



**SAINT LOUIS UNIVERSITY – MADRID CAMPUS**  
**Faculty of Business Administration & Economics**

## **1 Course Information**

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Course Title	: Introduction to International Business
Course Number	: IB-2000
Semester	: Spring 2018
Meeting Time	: 2:30 PM - 3:45 AM
Meeting Days	: Monday & Wednesday, San Ignacio Hall C
Prerequisite	: ECON 1900
Credits hours	: 3
Curriculum	: Business core requirement

## **2 Instructor Information**

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Name	: Paolo Saona Hoffmann, Ph.D.
Office Location	: Padre Arrupe Hall, attic
Contact Telephone	: +34915545858 (ext. 254)
E-mail	: <a href="mailto:psaonaho@slu.edu">psaonaho@slu.edu</a> (please use the prefix “IB-2000” to start the subject line in all e-mails pertaining to this class. For example: “IB-2000 – I will be absent on Monday”)
Office hours	: Monday and Wednesday from 9:30 AM to 13:00 PM
Contacting me	: First, ask questions in class (it helps and others will likely have the same questions). Second, come see me during my office hours as listed above. Third, if neither of these options is possible, please send me an e-mail and alternative arrangements can be decided on

## **3 Course Description**

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A broadly based introduction to the field of international business; consists of an interdisciplinary survey of the fundamentals of (1) international trade; (2) environmental factors; (3) international institutions and agencies; and (4) company organization, managerial functions and operations around the world.

## 4 Learning objectives (desired student achievements) for IB-2000

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- Familiarize students with the vocabulary of international business (e.g. multinational, foreign direct investment, global supply chain, etc.).
- Familiarize students with international institutions relevant to international companies (e.g. International Monetary Fund, World Trade Organization, regional economic associations).
- Provide an overview of the global business environment, with a focus on its dynamic nature, and differences in cultural, technological, financial, economic, and legal/political systems.
- Expose students to theories that provide explanations for global business activities (e.g. trade and investment theories, global product life cycle, competitive advantage of nations).
- Examine business practices and strategies that may help one to operate successfully in a global context (e.g. cross-cultural marketing techniques, financial hedging instruments, global organizing and managing strategies).

## 5 Course Required Material

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**Required Textbook:** *International Business: The Challenges of Globalization*. Global edition 7e by John J. Wild and Kenneth L. Wild, ISBN: 9780273786979.

## 6 General Information

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This course will be taught with a combination of lectures and interactive discussion sessions. Lecture sessions will cover key aspects of conceptual and difficult sections of the chapter. Recommended readings are optional. Tests will be based on lectures and assigned readings.

## 7 Course Requirements

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### Grade Components and dates:

Mid Term Test (25%) –February 21–

Final Examination (35%) –May 04 at 3:30 PM–

Quizzes (20%) –Quiz I February 13 and Quiz II April 25–

Group Case Study & Presentations (20%) –April 18-23-30 & May 02–

### Grade Scale:

A mark of  $x$  on an examination or assignment will result in a(n):

$$90.0 \leq x < 95 = A-$$

$$80.0 \leq x < 83 = B-$$

$$70.0 \leq x < 73 = C-$$

$$95.0 \leq x \leq 100 = A$$

$$83.0 \leq x < 87 = B$$

$$73.0 \leq x < 77 = C$$

$$60.0 \leq x < 70 = D$$

$$x < 60 = F$$

$$87.0 \leq x < 90 = B+$$

$$77.0 \leq x < 80 = C+$$

### **Grading Methodology:**

*Term Tests (60%):* There will be a total of two tests. Each exam will cover a specified part of the course content. None of the exams will be cumulative. Most of the material on the exams will be taken from the text. However, anything that we discuss in class is potential test material (such as the cases, videos, and current articles), thus attendance is clearly in your best interest.

*2 Quizzes (10%+10%):* Previously to the mid-term test and the final exam the students will take a quiz in order to be better prepared for the mid-term and the final exam, respectively. The first quiz will be in February the 13<sup>th</sup> and the second in April the 25<sup>th</sup>.

*Group Case Study & Presentations (10%+10%):* You will be assigned to a group comprising 3-4 members. Each group will take on the role of top management in developing its international strategy, for instance in penetrating a new foreign market. This project will be graded based on creativity, application of content taught in this course and a written report and its presentation. The format of the report should be well structured and referenced proposal of no more than 12 pages (double-typed) and it must be submitted in hardcopy at the beginning of class on the day it is due. The assignment must be typed, double-spaced, with Times New Roman font size 12. No emailed or handwritten assignments will be accepted. Presentations will be scheduled right after the delivery of the written project. The final project must be delivered by the presentation day.

For participation in classes, students will be called upon randomly throughout the semester to give answers or comments on questions and issues. It is expected that the student attend the classes and follow the chapters with a high critical thinking behavior.

### **Classroom Philosophy, Policy of Missing Exams & Late Submission:**

- You are required to attend each class session prepared to participate and think critically during lecture and discussion sessions. You will be required to prepare in advance each class according to the instructions of the professor. As responsible adults, I trust you will be able to sustain a mutually respectful classroom atmosphere by treating all classmates as equals.
- Tests and case studies due dates are scheduled well in advance, so you can plan around these dates. I feel that exams/assignments are fair to everyone if and only if everyone completes them at the same time. It is not only impossible to come up with an alternative which is fair to everyone but it also imposes a significant cost on other students and me. Therefore, I have strict policy on late assignments/exams.
- Any consideration for missing a test will be taken into account only under truly exceptional circumstances. I will require, at a minimum, a signed formal note and a phone number of the physician or other relevant person. Be aware that a mere note indication that you visited a physician around the date of the exam will not be sufficient. The burden of the proof will be on the student. Missing exams or late submission of assignments without a formal note justifying the fact will be graded with 0.0%.
- No late submissions for the study cases will be accepted. All required assignments are to be submitted on time. Students are expected to be working on the assignments throughout the term and not just on the last few days. Hardware failure or inaccessibility is not an excuse reason.
- There will be NO makeup exam/test. In order to be excused from an exam/test, the

student must contact me before the exam. In most cases I will require students to provide me with additional documentation to justify why the student is unable to take the exam. Please note that a simple note indicating that you were seen at the health center the day of the exam does not, in and of itself provide sufficient documentation. Excuses will be granted if the student is unable to take the exam because of serious illness or injury, or a significant personal or professional commitment.

- Tardiness is at best a rude disruption to your fellow classmates who are punctual, and except for legitimate reasons (doctor's letter certifying illness for example), you are expected to attend all class sessions.
- Although there are no credits for attendance, ALL the students are expected to attend every single session. Absence will for sure be detrimental in the student's individual performance.

## 8 Course Outline<sup>1</sup>

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1. *Global Business Environment*  
Globalization (Chapter 1)
  
2. *National Business Environments*  
Cross-cultural business (Chapter 2)  
Politics, law, and business ethics (Chapter 3)  
Economics and emerging markets (Chapter 4)
  
3. *International Trade and Investment*  
International trade (Chapter 5)  
Business-government trade relations (Chapter 6)  
Foreign direct investment (Chapter 7)  
Regional economic integration (Chapter 8)
  
4. *The International Financial System*  
International financial markets (Chapter 9)  
International monetary system (Chapter 10)
  
5. *International Business Management*  
International strategy and organization (Chapter 11)  
Analyzing international opportunities (Chapter 12)  
Selecting and managing entry modes (Chapter 13)

## 9 Important Dates

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January 21 – Last Day to Drop a Class Without a Grade of W and/or Add a Class  
January 21 – Last day to choose audit (AU) or Pass/No Pass (P/NP) options  
March 09 – Last Day to Drop a Class and Receive a Grade of W  
March 15 – Last day to submit Transfer Application for fall semester  
April 04 – Registration for Fall 2018 semester opens

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<sup>1</sup> This schedule is subject to change. Eventual variations will be announced in class.

## **10 Academic Accommodations and Learning Resources Statement**

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In recognition that people learn in a variety of ways and that learning is influenced by multiple factors (e.g., prior experience, study skills, learning disability), resources to support student success are available on campus. Students who think they might benefit from these resources can find out more about:

- Course-level support (e.g., faculty member, departmental resources, etc.) by asking your course instructor.
- University-level support (e.g., tutoring/writing services, Disability Services) by visiting the Academic Dean's Office (San Ignacio Hall) or by going to <http://www.slu.edu/madrid/learning-resources>.

Students with a documented disability who wish to request academic accommodations must contact Disability Services to discuss accommodation requests and eligibility requirements. Once successfully registered, the student also must notify the course instructor that they wish to access accommodations in the course. Please contact Disability Services at [disabilityservices-madrid@slu.edu](mailto:disabilityservices-madrid@slu.edu) or +915 54 58 58, ext. 230 for an appointment. Confidentiality will be observed in all inquiries. Once approved, information about the student's eligibility for academic accommodations will be shared with course instructors via email from Disability Services. For more information about academic accommodations, see "Student Resources" on the SLU-Madrid webpage.

Note: Students who do not have a documented disability but who think they may have one are encouraged to contact Disability Services.

## **11 University's Academic Integrity Statement**

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Academic integrity is honest, truthful and responsible conduct in all academic endeavors. The mission of Saint Louis University is "the pursuit of truth for the greater glory of God and for the service of humanity." Accordingly, all acts of falsehood demean and compromise the corporate endeavors of teaching, research, health care and community service via which SLU embodies its mission. The University strives to prepare students for lives of personal and professional integrity, and therefore regards all breaches of academic integrity as matters of serious concern.

The governing University-level Academic Integrity Policy can be accessed on the Provost's Office website at: [http://www.slu.edu/Documents/provost/academic\\_affairs/University-wide%20Academic%20Integrity%20Policy%20FINAL%20%20%206-26-15.pdf](http://www.slu.edu/Documents/provost/academic_affairs/University-wide%20Academic%20Integrity%20Policy%20FINAL%20%20%206-26-15.pdf). Additionally, SLU-Madrid has posted its academic integrity policy online: <http://www.slu.edu/madrid/academics>. As a member of the University community, you are expected to know and abide by these policies, which detail definitions of violations, processes for reporting violations, sanctions and appeals.

The professor will review these matters during the first weeks of the term. Please direct questions about any facet of academic integrity to your faculty, the chair of the department of your academic program or the Academic Dean of the Madrid Campus.

## **12 Collection of Student Work for Assessment**

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In order to maintain quality academic offerings and to conform to accreditation requirements, SLU-Madrid regularly assesses its teaching, services and programs for evidence of student learning. For this purpose, SLU-Madrid keeps representative examples of student work from all courses and programs on file, including assignments, papers, exams, portfolios and results from student surveys, focus groups and reflective exercises. Copies of your work for this course may be kept on file for institutional research, assessment and accreditation purposes. If you prefer SLU-Madrid not to retain your work for this purpose, you must communicate this decision in writing to your professor.

## **13 Title IX Statement**

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Saint Louis University and its faculty are committed to supporting our students and seeking an environment that is free of bias, discrimination, and harassment. If you have encountered any form of sexual misconduct (e.g. sexual assault, sexual harassment, stalking, domestic or dating violence), we encourage you to report this to the University. If you speak with a faculty member about an incident of misconduct, that faculty member must notify SLU's Title IX deputy coordinator, Marta Maruri, whose office is located on the ground floor of Padre Rubio Hall, Avenida del Valle, 28 (mmaruri@slu.edu; 915-54-5858, ext. 213) and share the basic fact of your experience with her. The Title IX deputy coordinator will then be available to assist you in understanding all of your options and in connecting you with all possible resources on and off campus.

If you wish to speak with a confidential source, you may contact the counselors at the SLU-Madrid's Counseling Services on the third floor of San Ignacio Hall (counselingcenter-madrid@slu.edu; 915-54-5858, ext. 230) or Sinews Multipletherapy Institute, the off-campus provider of counseling services for SLU-Madrid (www.sinews.es; 917-00-1979). To view SLU-Madrid's sexual misconduct policy and for resources, please visit the following web address:<http://www.slu.edu/Documents/Madrid/campus-life/SLUMadridSexualMisconductPolicy.pdf>.