

MGT 3660: International Business (Spring 2026)

Georgia Tech Europe
Class Zoom Meeting Link:

Professor: Dr. Alka Varma Citrin

e-mail: alka@gatech.edu (best way to reach me)

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Office Hours online: By appointment

TA: *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 course is a survey of business-related topics that are important to the success of business activities and ventures that take place outside the firm's "home" country. The course begins with an exploration of the environments which directly influence the conduct of business: international trade and investment policies, international business entities, legal, cultural, and political characteristics, and international organizations. For the balance of the course, we will focus on various specific characteristics of operating in the international business environment that affect the way the global firm functions.

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)	45%
Case analysis & presentations (group work)	10%
Country analysis (group work)	10%
Team final project presentation	9%
Country Analysis draft	1%
Global Edge Exercises (group)	15%
Group Evaluations (2 X 5% each)	10%
Attendance (Taken during scheduled cases, GE work, and Project presentations)	10%
Total	100%

Grading Scale:

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

Note: I do not curve grades and course letter grades will be assigned on a straight percentage basis of total percentage points earned.

Grade Appeals:

If a student believes that the grade given on an assignment or an exam is incorrect, s/he may appeal the grade by submitting an email in writing stating the reason why the student wishes the assignment to be regraded within one week of the time the graded work is returned or posted. Every effort will be made to return graded assignments and exams in a timely manner. It is your responsibility to verify the accuracy of your grades and to bring to my notice any missing or incorrectly entered grades. Please do not wait till the end of the semester to claim credit for missing or incorrect grades.

❖ **Examinations:** There will be several exams given during the semester as indicated in the syllabus. The final project is in lieu of a final exam.

- For exams you may not bring calculators, laptops, books, etc.
- Examinations must be taken on the date scheduled and **no makeup exams** will be given later except in the case of university mandated reasons or documented medical or family emergency which needs to be accompanied with a note from the dean of students. If, for some reason you must miss an exam (e.g., for a university related required absence which is documented) and are aware of the fact earlier, talk to me to arrange to take the exam prior to the exam date. A missed exam with no prior arrangement to take the exam at an earlier date (and without an acceptable documented reason for the absence) will be given a zero score.
- Note that exams administered online need to be taken in a proctored environment.

Groups: Students can self-select or will be assigned to work in groups of approximately 3 students. The group will be formed by the start of the second week of class. If a student does not contribute to the group work consistently, he/she will be assigned to work alone. The groups will be responsible for the following:

- 8 global edge exercises
- 2 case analysis, as well as case presentations on the dates that they are due.

- Country analysis project outline and presentation in class

- ❖ **Global Edge Exercises (laptop/tablet device needed to access data sources online in class):**
completed exercises are due on the class day following the class day in which the exercise are scheduled on the syllabus. These exercises are marked on the syllabus with a notation, “GE#” Each GE assignment has several sub assignments which need to be completed according to detailed instructions provided and posted on Canvas. Typically, I will assign a short amount of time in class to meet with your group members to discuss the exercise completion and to begin working on these exercises. You will be required to access specific online resources to gather data to complete the exercises. A concise typed summary of your responses to the questions needs to be submitted on canvas as a group at the start of the class following the class in which they are assigned. If you are unable to work with your group on the exercise in class, you cannot add your name to the submission and must complete it on your own to receive credit for completing it. Most GE exercises have at least some parts related to the final project and the data for much of this needs to be reported in a table format. I will discuss this more in class.
- ❖ **Case writeup and case presentation (group assignment) See list of cases and presentation dates on the last page of this syllabus:**
 - **Case writeup:**
 - The group scheduled to present the case must turn in a two-page typed report responding to the key questions related to the case at the start of the class period for which it is assigned in addition to making a well thought out presentation. Copies of your slides along with the written portion must be submitted on canvas as a group by the start of the class on the day it is scheduled for presentation. **Please complete the written assignment in a question-and-answer format by first providing the question being addressed and your response to that question.** Your answers must be proofed for grammar, spelling, and understandability. Concise and thoughtful responses will earn higher grades compared to lengthy and unfocused answers. In addition, please ensure that you present an update on the current situation related to the case being analyzed BOTH in the written and oral part of your presentation. Grading for the case analysis will take into account both the written responses as well as the presentation quality.
 - **Case presentation:**
 - should not exceed 15 minutes. The case presentation should include a brief background of the facts in the case, an analysis of the main problem(s) and issue(s) using the questions answered as a guideline to structure your analysis, and an update on the status of the situation described in the case.
 - Turn in a copy of your slides on Canvas along with the write up responses to the case questions as detailed above.
 - Both the written and the oral presentation should discuss each case question by first presenting the question followed by an appropriate analysis and response to the question.
 - Ensure that you have thoroughly read and understood the terminology and concepts presented in the case corresponding book chapter to use the appropriate terminology and concepts in your presentation. In some instances, I may not have covered the relevant chapters, but you are still responsible to go over the content to correctly address the case issues using appropriate terminology.
 - Remember to do some secondary research to present current information to back up any assertions and recommendations you believe are relevant to the case. This should be discussed in both the write-up and the presentation in class.

- Each student in the group must play an active role in the presentation. Group members absent from the presentation either by virtue of a physical absence or not presenting will earn a zero for that portion of the grade.
 - Presentations that show enthusiasm and engagement with the class, professionalism in presenting the material, and that demonstrate an understanding and mastery of the related topics from the chapter to which the case relates will earn high grades. It is important that you practice the presentation as a group.
 - Avoid simply reading off flash cards or overheads without trying to engage with the audience. Have a clear structure for the presentation and present the case summary and question responses in a logical, thoughtful, and precise fashion.
- ❖ **Country Analysis Outline and Presentation:** Students will also work in their groups to analyze a firm's entry strategy into a specific country (by evaluating and contrasting two different countries) and will present the important issues considered for successful business operations and reasons for their choices. More details on this project will be provided in class. Groups will present their analysis in class on their assigned date. Every student in the group must be part of the presentation and contribute in terms of presenting beyond simply introducing group members. Students that do not present will forfeit the entire portion of their individual presentation grades. A draft of the country analysis outline as well as the final outline will be due as specified in the course schedule.
- ❖ **Group Evaluations:** Since a significant portion of the work is in groups, it is critical that you work regularly and contribute your fair share to the group. You must complete and turn in a peer evaluation form that will be provided and evaluate each group member including yourself. You must turn in the completed group evaluation form by the start of class on by the date on which it is due. The group evaluations will count towards your final grades and will be calculated by averaging each group member's assessment of your contribution to that group's work.
- Communicate with your group members and make arrangements to do your fair share of the work even if you need to miss a class.
 - If you are facing difficulties working with your group, talk to me about this early or try to resolve it by openly discussing issues with your group members with the aim of finding a solution to make the group work.
 - In the event a group member is consistently not doing his/her share of the work, I may (after consulting all group members to find a solution) ask the individual student to work on his/her own.
 - Excessive absences from class sessions or a poor group evaluation score will result in a proportional reduction in all your group related assignment grades (an average group evaluation score between 80% & 89% will result in a 10% reduction in ALL group assignment scores, between 70% and 79% will result in a 20% reduction, etc.). Clearly, this reduction in the group portion of grades will directly impact your final grades.
- ❖ **Attendance:** You are expected to attend class regularly. Attendance will be taken on GE exercise workdays (indicated in the syllabus), case presentation/discussion days and project presentation dates (Essentially almost every day). Two attendance drops will be permitted with no impact on the attendance grades so please reserve these for days you may be sick or have some GTL required reason to be absent. Additional absences due to personal trips, etc. will not be excused. In addition, note, that I am required to report any class absence on the first-class day of the week following a weekend to ensure the safe return of all students to campus. If there is a pressing reason for your absence right after any weekend, please let me know so that we know that you are safe.

Classroom Policies

I make every effort to come prepared for each class session and to respond to your questions fully and courteously. By the same token, I expect each student to attend each class session and, to the best of his/her ability, to come prepared with the assigned readings and assignments. Use of electronic media in the classroom should be strictly limited to classroom related work.

- ❖ Since this class is being taught synchronously using Zoom, please ensure that you are present during class sessions **ready to attend class with your camera switched on**. You should generally mute your microphone unless you wish to ask questions or add to the class discussions to prevent distracting noises.
- ❖ **Student Honor Code/Academic Honesty:** Adherence to the Student Honor Code is expected. The Academic Honor Code is explained in detail in the GIT General Catalogue or at <http://www.deanofstudents.gatech.edu/Honor/>. Any instance of suspected academic dishonesty (e.g., plagiarism; cheating on an examination) will be referred to the Office of the Dean of Students for disciplinary action. Please familiarize yourself with avoiding it now (for example, a guide for students at the University of Toronto is given at <http://www.utoronto.ca/writing/plagsep.html> and may be helpful to you in understanding what constitutes the offense).
- ❖ **Electronic Media Usage:** Please desist from using the wireless/cellular services for non-course related communications or work
- ❖ **Policy on Late Assignments:** **If an assignment is turned in late it will be accepted for up to 5 university working days with a penalty of 20% of the assignment points** taken off for each day that the assignment is late. After five working days, the assignment will not earn any credit.
- ❖ **Classroom Behavior:** If you need to arrive late or to leave early, please let me know in advance if possible. Please join the online session as soon as you can do so. Note that simply joining a class session at the end/beginning of the class will not earn you an attendance point on the day attendance is scheduled to be taken. If I call on you by name to respond to a question and you do not respond, it indicates to me that you are not really present in class and you will be marked absent for that day. There may be times when I terminate the session early to allow students to work with each other in their groups, so it is in your best interest to be present in class at the start of the class session.
- ❖ **Disability Resource Center Accommodations:** Reasonable accommodations are available for students who have a documented disability. **Please notify the instructor during the first week of class of any accommodations needed for the course.** Late notification may cause the requested accommodations to be unavailable.

Recordings of Class Sessions and Required Permissions

*Due to Covid-19 concerns and the increased use of distance learning, our class sessions may be audio visually recorded for use by enrolled students. Class recordings, lectures, and other classroom presentations presented through video conferencing and other materials posted on Canvas are for the sole purpose of educating the students enrolled in the course. **Students may not record or share recordings**, including screen capturing, unless the instructor states so or individual permission is obtained. Exams and tests may require students to engage the video camera, but those recordings will not be shared with or disclosed to others without consent unless legally permitted. Additional information may be found [here](#).*

- ❖ *For classes where participation is voluntary, students who participate with their camera engaged or utilize a profile image are agreeing to have their video or image recorded.*
- ❖ *For classes requiring class participation, if students are identifiable by their names, facial images, voices, and/or comments, written consent must be obtained before sharing the recording with persons outside of students in the class.*

Tentative Course Schedule and Assignment Due Dates (subject to revision)

Week		Topic	Reading/Assignment
1	Jan 14 Jan 16	Course Introduction & Globalization National Differences	Chap 1 Chap 2
2	Jan 19	National Differences in Political Economies	Chap 2 Personal Information Sheet due Group preference
	Jan 21	National Differences in Economic Development	Chapter 3 Confirm group assignments, Case presentation dates Project country preferences
3	Jan 26	Political Economies	Chap 4; Case 1: The Decline of Zimbabwe, GE#1 work
	Jan 28	Cultural differences	Chap 4,
4	Feb 2	Cultural Differences	Chap 4 & 5, GE2 work
	Feb 4	Cultural Differences & Ethics	Case 2: The Swatch Group and Cultural Uniqueness Complete practice quiz for Exam 1
5	Feb 9	International Trade Theory	Chap 6 Case 3: Rise of Bangladesh's Textile Industry
	Feb 11	Government Policy & International Trade	Chap 7
6	Feb 16	Exam 1	Chapters 1-6
	Feb 18	Government Policy & International Trade	GE3 work; Case 4: Boeing and Airbus are in a dogfight over illegal subsidies
		Spring Break: No class February 23-27	
7	Mar 2	Foreign Direct Investment	Chap 8 GE4 work; Case 5: FDI in the Indian Retail Sector
	Mar 4	Regional Economic Integration	Chap 9 Case 6: Free Trade in Africa

Week	Dates	Topic	Reading/Assignment
8	Mar 9	Foreign exchange and Intl Monetary Policy	Chaps 10 & 11, GE5 work
	Mar 11	Foreign exchange and Intl Monetary Policy	Case 7: The Mexican Peso, the Japanese Yen, and Pokeman Go (Group Eval 1 due)
9	Mar 16	Foreign exchange and Intl Monetary Policy	
	Mar 18	International Business Strategy	Chap 12 Case 8: Avon Products, pg. 364
10	Mar 23	Exam 2	Chapters 7-11
	Mar 25	Entering Developed & Emerging Markets	Chapter 13 GE 6 work; Case 9: General Motors in China
11	Mar 30	Global Production& Supply Chain Management	Chap 15 GE7 work; Work on final project
	Apr 1	Global Production& Supply Chain Management	
12	April 6	No class, Easter Holiday	
	Apr 8	Exporting, Importing, Countertrade	Chap 14
	Apr 10	Exporting, Importing, Countertrade	Chap 14, Project Outline Draft Due
13	Apr 13	Global Marketing & R & D	Plan to meet in groups with me to discuss your presentation and final report Chap 16, Case 10: Domino's Pizza Case GE8 work
14	April 15	Exam 3	Primarily covers chapters 12-16
	April 20	Final project presentations Group work	Final project outline and presentation overheads due at start of the class for all groups
	April 22	Final project presentations	Group Evaluation 2 due
15	April 27	Final project presentations	

MGT 3660: International Business Case Presentation Dates for Fall 2023

Case #	Case Name	Group #	Date
1	The Decline of Zimbabwe		
2	The Swatch Group & Cultural Uniqueness		
3	Rise of Bangladesh's Textile Trade		
4	Boeing and Airbus are in a Dogfight over illegal subsidies		
5	FDI in the Indian Retail Sector		
6	Free trade in Africa		
7	The Mexican Peso, the Japanese Yen, and <i>Pokemon Go</i>		
8	Avon Products		
9	GM in China		
10	Domino's Pizza		