMENTS

1. Students are expected to come to class prepared. This includes reading all assigned materials and preparing analyses of assigned work. Class attendance is mandatory.

Your attendance and participation in class is essential to your learning. Effective participation is accomplished through focused comments or analyses that illustrate how a particular strategic concept is used in the case or how a problem in the case might be solved. Effective participation can also emerge through timely, inquisitive questions that raise major debates in the concepts or critical aspects of the case. Quality of comments, rather than quantity, is the key to distinguishing A participation from B participation. Effective participation also requires that you listen carefully to other students' comments as well.

Quality comments have the following dimensions:

- Relevant – Your comments should be related to the case or the concepts being discussed
- Fact-Based – Your assessments and conclusions should be supported by case or other facts
- Logical – Your comments should reflect consistent and logical reasoning and make appropriate use of course strategic concepts.
- Contextual – Your comments should build upon the flow of the class discussion and reflect that you have listened to preceding comments.

Occasionally, some students find it difficult to participate effectively in class discussions because of language or other challenges. Please speak to the instructor early in the semester if this is a significant challenge for you.

2. One in-class mid-term examination will be given and a final exam during finals week, which is not cumulative.
3. There are 3 TEAM requirements and a peer review of your performance within the team. Each student will be assigned to a team and that team will be responsible for:
  - a. Case Analysis and write-up and Class Presentation/Discussion.
  - b. Global Skills assignment/write-up and Class Presentation/Discussion
  - c. Country assessment/write-up and Class Presentation/Discussion
  - d. Peer assessment by other team members of your contribution to the team.

## ASSESSMENTS AND GRADING

Exam #1 (Midterm)	100 points
Exam #2 (Final – covers 2 <sup>nd</sup> half of the class)	100 points
Team Requirements (see above)	100 points
Attendance and individual participation	100 points
<b>Total</b>	<b>400 points</b>

I intend to follow the college grading curve but reserve the right to vary from the curve should highly unusual circumstances arise. Your final grade will therefore be based on the following Distribution:

A	40%
B	40%
C	15%
D/F	5%

## TIPPie COLLEGE OF BUSINESS POLICIES AS THEY RELATE TO 06J:146:001

This course falls under the policies and guidelines adopted by The Tippi College of Business.

- 1. Accommodating Disabilities:** If you have a disability that may require some modification of seating, testing, or any other class requirement, please let me know as soon as possible so that we can make appropriate arrangements. Similarly if you have any emergency medical information about which I should know, or if you need special arrangements in the event the building must be evacuated, please let me know. Please see me after class hours or during our scheduled office hours or schedule an appointment. I would also remind you that the Office of Student Disability Services is available to assist you.
- 2. Sexual Harassment.** The Tippi College of Business and the University of Iowa are committed to providing students with an environment free from sexual harassment. If you feel that you are being or have been harassed or you are not sure what constitutes sexual harassment, I encourage you to visit the University [website](http://www.sexualharassment.uiowa.edu/index.php), <http://www.sexualharassment.uiowa.edu/index.php>, and to seek assistance from department chairs, the Dean's Office, the University Ombuds Office, or the Office of Equal Opportunity and Diversity.
- 3. Student Privacy.** Under the Family Educational Rights & Privacy Act (FERPA), enrollment in this course is private information. In order to participate in this class, it will be necessary to reveal to other students the names of students who are enrolled in this course (ICON groups,

and class first name tents). If you do not want your name revealed to other students enrolled in this course, please contact me in writing by the end of the first week of classes.

- 4. Academic Misconduct.** It is our sincere hope that no student in this class submits work which is not his or her own. However, it seems prudent to clarify in advance the policy on cheating. Academic misconduct as it applies to this class include: joint writing of individual papers, using unauthorized additional materials on a closed book exam, and most commonly, borrowing, paraphrasing or quoting material from another source (such as a company website) without providing proper citations. If I determine that any academic misconduct has occurred, the student will receive a zero (0) for the project and may receive an “F” for the class. In the event the academic misconduct applies to a group project, the entire group will bear the responsibility for misconduct.

Faculty is required to report all incidents of cheating to the Associate Dean of the Undergraduate Program and the student(s) may be placed on disciplinary probation for the remainder of their undergraduate work at the University of Iowa. In general, you may appeal a Professor’s decision of a Professor to the College of Business’ Judicial Board, then to the Associate Dean for the Undergraduate Program. The Honor Code for the Tippie College of Business will determine the appropriate appeal process. The Honor Code may be found at <http://www.biz.uiowa.edu/upo/honorcode.html>

- 5. Honor Pledge.** All students enrolled in classes under the control of the Tippie College of Business must signify agreement with an Honor Pledge *on all graded examinations, assignments and papers*. The pledge will read as follows: “I have neither given nor received assistance on this exam.” You may write out and sign the pledge on hand written material, you may sign your name below a pre-printed pledge, or (in the case of exams sent by electronic means) by typing out the pledge followed by your typed name.
- 6. Attendance Policy.** The faculty has adopted a policy on course attendance. Absences resulting from illness, mandatory religious obligations, or other unavoidable circumstances including certain University activities will be considered to be excused if we have prior knowledge (or soon thereafter in the event of illness). Examples of authorized activities include participation in University-scheduled events for athletic teams, the marching band and pep band, debate teams, and other recognized University groups, as well as participation in University field trips, service with the military or National Guard, and jury duty. Because this is a course designed for graduating seniors, we generally will excuse absences resulting from job interviews if we have prior knowledge.



Although an absence may be excused, I will not provide extra assignments to make-up the lost opportunity to participate. In addition, you are responsible for learning the material covered in class. Leaving campus before the beginning of scheduled vacation times or at the end of a semester, an assignment due in another class, or a family or employment activity is generally not considered excused.

What you can do? Whenever possible (e.g., religious obligation, authorized University activity), notify me via email of a conflict requiring an excused absence well in advance of a scheduled examination or other in-class activity. If you will be absent for more than five days you may ask the Registration Center to send notification of the absence to all your instructors.

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**WORKING OUTLINE - SUBJECT TO REVISION**

<i>Week/Date</i>	<i>Topic</i>	<i>Assignment</i>
1-Jan 24	An overview of International Business Peace Corps and Library Presentation	Read Chapter 1 and 2 of <b>International Business – A Managerial Perspective</b>
2-Jan 31	Legal, Technological, and Political Forces Teams Present assigned case, and global skills exercise Discuss Spiegel Article & Africa Presentation WSJ articles on International Business	Read Chapter 3 Read Previous Chapter's Case for in class discussion – "A Boom in Bangalore" & "Demography is Destiny" Read Spiegel article – Global Tooth Brush" – page 130 – 135, and hand in 1 page assessment
3-Feb 7	Culture Teams Present assigned case, global skills exercise, and country assessment. WSJ articles	Read Chapter 4 Read Previous Chapter's Case for in class discussion – "A job for 007"
4-Feb 14	Ethics and Social Responsibility in International Business Teams Present assigned case, global skills exercise, and country assessment.	Read Chapter 5 Read Previous Chapter's Case for in class discussion – "Quacking up a Storm of Business"
5-Feb 21	International Trade and Investment Teams Present assigned case, global skills exercise, and country assessment. Discuss Spiegel Article	Read Chapter 6 Read Previous Chapter's Case for in class discussion – A Pipeline of Good Intentions and Oil Curse " Read Spiegel Article – "Cheap and Cheerful" – page 33 – 39 and hand in 1 page assessment.

<i>Week/Date</i>	<i>Topic</i>	<b>Assignment</b>
6-Feb 28	The International Monetary Systems and the Balance of Payments Teams Present assigned case, global skills exercise, and country assessment. Discuss Spiegel Article	Read Chapter 7 Read Previous Chapter's Case for in class discussion – "Twenty-First Century Pirates" Read Spiegel Article – "Balance of Terror" pages 104 – 109 & 1 pager
7-Mar 6	Foreign Exchange and International Financial Markets Teams Present assigned case, global skills exercise, and country assessment. Discuss Spiegel Article	Read Chapter 8 Read Previous Chapter's Case for in class discussion- "Recent US BOP Performance: Is the sky falling?" Read Spiegel Article – "Traders of the Lost Ark" – pages 114 – 119 & 1 pager
8-Mar 13	Mid-Term Exam	Chapters 1 - 8
March 15 –23- Spring Break	NO Class	
9- March 27	Formulation of National Trade Policies Two country assessments Discuss Spiegel Article	Read Chapter 9 – no case tonight Read Spiegel Article – "The Market has no heart" – pages 142 – 146 & 1 pager
10-April 3	International Cooperation Among Nations Teams Present assigned case, global skills exercise, and country assessment. Discuss Spiegel Article	Read Chapter 10 Read Previous Chapter's Case for in class discussion – "The Long and Winding Road to Free Trade" Read 2 Spiegel articles on page 62 – 66 regarding Germany & 1 pager
11- April 10	International Strategic Management Teams Present assigned case, global skills exercise, and country assessment. Discuss Spiegel Article	Read Chapter 11 Read Previous Chapter's Case for in class discussion – " Nike: Developing an effective PR strategy" Read Spiegel Article – " Dueling Titans" – pages 8 – 20 & 1 pager
12 – April 17	Strategies for Analyzing and Entering Foreign Markets	Read Chapter 12 Read Previous Chapter's Case for in

<i>Week/Date</i>	<i>Topic</i>	<b>Assignment</b>
	Teams Present assigned case, global skills exercise, and country assessment. Discuss Spiegel Article	class discussion – “The New Conquistador” Read Spiegel Article – “Black Gold” – pages 92 – 95 & 1 pager
13 – April 24	International Strategic Alliances Teams Present assigned case, global skills exercise, and country assessment.	Read Chapter 13 Read Previous Chapter’s Case for in class discussion – “Heineken’s Global Reach”
14 – May 1	International Organization Design and Control & International Marketing Teams Present assigned case, global skills exercise, and country assessment. Discuss Spiegel Article	Read Chapter 14 & 16 Read Previous Chapter’s Case for in class discussion – “Slim line: Marching to a different drummer” Discuss 3 Spiegel Articles – pages 78 – 91 & 1 page on EACH.
15 – May 8	Guest Speaker	
Week of May 12 – Finals	Final Exam	Chapters 9 – 16 (ex Chapter 15)