

# **MGT 3660: International Business** (Fall 2024)

Georgia Tech Lorraine

**Professor: Dr. Alka Varma Citrin**

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**Office Hours online:** TBD

**Required Text Book:**

Global Business Today, **11th Edition**, by Charles Hill. New York, NY: McGraw-Hill 2018 (ISBN-10 # 1260565815)

**Suggested Readings:**

Current periodicals, such as *The Wall Street Journal*, *Economist*, *Business Week*, *Economist*, *International Herald Tribune*, *New York Times*

**Specific Course Objectives:**

This introductory course will expose you to the fascinating and sometimes complex issues that managers need to plan for and to succeed in an international business context. Covering a wide range of topics including how business operations are impacted by the environments (political, cultural, economic, legal, and financial) in which they operate, you will learn how to navigate the different international trade agreements, investment policies, trade blocs, and financial markets risks choosing appropriate market entry strategies that will safeguard your business. Throughout the semester, you will also learn about and access databases that provide valuable information that allow you to apply what you learn to help you make informed business-related decisions as you learn to navigate the international business environment.

## **THIS COURSE MEETS LEARNING GOAL II: GLOBAL PERSPECTIVES**

Students will demonstrate the ability to describe the social, political, and economic forces that influence the global system. They will examine the role of US businesses as global participants in the world while becoming cognizant of the political, economic, social, and cultural issues important to successfully negotiate the international business environment. Students will demonstrate that they have met Learning Goal II outcomes by successfully passing the examinations counting worth a total of 45% of the final grade, completing a series of global environment (GE) exercises addressing different aspects of the global environment (15% of the final grade), critically evaluating and presenting cases related to real world events (10% of final grades), and completing and presenting a country analysis in which they integrate all the course knowledge (15% of final grades). Detailed grade breakdown is given below.

**Evaluation:**

Exams (3 each worth 15% of grades)		<b>45%</b>
Case analysis & presentations (group work)		<b>10%</b>
Country analysis (group work)		<b>15%</b>
Team presentation	10%	
Country Analysis Outline	4%	
Country Analysis draft	1%	
Global Edge Exercises (group)		<b>15%</b>
Group Evaluations (2 X 5% each)		<b>10%</b>
Attendance (Taken during scheduled cases, GE work, and Project presentations)		<b>5%</b>
<b>Total</b>	.....	<b>100%</b>

**Grading Scale:**

A	= 90%-100%	C	= 70%-79.9 %	F	= Below 60%
B	= 80%-89.9%	D	= 60%-69.9%		

## Tentative Course Schedule and Assignment Due Dates

Week	Topic	Reading/Assignment
1	Course Introduction & Globalization National Differences	Chap 1 Chap 2
2	National Differences in Political Economies	Chap 2 Personal Information Sheet due Group preference
	National Differences in Economic Development	Chapter 3 Confirm group assignments, Case presentation dates Project country preferences
3	Political Economies	Chap 4; <b>Case 1: The Decline of Zimbabwe, GE#1work</b>
	Cultural differences	Chap 4,
4	Cultural Differences	Chap 4 & 5, <b>GE2 work</b>
	Cultural Differences & Ethics	<b>Case 2: The Swatch Group and Cultural Uniqueness</b>
5	International Trade Theory	Chap 6 <b>Case 3: Rise of Bangladesh's Textile Industry</b>
	<b>Exam 1</b>	<b>Chapters 1-6</b>
6	Government Policy & International Trade	Chap 7
	Government Policy & International Trade	<b>GE3 work; Case 4: Boeing and Airbus are in a dogfight over illegal subsidies</b>
7	Foreign Direct Investment	Chap 8 <b>GE4 work; Case 5: FDI in the Indian Retail Sector</b>
	Regional Economic Integration	Chap 9 <b>Case 6: Free Trade in Africa</b>

Week	Topic	Reading/Assignment
8	Foreign exchange and Intl Monetary Policy	Chaps 10 & 11, <b>GE5 work</b>
	Foreign exchange and Intl Monetary Policy	<b>Case 7: The Mexican Peso, the Japanese Yen, and Pokeman Go</b> <b>(Group Eval 1 due)</b>
9	Foreign exchange and Intl Monetary Policy	
	International Bus. Strategy	Chap 12 <b>Case 8: Avon Products, pg. 364</b>
10	<b>Exam 2</b>	<b>Chapters 7-11</b>
	Entering Developed & Emerging Markets	<b>Chapter 13</b> <b>GE 6 work; Case 9: General Motors in China</b>
	<b>Fall Break: Oct 28- Nov 1 No class</b>	
11	Global Production& Supply Chain Management	Chap 15 <b>GE7 work; Work on final project</b>
	Global Production& Supply Chain Management	
12	Exporting, Importing, Countertrade	Chap 14
	Exporting, Importing, Countertrade	Chap 14, <b>Project Outline Draft Due</b>
13	Global Marketing & R & D	<b>Plan to meet in groups with me to discuss your presentation and final report</b> <b>Chap 16, Case 10: Domino's Pizza Case</b> <b>GE8 work</b>
	<b>Exam 3</b>	Primarily covers chapters 12-16
14	Final project presentations	<b>Final project outline and presentation</b> <b>overheads due at start of the class for all groups</b>
	Final project presentations	<b>Group Evaluation 2 due</b>
15	Final project presentations	