

## **TENTATIVE SYLLABUS, GEB 6366 INTRODUCTION TO INTERNATIONAL BUSINESS FALL 2023**

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### ***Tentative***

I *always* have tentative at the top of any syllabus I create, but let me be honest: This syllabus actually is tentative. There may be changes as the course progresses, so we must be flexible. That said, all we can do is to get on board and see how the ride progresses!

By the way, let me mention one issue that the COVID-19 pandemic caused: I am dissatisfied with several of the lectures, either the content or because I think they are out-dated. Back in 2020, I had arranged re-taping these lectures over the summer. But the pandemic closed UF and closed my chances to re-tape at that time. I had hopes for this last summer but there is such a backlog that our class did not reach the top of the list. I have retaped a few this summer but not all that I want to do. Consequently I apologize in advance. However, I won't tell which lectures are on the chopping block because if I do, you'll either hate them before seeing them or else feel immense sympathy for them due to the fact that their life expectancy is short. (☺)

### ***Required Texts***

The book we are using is *International Business 17e*, Daniels, Radebaugh, and Sullivan. I like this book because it covers a lot of information about international business. I lost track of how many international business books I have looked at—over the years, it must be at least 15. Most I did not like at all. But there was a lot I liked about this book. Is it perfect? Of course not. And there are spots where I disagree with it. But, overall, I think it is the best of the lot.

### ***Class Goal***

As many of you may know, I am an economist. Even so, my objective for this class is to talk about international business. I am not interested in teaching an economics class because that course is coming later in your program. And while I bring an economist's perspective as well as an economist's affection for abstract mathematical models to the table, I am going to be talking about material that is not economic in nature because I think this will be (potentially) useful to you.

Basically, my ultimate goal is to make this class useful. I am highly interested in whether or not I succeeded in attaining this goal. After the class is over and the grades submitted, if you want to email me your thoughts and suggestions, I can tell you they will be gratefully received. By the way, note that I said "*After* the class is over." I do not want you to fear retribution for

comments full of criticism comments and I do not want you to hope for a reward for comments full of praise.

### ***Class Web Page Problems***

Will everything work out correctly so that you get to the class web page with no problems? Perhaps. Perhaps also I shall exercise and lose 8 pounds this semester, as well as eat a plethora of leafy green vegetables. Now, you can't do anything about my exercising or dining habits. But if you encounter an error in trying to access either the class web page or the lectures, here is a valuable link for you:

<http://warrington.ufl.edu/itsp/techservices/students.asp>

What is this link? It is a link to the "Technology Assistance Center." I cannot help with any of the technical issues. But the computer technicians can help—and the feedback I get from the students is that they are a lot of help! So, if you have a problem, DO NOT email me. Every semester I have students email me about a problem. All they are doing is to 1) admit that they haven't bothered to read this syllabus, which is surely not an endearing trait, and 2) delay resolution of their problem because I can do nothing. So, rather than email me, use the link I've given you to ask the people who know what to do for help. Indeed, I've bookmarked the link—I suggest you do likewise! In other words: SAVE THIS LINK. IT IS USEFUL!!

### ***Emails***

For obscure technical reasons stemming from the fact I am in the College of Liberal Arts and not the Warrington College of Business, I cannot use the email that is within the (Canvas) course web page so **do NOT use the Canvas email.**

#### ***My email***

- [mark.rush@warrington.ufl.edu](mailto:mark.rush@warrington.ufl.edu)

This email is my email. Do NOT use this email if you have a problem accessing the web site or the lectures—that's when you need to use the link in the Class Web Page Problems section of this syllabus. Use this email if you have questions about the course, the material, or the exams.

### ***Material Covered in Class***

We will study a variety of topics with a variety of reading. Sometimes the reading will be longer and sometimes shorter; sometimes the reading will be more difficult and sometimes easier; and, sometimes the reading will be more important and sometimes less. I have divided the class into 8 weeks (largely because the class lasts for 8 weeks...). Look at the last page for the schedule.

Often in the lectures I will cover material not in the book. I think the book gives a nice coverage of the subjects we want to study but frequently I want to go beyond what is in the book about specific topics. For instance, I think political risk insurance is an important topic, one I definitely want you to know about. It is a narrow topic, so the book mentions it but does not go into detail. My lectures, on the other hand, will dive deeply into this subject...because, as I

said, I want you to know it and I do not see where you would otherwise have a chance to learn about it. Other lectures, such as that on culture, will add to what is in the book by giving you a different perspective on how to approach culture in your business and personal career.

### **Optional Chapters**

When you look at the schedule, you will see a few optional chapters. They are optional in the sense that they will not be on the final exam. However, I think they are well worth reading to help you prepare for your future. So, I strongly urge you to read them. Remember the old saying to the effect that what you get out of something depends on what you put into it. That is definitely the case for your education, so put more into it by reading these chapters!

### **Grade**

Your grade will be based on three factors: the written assignment, chapter quizzes on the My Lab, and a Final Exam. The written assignment is worth 24 points, each quiz is worth 6 points, and the final exam is worth 50 points. Let me cover each of these factors in turn.

### **Written Assignment**

I am trying to accomplish two goals with the written assignment. The first goal is to not kill you with it. I presume it would be really bad form to have a bunch of my students dropping dead from the workload. The second goal, however, is to allow you to really see the use of what you are studying in this class and have you think (and write) carefully about topics that you may encounter in your life if not your career. The assignment has some YouTube videos to watch. The goal of these videos is to start to give you the background necessary for the topic you are to write about. But you will definitely want to (and need to) augment these videos with some research. You can work together BUT I expect that you will submit independent essays. If I find submissions that are too close, each assignment will receive an F.

Let me describe in general what the assignments involve. There is more detail on the assignment page (available from the class web page).

The assignment is one I believe I will use each time I teach this course. I want you to think carefully about the role of Multi-National Enterprises (MNEs) in today's world. Are MNEs "good" or "bad" for the world and/or particular nations or regions? Many, indeed, probably most of you will wind up working for a large corporation and it is rare to find a large corporation that does not have operations abroad, thereby qualifying it as an MNE. So, you need to clarify your thinking about these firms and I expect this assignment will play a role.

You can (and probably will) work together with other students but what you submit must be your own work. If I receive submissions that are close copies both will receive zero. I do not care who wrote the "real" version—both receive zero. By the way, this has NOT happened ever in this class, but I have another where it did occur, so I need to tackle the situation here, too.

When I grade the assignment, I am primarily looking for two factors: 1) The quality of the arguments, and 2) the quality of the writing. Now, what do I mean? For the first part, I want to see well-reasoned arguments. This means that you need to recognize that very few issues

are totally one-sided, which, in turn, means that if appropriate you should present both sides of a dispute before discussing your conclusion. Moreover, if you think some argument in favor or in opposition to an issue is weak or even totally incorrect, carefully explain why. For the second part, *businesses* value the ability to write well. Additionally, *I* value the ability to write well because I know this has helped my career as a researcher. If you have not already developed this talent, *you* need to do so. What do you need to do? Proofread your essay (ideally, several times) before you submit it. When you do so, remove all fragments and all run-ons, check that your paragraphs make sense, and, in general, fix any grammatical errors. When I see grammatical errors, such as the wrong word being used (eg, it's instead of its) or sentences that have clauses that are not parallel, I really reduce the score on the assignment. Equally more important, check that you present your material in a logical way; don't jump around from one point to another. You may have the absolute best ideas in the world BUT if they are sloppily presented, no one will pay attention and you will receive a low grade in this class.

### Plagiarism

On your assignment, you must not plagiarize another work. I feel incredibly strongly about this because, as a researcher, my absolute honesty is crucial to others accepting my research as correct. In my opinion, plagiarizing is as bad as falsifying results. So, let me first present the UF Honor Code's discussion of plagiarism:

A Student must not represent as the Student's own work all or any portion of the work of another. Plagiarism includes but is not limited to:

- Stealing, misquoting, insufficiently paraphrasing, or patch-writing.
- Self-plagiarism, which is the reuse of the Student's own submitted work, or the simultaneous submission of the Student's own work, without the full and clear acknowledgment and permission of the Faculty to whom it is submitted.
- Submitting materials from any source without proper attribution.
- Submitting a document, assignment, or material that, in whole or in part, is identical or substantially identical to a document or assignment the Student did not author.

Plagiarism on an assignment is cause for an F on the assignment and possibly the class, depending on how extensive it is. Indeed, if it is sufficiently extensive, I see it as a violation of the UF Honor Code, in which case I will take the case to the Dean of Students office.

### Quizzes

Some of the chapters will have quizzes on the MyLab. (There are also a couple "Get Started" quizzes but they do not factor into your grade.) You can tell which chapters have quizzes because they have asterisks (\*) next to them on the schedule. Each chapter quiz has an opening date and a due date. **The deadline for each quiz is 11:59 on the due date.** You get one attempt at the quiz and you must finish it when you start (so do NOT start in the middle of a thunderstorm because if you lose power you lose access to the quiz). The quizzes are non-proctored, so you can use whatever material you want. There no time limit once you start the quiz. You have several days to take each quiz, so the deadline is what it is—**do not ask for an extension because it will not be granted.** In your career, if you must submit, say a bid on a

contract or perhaps a legal document by the end of the day and you miss that deadline, you are out of luck—your company will not get the contract, you may lose the lawsuit or not get the patent, or whatever. You are a responsible adult and you know the deadline. So *do not* wait until the last moment to take the quiz because 1) You might catch something and be ill the later part of the week; 2) when you are taking the quiz, you might run up against the deadline, after which the quiz immediately closes; 3) Your power might go out; 4) Your cat might chew on your computer's mouse or throw up on your computer keyboard (which have both happened to me); 5) a huge variety of other things might happen, any one of which would preclude finishing the quiz on time. DO THEM EARLY!

There are 7 quizzes and each quiz will have 6 questions, counted as 1 point per question. You can drop one quiz, so only your 6 highest-scoring quizzes will count. I will add these scores and this number will factor into your grade. Because each quiz has 6 questions, the maximum score possible is 36 points.

### **Additional Videos**

I think international business is an exciting course because it focuses on the real world. That fact means that aspects can change quickly. So, in order to 1) keep the class current, and 2) provide enrichment about the real world that extends beyond the book and the lectures, I have selected some YouTube videos you should watch. The list and my comments about them are on the class web page. You will see that these are grouped by the chapter and not all chapters have clips. These videos range from 60 Minutes and CNBC excerpts to clips that sound like a robot is narrating them. But they all have one thing in common: They did the best job I could find explaining an issue I think you should know. Definitely plan on watching all these clips, if for no other reason than the point that they will serve as the basis for some of the questions on the final exam.

### **Final Exam**

An online final exam, proctored by HonorLock, will be given during the last days of the mod. I will email you more specifics after my Instructional Designer and I work on setting up the test. The exam will consist of multiple choice, short answer, and longer answer questions. Is the final going to a challenging endeavor, the last 50 foot hurdle you must clear before you pass? If it is, both you and I will be surprised! The final exam will be 1 hour and, aside from congratulations, will be worth 50 points.

### **Grades**

The overall grade will be based on the points for the various assignments:

Written Assignment	24 points
Quizzes	36 points
Final exam	50 points
Total	110 points

I wish I was completely unconstrained in my grading scale but the Masters programs apply a crucial and important limitation: The average grade in the class can be no higher than a

3.50, which means the average grade must be between an A- and a B+. So, keeping that in mind, I plan to assign the top 25% of the class A's, the second 25% A-'s, the third 25 B+'s, and the bottom 25% B's. Of course, if someone does significantly poorer than the remainder of the class, I will give lower grades, such as a C. Of course, in that case, I can boost other students' grades. So, let me ask: Does anyone want to volunteer to get a low grade so that some other well deserving students can have their grades boosted?

The grade-point value per credit hour associated with each letter grade is assigned by the Office of the University Registrar: A = 4.0, A- = 3.67, B+ = 3.33, B = 3.0, B- = 2.67, C+ = 2.33, C = 2.0, C- = 1.67, D+ 1.33, D = 1.0, D- = .67, E = 0.0. For more information visit: <https://catalog.ufl.edu/ugrad/current/regulations/info/grades.aspx>

### ***A Required Statement from the University of Florida***

Students requesting classroom accommodation must first register with the Dean of Students Office. The Dean of Students Office will provide documentation to the student who must then provide this documentation to the Instructor when requesting accommodation. I'm sure there is a link here but I'm darned if I know what it is.

### ***Two More Required Links from the University of Florida***

Just when I thought UF could require no more, I quickly discover that I am wrong! Yes, UF *can* and *does* require still more. This time, however, for the sake of variety, it is a link to UF's grading policies:

<http://www.registrar.ufl.edu/catalog/policies/regulationgrades.html>

And here is a statement that I find remarkably ... absurd: "Requirements for class attendance and make-up exams, assignments, and other work in this course are consistent with university policies." Plus, there is even a link:

<https://catalog.ufl.edu/UGRD/academic-regulations/attendance-policies/>

### ***A Link I Believe In!***

As I said above, here is a link that I believe in—it's to UF's student honor code and student conduct code:

<https://sccr.dso.ufl.edu/policies/student-honor-code-student-conduct-code/>

And, just for completeness, here is the honor pledge:

The Honor Pledge

*We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honesty and integrity.*

*On all work submitted for credit by students at the university, the following pledge is either required or implied: On my honor, I have neither given nor received unauthorized aid in doing this assignment.*

### ***Another Link I Believe In!***

Here is a link that I believe in, to UF's Disability Resource Center:

Students with disabilities who experience learning barriers and would like to request academic accommodations should connect with the Disability Resource Center. It is important for students to share their accommodation letter with their instructor and discuss their access needs, as early as possible in the semester. So, if you need to contact the DRC, use the link below ASAP!

<https://disability.ufl.edu/get-started/>

### ***It's Impossible to Have Too Many Links***

Students are expected to provide professional and respectful feedback on the quality of instruction in this course by completing course evaluations online via GatorEvals. Guidance on how to give feedback in a professional and respectful manner is available at <https://gatorevals.aa.ufl.edu/students/>. Students will be notified when the evaluation period opens, and can complete evaluations through the email they receive from GatorEvals, in their Canvas course menu under GatorEvals, or via <https://ufl.bluera.com/ufl/>. Summaries of course evaluation results are available to students at <https://gatorevals.aa.ufl.edu/public-results/>.

### ***More Required Links from the University of Florida***

There may be more required links. But I don't know what any other link might be. So let's pretend that they are below. And let's also pretend that you spent the time clicking on them. And with that, let's get to the class schedule (on the next page).

**TENTATIVE Course Schedule****GEB 6930**

Week	Lecture topics	Assigned Chapter	Optional Chapters	Assignments
<b>Week 1 Aug 21</b>	<b>Why Study International Business?</b>	Chapter 1*		MyLab Quiz, Ch 1 Due Aug 27
<b>Week 2 Aug 28</b>	<b>Culture, Political Risk</b>	Chapter 2* Chapter 3*		MyLab Quiz, Ch 2 and Ch 3 Due Sept 3
<b>Week 3 Sept 4</b>	<b>Foreign Corrupt Practices Act, Economics</b>	Chapter 3* Chapter 4*		MyLab Quiz, Ch 4 Due Sept 10
<b>Week 4 Sept 11</b>			Chapter 7	<b>Written Assignment Due 11:59 PM, Sept 17</b>
<b>Week 5 Sept 18</b>	<b>International Institutions</b>	Chapter 5* Chapter 8*		MyLab Quiz, Ch 5 and Ch 8 Due Sept 24



<b>Week 6 Sept 25</b>	<b>Strategy</b>	Chapter 12*, Chapter 13	Chapter 14, Chapter 15	MyLab Quiz, Ch 12 Due Oct 1
<b>Week 7 Oct 2</b>				<b>Final Exam, Oct 6</b>

Chapters with \* have a MyLab quiz