



## **Hankuk University of Foreign Studies**

### **2024 Summer Session**

### **BUS 202 International Business**

### **Course Outline**

**Course Code: BUS 202**

**Instructor: Dr. Michael J. Petersen**

**Home Institution: North Dakota State University**

**Office Hours: TBA and by appointment**

**Email: Michael.j.petersen@ndsu.edu**

**Credit: 4**

**Class Hours:**

This course will have 52 class hours, including 32 lecture hours, 8 professor office hours, 8 TA discussion session hours, 4-hour review hours.

#### **Course Description:**

After finishing this course, you should have an understanding of the global business environment at various levels:

At the national level, you will be able to: describe different political, economic, and legal environments of countries, recognize the determinants of culture and distinguish between national cultural dimensions, and identify ethical issues in international business as well as develop recommendations for handling such issues.

At the cross-border level, you will be able to: recognize factors influencing the foreign exchange market and currency systems, differentiate between different types of regional integration, and describe how governments influence the trade environment.

At the firm level, you will be able to: describe each component of the strategic decision-making process of firms considering internationalization, explain different entry modes as well as their advantages and disadvantages, and understand key issues facing multinational enterprises and their employees.

#### **REQUIRED TEXT AND OTHER MATERIAL:**

1. Hill (12th edition). Global Business Today. McGraw-Hill, ISBN: 9781264067503
2. McGraw-Hill Connect (homework manager) packaged with the new textbook and various technologies available through the publisher's website.



**Course Grades:**

Homework (8 @ 25 pts each)	200 pts
Article Reviews (4 @ 10 pts each)	40 pts
Country Report	60 pts
Exams (2 @ 75 pts each)	<u>150 pts</u>
Total	450 pts

**Grading & Evaluation:**

A+ : 96 - 100	A : 91 - 95
B+ : 86 - 90	B : 81 - 85
C+ : 76 - 80	C : 71 - 75
D+ : 66 - 70	D : 60 - 65
F : 0 - 59	
Pa : Pass	Fa : Fail

**Course Components**

**1. Exams:**

The exams will be comprised of multiple choice questions, vocabulary, and short essay questions. The exams will cover material presented in the book and lecture.

**2. Homework:**

Homework will be completed on the McGraw-Hill Connect site and submitted electronically. It will consist of multiple choice, essay and short-answer problems.

**3. “International Business in the News” write-up:**

Select a recent news article (in English) related to topics we have discussed in class. Provide the title, author, source, and date of the news article you selected. Also, include a link to the article you have selected. In your write-up mention:

- a. Why did you choose this article?
- b. What are the main ideas of the article according to you? Describe in 2-3 sentences, not more.
- c. How does the information or ideas discussed in the news item relate to the material we have discussed in class?
- d. One question that you would raise after reading this article?

The write-up should be no shorter than one page and longer than 2 pages, double spaced, clearly organized, 1” borders all around, computer-typed in 12 pt font Times New Roman, typo-free, and following standard guidelines for quality college writing and citation formats of either MLA or APA.

**4. Country Project Report:**



You will be randomly assigned a particular country of the world. For that country, you will survey the political, economic, legal, cultural, trade, and monetary environment. In addition, you are expected to outline the challenges and opportunities of conducting business in the country and provide relevant guidelines for successful international business ventures in the country research about the country as well as international business. I recommend you approach this paper as a consulting firm or government agency providing information about this country to businesspeople around the world. This report should be able to be used by a firm located anywhere in the world that may be interested in doing business with your selected country. Thus, you should take a business perspective.

A possible outline that includes major topics for your report is:

1. Introduction
2. Political Environment (political system, structure, political parties, political risk)
3. Legal environment (legal system, legal issues in international business, legal risk)
4. Economic environment (economic system, main products and services, economic risk)
5. Monetary environment (currency system, currency risk)
6. Trade environment (major exports/imports, main trading partners, regional economic integration, tariff and trade barriers, government incentives for conducting business there)
7. Cultural analysis (cultural determinants, cultural dimensions, norms)
8. Guidelines for success when doing business in the selected country (i.e. not in general)

The report should be 6-8 pages in length (single-sided, typed, double-spaced, and error free in Times New Roman 11-12 point font), excluding the cover page, table of contents, list of references, and appendices. In addition to the main content, all written reports must include a cover page, a table of contents, page numbers, a list of current references (minimum of 10), and an appendix of key figures, charts, and the like. References should be written in American Psychological Association (APA) or Modern Language Association (MLA) format. If you are not familiar with these formats, consult manuals in the library. Current references should come from a variety of sources such as journals, websites, and books. Do not use the internet and textbook as your sole resources. You are encouraged to use headers and sub-headers to label different sections of the paper. Since points will be deducted for spelling and grammar mistakes, I strongly recommend that you have your report proofread by a writing tutor prior to submission.

The grading rubric will be divided as follows:

- 1) Content – 75%: This is the most important part of the report. This shows a group's ability to find, sift through, and compile information pertinent to this assignment. It also shows your analytical ability in terms of determining the challenges and opportunities of doing business in a country, and providing guidelines for successful ventures into this country. Thoroughness, accuracy, and keen analysis should come through in this portion of the paper.
- 2) Process – 25%: This refers to readability, flow, logic, organization, professional look, and writing mechanics, citations of the report. Reports should be clear, concise, structured in a logical fashion and easily readable, with a logical flow of thoughts and ideas as well as transitions



between paragraphs. The report should be devoid of spelling and grammatical errors. It should also look neat and professional, adhering to paper specifications noted above.

**Course Schedule:**

<b>Day</b>	<b>Chapter and Topic</b>	<b>Assignment</b>
Week 1 Day 1	Ch 1 Globalization	
Week 1 Day 2	Ch 2 National Differences in Political, Economic, and Legal Systems	HW #1
Week 1 Day 3	Ch 3 National Differences in Economic Development	
Week 1 Day 4	Ch 4 Differences in Culture	HW #2
Saturday		Article Review #1
Week 2 Day 1	Ch 5 Ethics, Corporate Social Responsibility, and Sustainability	
Week 2 Day 2	Ch 6 International Trade Theory	HW #3
Week 2 Day 3	Ch 7 Government Policy and International Trade	
Week 2 Day 4	Ch 8 Foreign Direct Investment	HW #4
Saturday		Article Review #2 Exam #1
Week 3 Day 1	Ch 9 Regional Economic Integration	
Week 3 Day 2	Ch 10 The Foreign Exchange Market	HW #5
Week 3 Day 3	Ch 11 The International Monetary System	
Week 3 Day 4	Ch 12 The Strategy of International Business	HW #6
Saturday		Article Review #3
Week 4 Day 1	Ch 13 Entering Developed and Emerging Markets	
Week 4 Day 2	Ch 14 Exporting, Importing, and Countertrade	HW #7
Week 4 Day 3	Ch 15 Global Production and Supply Chain Management	Country Report
Week 4 Day 4	Ch 16 Global Marketing and Business Analytics Ch 17 Global Human Resource Management	HW #8
Saturday		Article Review #4 Exam #2

**All assignments are due at Midnight on the date assigned. No late work will be accepted.**