

TENTATIVE SYLLABUS, GEB 6366

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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. I had casually arranged re-taping these lectures over the summer. But the pandemic closed UF and definitely closed my chances to re-tape. So 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 live expectancy is short. (☺)

Required Texts

The book we are using is *International Business* 16e, 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 surely does not endear them to me, 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

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. 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: two written assignments, chapter quizzes on the My Lab, and a Final Exam. Each written assignment will be worth 24 points, each quiz is worth 6 points, and the final exam is worth 48 points. Let me cover each of these factors in turn.

Written Assignments

This is your first term in the program. So I am trying to accomplish two goals with the written assignments. The first goal is to not kill you with them. I presume it would be really bad form to have a bunch of my students dropping dead from the workload in their very first semester. 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 topics that you may encounter in your life if not your career. Both assignments have 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. So, let me describe in general what the assignments involve. There is more detail on each assignment page (available from the class web page).

The first 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 a MNE. So you need to clarify your thinking about these firms and I expect this assignment will play a role.

The second assignment is one that I expect will vary from one class to the next, according to what is currently in the news. Clearly the international issue dominating the financial press is the U.S. relationship with China. I have selected an issue that I think is important to both China and the United States. I do not expect you to present an economic analysis of the effects from different various outcomes of this clash but instead I want you to explain and then rationalize the Chinese and U.S. policies.

Plagiarism

On your assignments, 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 work 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. 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). 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**. So *do not* wait until the last moment to take the quiz because 1) You might hit the deadline, after which the quiz immediately closes; 2) Your power might be out; 3) Your cat might chew on your computer's mouse or throw up on your computer (which have both happened to me); 4) a variety of other things might happen, any one of which would preclude finishing the quiz on time. The quizzes are non-proctored, so you can use whatever material you want.

If you miss a quiz do not despair because only the 4 highest will factor into your grade. Each quiz will have 6 questions, counted as 1 point per question. I will add your 4 highest scores and this number will factor into your grade. Because each quiz has 6 questions, the maximum score possible is 24 points.

Additional Videos

I think international business is an exciting course because it really discusses 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. So, 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 the 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 48 points.

Grades

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

Written Assignments	48 points
Quizzes	24 points
Final exam	48 points
Total	120 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?

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.

A Required Link 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>

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.

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
Week 1 Aug 31	Why Study International Business?	Chapter 1*		
Week 2 Sept 7	Culture, Political Risk	Chapter 2* Chapter 3*		
Week 3 Sept 14	Foreign Corrupt Practices Act, Economics	Chapter 3* Chapter 4*		
Week 4 Sept 21			Chapter 7	Written Assignment 1 Due 5:00 PM, Sept 25
Week 5 Sept 28	International Institutions	Chapter 5* Chapter 8*		

Week 6 Oct 5	Strategy	Chapter 12*, Chapter 13	Chapter 14, Chapter 15	
Week 7 Oct 12				Written Assignment 2 Due 5:00 PM, Oct 12 Final Exam

Chapters with * have a MyLab quiz