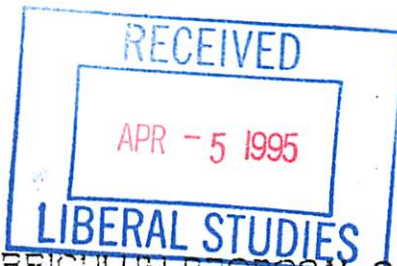


LSC Use Only  
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Action \_\_\_\_\_  
Date \_\_\_\_\_



UWUCC USE Only  
Number 94-24e  
Action App 4/18/95  
Date Senate App 5/2/95

CURRICULUM PROPOSAL COVER SHEET  
University-Wide Undergraduate Curriculum Committee

I. TITLE/AUTHOR OF PROPOSAL

Course/Program Title: International Business MG 350  
Suggested 20 character course title: International Bus  
Department: Department of Management  
Contact Person: Dr. Abbas Ali or Dr. Manmohan Chaubey

II. If a course, is it being proposed for:

- XXX Course Approval/Revision Only
- Course Approval/Revision and Liberal Studies Approval
- Liberal Studies Approval Only (course previously approved by Senate.)

III. APPROVALS

S.W. Ose  
Department Curriculum Committee

S.W. Ose  
College Curriculum Committee

Manmohan Chaubey  
Department Chairperson  
Robert C. Ose  
\* College Dean

\_\_\_\_\_  
Director of Liberal Studies  
(where applicable)

\_\_\_\_\_  
Provost (where applicable)

\* EACH COLLEGE DEAN MUST CONSULT WITH THE PROVOST BEFORE APPROVING CURRICULUM CHANGES. APPROVAL BY COLLEGE DEAN INDICATES THE PROPOSED CHANGE IS CONSISTENT WITH LONG RANGE PLANNING DOCUMENTS, ALL REQUESTS FOR RESOURCES IN THE PROPOSAL CAN BE MET, AND THE PROPOSAL HAS THE SUPPORT OF THE UNIVERSITY ADMINISTRATION.

III. TIMETABLE

Date Submitted:  
to LSC \_\_\_\_\_

Semester to be  
implemented:

Date to be  
published  
in Catalog  
Summer 1994

to UWUCC \_\_\_\_\_

Fall 1994

#### **IV. DESCRIPTION OF CURRICULUM CHANGE**

##### **I. Catalog Description**

**MG 350 International Business**

**3 credits  
3 lecture hours  
0 lab hours  
(3c-01-3sh)**

**Prerequisites: MG 310**

**A study of the international dimensions of business and the critical environmental and organizational factors that affect managerial approaches in the international arena. Focuses upon the management problems stemming from the movement of goods, human resources, technology, finance, or ownership across international boundaries.**

## Course Syllabus

### I. CATALOG DESCRIPTION

MG 350 International Business

3 credits  
3 lecture hours  
0 lab hours  
(3c-01-3sh)

Prerequisites: MG 310

A study of the international dimensions of business and the critical environmental and organizational factors that affect managerial approaches in the international arena. Focuses upon the management problems stemming from the movement of goods, human resources, technology, finance, or ownership across international boundaries.

### II. COURSE OBJECTIVES

The objective of this course is to foster an international business perspective among business students. It is designed to enrich their understanding of issues and problems encountered in managing multinational operations. It focuses upon the management problems stemming from the movement of goods, human resources, technology, finance, or ownership across international boundaries. It presents the concepts and theories in the field of international business. The course expects to create an understanding of the organizational and macro environmental level issues facing the multinational enterprises. The course also presents different approaches taken by MNEs in managing multinational operations.

### III. COURSE OUTLINE

- A. **Introduction to International Business** (2 lectures)  
What is international business? Scope of international business?
- B. **Economic, Political, and Cultural Environment** (3 lectures)  
International monetary system, trade balance; International organizations and trade controls; Competitive forces. International law and international business; National legal systems; Multicultural markets and workforce.

- C. Theories of International Trade (3 lectures)**  
International trade theories; Patterns in international trade - volume, direction, major trading partners; Trade barriers; Foreign investment.
- D. International Monetary System (3 lectures)**  
Gold standards, money markets, floating exchange rates; balance of payment; European Monetary System.
- E. Building a Global Strategy (3 lectures)**  
Why go global? MNEs Business Mission. Functional and operational strategies; Ownership strategies; Strategy review and update.
- F. Strategic Planning and Control (2 lectures)**  
Global strategic planning process: methods of planning, new directions in planning. Control process and multinational control systems. Information system.
- F. Market Assessment and Analysis (3 lectures)**  
Locating markets; Economic scanning; National economic comparison; Macroeconomic and market demand forecasting. Market screening process.
- G. Multinational Organization Design (3 lectures)**  
Evolutionary stages of multinational organizations; Subsidiary, international division, functional, regional, product division, matrix, and combination structures.
- H. Marketing Internationally (3 lectures)**  
Complexities in multinational marketing; The marketing mix. Assessing market risk. Global distribution logistics.
- I. Exporting and Importing (2 lectures)**  
Why export? Export and import practices and procedures; Financing; Government assistance and incentives.
- J. Accounting and Financial Management (3 lectures)**  
Multinational Accounting; International accounting standards; Currency translations. Capital raising and investment; Exchange rate fluctuations; Countertrade.
- K. Production Systems (3 lectures)**  
Lower cost and improved quality; Standardization of production facilities; Local production systems.
- L. Human Resource Management (3 lectures)**  
Issues in HR planning, staffing, compensation, training and development, employment termination, and motivation. Labor laws and union relations.

**M. International Technology Transfer (2 lectures)**

Nature, mode, and process of technology transfer; Choice of technology; Maintaining technological advantage; Technology transfer strategy and pricing.

**N. Trends and New Directions (3 lectures)**

Changes and new developments; Some forecasts of international environments and economic trends. Multinational management in future.

**IV. EVALUATION METHODS**

The final grade for the course will be determined as follows:

60% Tests. Three tests (including final) consisting of multiple choice, true-false, completion, short answers, and/or essay.

25% Problem assignments, written case analyses and in-class discussions, quizzes, and/or exercises.

15% Research Paper and/or Project: Each student will complete a written research report on a topic approved by the instructor. The report will be graded both on content and mechanic. The student, with the approval of the instructor, may opt for a project designing or analyzing international business aspects of an organization, industry, or country. All completed work will be due by the day of the last class.

**V. REQUIRED TEXTBOOKS SUPPLEMENTAL BOOKS AND READINGS**

Text: Ball, Donald A. and Wendell H. McCulloch, Jr. International Business: Introduction and Essentials, 5th ed. (Homewood, Il.: Irwin, 1993).

Readings: Handouts will be provided. Other readings may be assigned.

**VI. SPECIAL RESOURCE REQUIREMENTS**

Computer hardware and softwares needed for analysis will be provided through the PC lab.

## VII. BIBLIOGRAPHY

\_\_\_\_\_. A Basic Guide to Exporting. Washington D.C.: U.S. Department of Commerce, 1986.

\_\_\_\_\_. "Lessons from US Blunders," Fortune, April 23, 1990, 128-141.

\_\_\_\_\_. "Japan's Leaders Urge Businesses to Shift Their Focus to Improve Quality of Life." The Wall Street Journal, January 28, 1992.

Aitken, Thomas. Assessing the Political Environment: An Emerging Function in International Companies. New York: Conference Board, 1980.

Auerbach, Robert. Money, Banking, and Financial Markets, 2nd ed. New York: Macmillan, 1985.

Bornstein, Morris. Comparative Economic Systems. Homewood, Ill: Richard D. Irwin, 1989.

Chakravarthy, Balaji, and Howard Perlmutter. "Strategic Planning for a Global Business." Columbia Journal of World Business, Summer 1985, 3-10.

Copeland, Lennie, and Lewis Griggs. Going International. New York: Random House, 1985.

Gates, Stephen, and William Egelhoff. "Centralization in Headquarters-Subsidiary Relationships." Journal of International Business Studies, Summer 1986, pp. 71-92.

Harvey, Michael. "The Other Side of Foreign Assignments: Dealing with the Repatriation Dilemma." Columbia Journal of World Business, Spring 1982, pp. 53-59.

\_\_\_\_\_. Importing into the United States. Washington, D.C.: Department of Treasury, 1986.

Johansson, Johny, and Ikujiro Nonaka. "Market Research the Japanese Way." Harvard Business Review, May-June 1987, pp. 16-18.

Krugman, Paul, and Maurice Obstfeld. International Economics. Glenview, Ill: Scott, Forsman, 1988.

Levitt, Theodore. "The Globalization of Markets." The McKinsey Quarterly, Summer 1984, pp 2-20.

Madura, Jeff. International Financial Management. St. Paul: West Publishing, 1986.

Ostrey, Sylvia. "The Uruguay Round: An Unfinished Symphony." Finance and Development, June, 1991.

Porter, Michael, ed. Competition in Global Industries. Boston: Harvard Business School, 1986.

Schonberger, Richard, and Edward Knod, Jr. Operations Management. 3rd ed. Plano, Tex: Business Publications, 1988.

## **COURSE ANALYSIS QUESTIONNAIRE**

### **A. DETAILS OF THE COURSE**

- A1 This course will be a required course for majors in International Business. This course may also be taken by other business majors or by students in non-business majors with instructor's approval. The course is not intended for inclusion in the Liberal Studies program.
- A2 This course does not require changes in any other course or program in the department.
- A3 This course will be offered as a mixture of lecture-discussion, case analysis, exercises, and projects as is typical of many of the survey courses in our program.
- A4 This course has not been offered before. Part of its content may be covered as international aspects in functional area courses.
- A5 This course will not be a dual level course.
- A6 This course can not be taken for variable credits.
- A7 Similar courses are offered at several institutions of higher education. Course syllabi or catalog descriptions from similar courses at other universities are attached.
- A8 The contents of this course are stressed by the American Assembly of the Collegiate Schools in Business (AACSB), the business accreditation body, as the common body of knowledge. Due to the large amount of material and the importance of the subject matter, it cannot be adequately covered as part of existing courses.

### **B. INTERDISCIPLINARY IMPLICATIONS**

- B1 This course will be taught by one instructor.
- B2 Additional or corollary courses, now or later, are not needed.
- B3 The contents of this course are interdisciplinary in nature and draw from economics, sociology/anthropology, political science, law, and other functional business administration areas.
- B4 If the course is approved for students in the School of Continuing Education, seats for such students will be provided on a contingency basis.



### **C. IMPLEMENTATION**

- C1 No new faculty resources are required. Current faculty complement is sufficient to cover the instruction of this course based on anticipated departmental enrollment patterns in the near future.
- No other new resources are needed to teach the course. Current library, equipment and space allocations are adequate to offer this course.
- C2 No grant funds are needed to provide resources for this course.
- C3 This course will be offered each semester.
- C4 One or two sections of this course will be offered each semester.
- C5 Each section will accommodate thirty-five students. The need for individual attention for case analysis and exercises restrict the number of students in each section.
- C6 The business school accreditation body (AACSB) does set standards for appropriate student-teacher ratio in an institution. However, there are no such standards on an individual course by course basis.
- C7 This course is part of the major area requirements for international business majors.

### **D. MISCELLANEOUS**

In view of increasing international competition and globalization of economies, our program should provide the students with good understanding of international aspect of business. This course is an important step in that direction.