

IB 403
INTERNATIONAL BUSINESS
&
NATIONAL POLICIES



Tuesday & Thursday
1:35pm-2:50pm
Instructor: Maurie Caitlin Kelly, Ph.D.
Phone: 814-863-0104 Email: Please use Canvas email to contact me.

COURSE OVERVIEW

This course uses an interdisciplinary approach to explore the dynamics of international business (IB), focusing specifically on how differences among countries shape the relationships between multinational enterprises (MNEs) and national governments. After reviewing IB themes and models of business-government relations, we then will study the business environments of the world's major countries and regions, including Europe, Latin America, Asia, and Africa.

This is an interactive discussion-based course. We will use cases and articles for background material as well as current videos and other online resources to highlight specific topics and concepts.

The course has three objectives.

- The first is to obtain a basic familiarity with the countries of the world and awareness of contemporary global issues.
- The second is to develop an understanding of how business environments differ throughout the world, and the political, historical, institutional, economic, geographic, and cultural reasons for these differences.
- The third objective is to understand how these differences among countries and regions affect MNEs and the decisions their managers make.

Assignments, Exams, Quizzes, Activities Points

| | | | |
|------------------------|-----|------------------|-----|
| First Exam | 125 | Participation | 200 |
| Second Exam | 125 | IB in the News | 100 |
| Quizzes | 200 | Group Activities | 200 |
| Individual Assignments | 50 | | |

Total Points: 1000

Grades on projects, exams, and quizzes are available via our course Canvas site. I use Canvas for all course materials. The syllabus, PowerPoint lectures, assignments, and the course calendar are available for viewing on Canvas as well. If you will be missing class for a University sanctioned event, you must email me prior to the event. NOTE: This course uses points. The % on Canvas is not your grade. Keep track of your points rather than relying on the Canvas %.

Grading Scale

| | |
|------------------|-----------------|
| A = 960 to 1,000 | C+ = 760 to 799 |
| A- = 900 to 959 | C = 700 to 759 |
| B+ = 870 to 899 | D = 600 to 699 |
| B = 830 to 869 | F = Below 600 |
| B- = 800 to 829 | |

Exams (250 Points)

There will be two exams @ 125 points each

Quizzes (200 Points)

There will be 10 quizzes throughout the semester worth 20 points each.

Quizzes are on Canvas. They are timed. The questions are based on the readings for each week. If you have readings for Tuesday and Thursday, the quiz will cover all those readings.

Quizzes are due before class on Thursday.

There will be no makeup quizzes unless it is an emergency.

Individual Assignments (50 Points)

1. **Corruption in International Business (20 Points):** The assignment is on corruption in international business. It is described on Canvas.

2. **Country Briefs (30 Points/10 for each country):** For each region of the world we discuss, you will be assigned a country. See Canvas for details.

Group Activities (200 Points)

You will be doing six interactive simulations and a final group presentation. These may be groups of two or more students. Groups will be assigned.

For the simulations, you will be required to submit responses to pre-simulation questions or you will not be allowed to participate nor will you receive credit. Late submissions will not be accepted for any reason.

You must be present to receive full credit for simulations.

Details are posted on Canvas in the assignments section and in the modules.

1. **International Merger Activity. (25 Points)** will give you an opportunity to negotiate an international business agreement in a small group. You will be submitting responses to questions related to material provided prior to the class in which we do the activity.
 - **This activity DOES NOT require you to prepare as a group.**
2. **International Business Simulation (AB). (25 Points)** This activity will provide you with an opportunity to explore the complexities of working through a high technology international business deal.
 - **This activity DOES NOT require you to prepare as a group.** You will be submitting your own individual responses to questions about the scenario.
3. **International Business Simulation (25 Points)**
 - **This activity DOES require you to prepare as a group.** You will be submitting your own individual responses to questions about the scenario and then planning a team strategy in class.
4. **Meridia/Petro.** The **fourth group activity (25 Points)** will require you to negotiate an offshore oil drilling agreement. This is a scored negotiation and will require extensive preparation. You will be submitting your own individual responses to questions regarding the material. Then, in a team, you will develop a team strategy and submit this.
 - **This activity DOES NOT require you to prepare as a group.** You will be submitting your own individual responses to questions about the scenario.
5. **Foreign Direct Investment.** The **fifth group activity (25 Points)** will require you to prepare a strategy and policy document based on a real-life scenario in which government

representatives must develop a foreign direct investment national policy related to several major projects proposed by a multinational corporation.

- **This activity DOES NOT require you to prepare as a group.**
6. **Final Group Presentation. (75 Points)** The **final group activity** is the capstone presentation for your group. You are to approach this presentation as if you are a representative of an economic development agency. This presentation is expected to include a power point and an executive summary (7 to 9 pages) outlining specifics and recommendations. You will be using concepts discussed in class to develop both your presentation and your executive summary.
- **This activity DOES require you to prepare as a group.**

Participation (200 Points) READ THIS CAREFULLY

This is a discussion based course. Attendance is expected and required. You are expected to discuss our thoughts, ideas, and share your opinions on a regular basis. Participation is more than simply coming to class. You actually have to talk, discuss, and engage every week!

NOTE: It is NOT possible for you to receive an A in the course overall if you do not receive an A in participation. It is not possible for you to receive an A- in the course if you do not get an A- in participation. Please see the table below for descriptions of how participation is graded.

You will have an opportunity to earn some participation points during the semester by submitting assignments or engaging in activities. These include: student introduction, peer evaluations, and a group activity.

| Grade | Meaning | Description |
|---------|-------------------------|--|
| A | Outstanding Contributor | Contributions reflect exceptional preparation and willingness to add to the positive atmosphere of the class. Ideas offered are always substantive and insightful. Raises hand often throughout the week to contribute meaningful thoughts to class. Is up to date on what is going on in the world, global business, and its impacts. Demonstrates integrative, independent, and reflective thinking. Student is an excellent listener to other students as well as the instructor. If this person were not a member of this class, the quality of our class discussions would clearly suffer. Is not distracted or distracting; is engaged in our discussions. |
| A- | Excellent Contributor | Contributions reflect excellent preparation and willingness to add to the positive atmosphere of the class. Ideas offered are substantive. Raises hand often throughout the week. Student is an excellent listener to other students as well as the instructor. Is not distracted or distracting; is engaged. |
| B to B+ | Good Contributor | Contributions reflect good preparation, with less attention to detail and less outside reading (for example, of current business news) than an Outstanding or Excellent Contributor. A good contributor is willing to contribute to discussion throughout the semester. Is not distracted or distracting. |
| B- | Adequate Contributor | Contributions reflect good preparation, with less attention to detail and less outside reading (for example, of current business news) than an Outstanding, Excellent, or Good Contributor. Contributions are not consistent from week to week. Is not distracted or distracting. |
| C to C+ | Contributor | Contributions reflect some preparation. Person is present, but does not contribute as much as Outstanding, Excellent, Good, or Adequate Contributors. Does not regularly raise hand to offer opinion but will if called on. Is somewhat distracted or distracting. |
| C- | Minor Contributor | Contributions reflect limited preparation. When called on, person answers questions. Rarely contributes to main room discussion. Is regularly distracted or distracting and is not engaged. Does not contribute positively or meaningfully to exercises or simulations. |
| D | Non Contributor | Contributions reflect inadequate preparation. This student does not read the material or does not do so regularly. Has little or nothing to say. Does not seem to know what is going on with class, simulations, or assignments. Student is often distracted and/or distracting. |
| F | | Unprepared and often absent. Does not contribute to class and can be disruptive. |

International Business in the News (100 Points)

A key part of class will be our **weekly discussions on *International Business (IB) in the News***.

IB in the News must be submitted to the Dropbox on Canvas by 12:00pm on the due date.

Each IB in the News is worth 10 points.

You will be discussing your IB in the News items in breakout rooms each week so be sure you have read and understand what you have submitted.

Requirements:

1. Select an article from any reputable news source that is related to international business and out topic of the day/week. You will see the required topic listed at the top of the assignment.
2. Read the article. Write a summary of the article that demonstrates that you have read it. Submit your summary in the discussion box by 12:00pm (in the afternoon before class) on the due date. Also submit a link to the article so I can read it as well.
3. Read through the other submissions from students.

4. For full credit you **MUST** comment on one other student's submission.

It must be more than just a link to and title of an article. You must describe what is in it and why you selected it. **For example:**

Article Link: <https://www.economist.com/finance-and-economics/2019/01/03/a-profit-warning-from-apple-jolts-markets>

About: Apple said it was revising down its earnings expectations in the fourth quarter of 2018, largely because of lower sales and signs of economic weakness in China. The news rapidly infected financial markets. Apple's share price fell by around 7% in after-hours trading and the decline was extended to more than 10% when the market opened. The dollar fell by 3.7% against the yen in a matter of minutes after the announcement, before rapidly recovering some ground. Asian stock markets closed down on January 3rd and European ones opened lower. Yields on government bonds fell as investors fled to the traditional haven in a market storm. In a letter to investors Tim Cook, the company's chief executive, said he expected revenues in the fourth quarter of 2018 to be \$84bn—around 10% lower than the company had pencilled in two months ago. Mr Cook pointed the finger at escalating trade tensions between America and China, which he said had hit retail footfall. Sales in China account for around a fifth of the company's total revenue.

Relevance to our course (why did you pick this article for this class?): I selected this article because it highlights a major economic issue that will be impacting some of the biggest economies in the world. The trade war between the US and China is having ripple effects across the global economy. If the trend continues, we could see significant economic challenges and the shrinking of the world's major economies.

Readings & Course Material

- There is no textbook for this course.

- **Required COURSEPACK:** For our activities, you must purchase the simulation packet. This will be available from the Penn State Bookstore. I will notify you when it is ready for purchase from the bookstore.
- Other readings are available on reserve via Canvas or on the Internet as indicated.
- Our readings may change due to changes in the global economy, current events, and the overall needs of the class. Please follow the reading assignments as listed on Canvas for each week.

Canvas

These are listed under **Readings and Material for Week X** for each weekly module.

Example of Modules: Modules are an outline of what we will do each week. I have a page that provides an overview of the weekly topics, readings, and lectures for each week. Modules also have direct links to assignments that you must submit.

☰ IB 403, Section 005: IB and Natl Polcies (22081--UP---CPIB-----403-----005-) > Modules

2208 - 202021FA

- Home
- Syllabus
- Zoom
- Modules
- Assignments
- Quizzes
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▼ Week 1: Introduction to Course (August 25th & 27th)

- 📄 Welcome & Course Overview
- 📄 Week 1 Topic Overview, Lectures, Readings

▼ Week 2: Russia and Intro to the EU (September 1st & 3rd)

- 📄 Week 2 Topic Overview, Lectures, Readings, Videos, & Assignments
- 📄 Student Introduction (Participation Points)
Sep 3 | 10 pts

📺 View Course Stream

📅 View Course Calendar

🔔 View Course Notifications

To Do

- 📄 International Business in th... ✕
10 points | Sep 3 at 12pm |
- 📄 Student Introduction (Parti... ✕
10 points | Sep 3 at 12pm |

Example of Topic Overview, Lectures, Readings page: This is where you will find an overview of our weekly topics, the lectures, and links to readings—plus information about what is due that week.

Week 1 Topic Overview, Lectures, Readings

This week we will discuss current issues related to international business and countries around the world in order to build a foundation of knowledge for the semester.

Specifically we will discuss:

- Introduction to current IB and national policy issues and events.

Lectures

Lecture 1: Course Overview

Lecture 2: What's going on in the world?

Readings & Material For Week 1

There are no readings for Week 1.

However, please be sure to begin paying attention to international business news and events that you hear about on TV, twitter, podcasts, etc.

Assignments & Expectations for Week 1

SUBMIT:

- Please submit your student introduction no later than Thursday September 3rd.

Course Schedule

NOTE: This syllabus is subject to change based on the needs and pace of the class as well as the inclusion of guest speakers or additional activities.

Since world events are fluid and often change, please follow the reading assignments as listed on Canvas for each week.

| Week | Topics & Activities | Assignments |
|--------|---|---|
| Week 1 | Course overview and introduction; current events and global issues. | No assignments this week. |
| Week 2 | Russia Risks in the Global Economy Intro to the EU | Submit Thursday: <ul style="list-style-type: none"> • IB in the News #1 Russia or EU • Student introduction • Quiz 1 |
| Week 3 | Europe Business Environment. International Merger Simulation | Submit Tuesday: <ul style="list-style-type: none"> • IB in the News #2 • Your assigned Country Report |

| | | |
|--------|--|---|
| | | <p>Submit Thursday:</p> <ul style="list-style-type: none"> • Responses to International Merger Simulation Questions • Quiz 2 |
| Week 4 | Intro to India Business Environment | <p>Submit Thursday:</p> <ul style="list-style-type: none"> • Quiz 3 • IB in the News #3 India |
| Week 5 | <p>India Continued</p> <p>ENCO Exercise</p> <p>East Asia</p> | <p>Submit Tuesday:</p> <ul style="list-style-type: none"> • Responses to Enco questions on Canvas. <p>Submit Thursday:</p> <ul style="list-style-type: none"> • IB in the News #4 East Asia • Quiz 4 |
| Week 6 | <p>South Korea</p> <p>Japan</p> <p>AB Exercise</p> | <p>Submit Tuesday:</p> <p>IB in the News #5 South Korea, North Korea, or Japan</p> <p>Submit Thursday:</p> <ul style="list-style-type: none"> • Responses to AB Exercise Questions • Quiz 5 |
| Week 7 | <p>Exam 1</p> <p>Corruption in IB</p> | <p>Submit:</p> <p>Exam 1 in class</p> <p>Submit:</p> <ul style="list-style-type: none"> • Corruption in IB Assignment |

| | | |
|---------|--|--|
| Week 8 | Middle East in the Global Economy Global Arms Trade | Submit Tuesday: <ul style="list-style-type: none"> • IB in the News #5 Middle East (due Tuesday) • Quiz 6 (Outside of Class Activity—Syrian War Video due on Tuesday) |
| Week 9 | Global Arms Control Simulation | Submit Tuesday: <ul style="list-style-type: none"> • Responses to Global Arms Control Exercise. |
| Week 10 | China Business Environment Country Reports Asia | Submit Tuesday: <ul style="list-style-type: none"> • IB in the News China • Quiz 7 (Activity) Submit Thursday: <ul style="list-style-type: none"> • Country Report Asia |
| Week 11 | Latin America Business Environment Meridia Simulation. | Submit Tuesday: <ul style="list-style-type: none"> • IB in the News #8 Latin America Submit Thursday: <ul style="list-style-type: none"> • Meridia exercise responses. • Quiz 8 |
| Week 12 | Country Reports Latin America Final Group Project Introduction Africa Business Environment | Submit Tuesday: <ul style="list-style-type: none"> • Country Reports Latin America Submit Thursday: <ul style="list-style-type: none"> • Quiz 9 • IB in the News #9 (Africa) |
| Week 13 | Foreign Direct Investment impacts. Foreign Direct Investment Exercise. Exam 2 | Submit Tuesday: <ul style="list-style-type: none"> • Responses to FDI exercise questions. IB in the News #10 |

| | | |
|---------|-----------------------------------|--|
| Week 14 | Group Workshops for Final Project | |
| Week 15 | Final Presentations | <p>Submit Sunday:</p> <ul style="list-style-type: none"> • Final Group Executive Summary and Presentation <p>Submit Sunday:</p> <ul style="list-style-type: none"> • Quiz 10 • Peer Evaluations |

NO FINAL EXAM
There is no final exam in this class.

ACADEMIC INTEGRITY

According to the Penn State Principles and University Code of Conduct:

Academic integrity is a basic guiding principle for all academic activity at Penn State University, allowing the pursuit of scholarly activity in an open, honest, and responsible manner. According to the University's Code of Conduct, you must neither engage in nor tolerate academic dishonesty. This includes, but is not limited to cheating, plagiarism, fabrication of information or citations, facilitating acts of academic dishonesty by others, unauthorized possession of examinations, submitting work of another person, or work previously used in another course without informing the instructor, or tampering with the academic work of other students.

- Any violation of academic integrity will be investigated and, where warranted, corrective academic and/or disciplinary action will be taken. For every incident where a penalty is assessed, an Academic Integrity Incident Report form must be filed. The form can be found on the Smeal College Honor and Integrity website: <https://www.smeal.psu.edu/integrity>. This form is to be used for undergraduate courses. The report must be signed and dated by both the instructor and the student, and then submitted to Monica Snyder, 202 Business Building.

- University Policy G-9

“Once a student has been informed that academic misconduct is suspected, the student may not drop the course during the adjudication process. The Dean of the College (UP) and/or the Chancellor (campuses) or his or her representative is responsible for notifying the Office of the University Registrar when academic misconduct is suspected in a course. Any drop or withdrawal from the course during this time will be reversed. A student who has received an academic sanction as a result of a violation of academic integrity may not drop or withdraw from

the course at any time. These drop actions include regular drop, late drop, withdrawal, retroactive late drop and retroactive withdrawal. Any such drop action of the course will be reversed. This drop policy may be superseded in exceptional circumstances (i.e. trauma drop). In these cases, the Office of Student Conduct or the Student Conduct designee will confer with the Dean of the College (UP) or the Chancellor (campuses) or his or her representative to determine if the drop is warranted. University Policy G-9 <http://undergrad.psu.edu/aappm/G-9-academic-integrity.html>

Smeal Honor Code:

We, the Smeal College of Business Community, aspire to the highest ethical standards and will hold each other accountable to them. We will not engage in any action that is improper or that creates the appearance of impropriety in our academic lives, and we intend to hold to this standard in our future careers.

PLAGIARISM / COPYING

All work you submit for grading or academic credit is designed to reflect your knowledge and skill related to the course subject matter. Therefore, unless otherwise indicated, all work submitted is to be done on an individual basis. This includes but is not limited to all exams, quizzes, homework, papers, written assignments, and presentations.

Plagiarism is claiming work as your own that you have copied from another person, whether that other person knows about it or not. This includes copying from web sites without proper source citation and using homework or papers prepared by current or past students whether working as an individual or working in a group / team.

AFFIRMATIVE ACTION & SEXUAL HARASSMENT

The Pennsylvania State University is committed to a policy where all persons shall have equal access to programs, facilities, admission, and employment without regard to personal characteristics not related to ability, performance, or qualifications as determined by University policy or by Commonwealth or Federal authorities. Penn State does not discriminate against any person because of age, ancestry, color, disability or handicap, national origin, race, religious creed, gender, sexual orientation, or veteran status. Related inquiries should be directed to the Affirmative Action Office, 328 Boucke Building.

Students with Disabilities

Penn State and the Smeal College of Business welcomes students with disabilities to all of its classes, programs and events. Student Disability Resources in Room 116 Boucke Building provides a vast array of services for students with disabilities according to mandates under Title II of the ADA amendments Act of 2008 and Section 504 of the Rehabilitation Act of 1973. For more information or to meet with a service provider from Student Disability Resources, contact them at (814) 863-1807 (V/TTY) or visit their website at: <http://equity.psu.edu/sdr>

In order to receive consideration for reasonable accommodations, you must contact the appropriate disability services office at the campus enrolled, participate in an intake interview, and provide documentation: <http://equity.psu.edu/sdr/applying-for-services> If the documentation supports your request for reasonable accommodations, the Student Disability Resources office will provide you with an accommodation letter. Please share this letter with your instructors and discuss the accommodations with them as early in the course as possible. Adjustments will be

made based on the recommendations in the accommodation letter. You must follow this process for every semester that you request accommodations.

PENN STATE VALUES

Smeal's Honor and Integrity Director, recommends including either option below as context prior to the required academic integrity statement and student disability statements set forth above. This IS not a formal syllabus requirement.

Option I:

At the core of the University are the Penn State Values: <https://universityethics.psu.edu/penn-state-values> . The Values are our shared ideals about how people should act toward one another, the standards to which we hold ourselves, and those beliefs we find important. While aspirational in nature, the Penn State Values articulate our ethical principles and should guide our actions and decisions as members of the Penn State community, including in this course.

Option II:

The Penn State Values (<https://universityethics.psu.edu/penn-state-values>) are our shared ideals about how people should act toward one another, the standards to which we hold ourselves, and those beliefs we find important. While aspirational in nature, the Penn State Values articulate our ethical principles and should guide our actions and decisions as members of the Penn State community, including in this course:

- Integrity: We act with integrity and honesty in accordance with the highest academic, professional, and ethical standards.
- Respect: We respect and honor the dignity of each person, embrace civil discourse, and foster a diverse and inclusive community.
- Responsibility: We act responsibly, and we are accountable for our decisions, actions, and their consequences.
- Discovery: We seek and create new knowledge and understanding, and foster creativity and innovation, for the benefit of our communities, society, and the environment.
- Excellence: We strive for excellence in all our endeavors as individuals, an institution, and a leader in higher education.
- Community: We work together for the betterment of our University, the communities we serve, and the world.