

**BUS 318:  International Business**

**Purpose**:

* This course is designed for undergraduate students with a focus on international business, and for other majors looking for an understanding of the important opportunities and challenges that exist today globally and especially in Brazil.

**Introduction:**

* A conceptual and operational understanding of current topics in the international business arena is critical to an organization’s success. The scope and content of international business issues have been fast evolving, due to the deregulation of markets, changing consumer preferences, product innovations, and technological advancements. As the world becomes more integrated, a solid understanding of international business concepts and their associated implications has become essential for corporate decision-making. Profiting from the multinational and multicultural nature of the program, students will be able to acquire a very current hands-on perspective on international business issues, with a particular emphasis on business in Brazil.

**Course Description:**

* This course presents a systematic overview of international business. There will be an integrated progression of topics ranging from understanding the political, economic, cultural and economic influences on international trade and investment flows, to the analysis of the strategic and operational alternatives when conducting international business. Through practical case-studies, team projects and visits to leading Brazilian companies and organizations, the students will be exposed to the actual implementation of the topics covered in class on real-life companies.

**Course Objectives:**  
Upon successful completion of this course students will be able to:

1. Develop a solid understanding of the foundations of international business and the cultural context for managing in diverse international environments
2. Become familiarized with the causes and consequences of the process of accelerated globalization
3. Understand the impact of the global economic crisis on international trade and finance
4. Develop an understanding of the global monetary framework in which international business transactions are conducted and the importance of foreign exchange markets
5. Examine the strategies and structures that firms adopt in order to compete effectively in the international business arena
6. Examine the policies and practices of multinational corporations regarding ethics, social responsibility and the environment
7. Understand the past, present and future of Brazil, and the numerous opportunities it offers for international business

**Students:**

* All majors are welcome! UNDERGRADUATE or GRADUATE level students are welcome to apply.

**Prerequisites:**

* This course assumes that students have a desire to work with people across cultures.  It is not required, however, for students to take any prerequisite courses before taking this class.

**Course Requirements:**

* The course requires active student participation.  Students are expected to read the assigned textbook chapters, cases and articles before every class.  There will be a midterm exam, a final exam, case studies and a team project. Students are required to attend professional visits.

**Teaching Procedures and Methodology:**

* Teaching methods used in this course include lectures, case discussions, group assignments and professional visits. Learning in this course requires the student’s constructive participation and active involvement in both class discussions and small group discussions.  Small group discussions, in particular, are a key mechanism for facilitating learning from other team members. Thus, it is essential to attend all group activities inside and outside classes.  The corporate visits will expose the participants to different aspects of the class and will highlight the practical relevance of the concepts learned. The visits will be accompanied by individual or group assignments.

**Readings:**

* International Business: Strategy, Management & the New Realities 2nd edition by Tamer Cavusgil, Gary Knight, John Riesenberger, Prentice Hall, 2011

**Supplementary Readings:**

* Economist Intelligence Unit, Country Profile, Brazil, 2013
* Additional readings will be assigned by the professor.  Weekly required readings average approximately 175 pages.  These readings are designed to acquaint students with core paradigms in Brazil, as well as some of the most well known or well done empirical studies.  Additional recommended readings and websites each weak will supplement the required readings.

**Recommended Additional Readings:**

* “The New Brazil”, Professor Riordan Roett, Paul H Nitze School of Advanced International Studies at Johns Hopkins University (Director of the Western Hemisphere Studies and Latin American Studies Programs).  Brookings Institutional Press; 1st edition (August 2, 2010).
* "Brazil on the Rise, The Story of a Country Transformed", Larry Rohter. Palgrave Macmillan (February 28, 2012).
* “Brazil - Culture Smart! The Essential Guide to Customs & Culture”, Sandra Branco and Rob Williams, Kuperard; Reprinted edition edition (September 5, 2006).

**Team Project:**

* This team project is designed to provide you with a sound understanding of how companies that engage in international business apply the concepts discussed in class to make real-life business decisions. Your team assumes the role of consultants that will advise the chosen company on some critical issues related to expanding into a new market. Teams will be made up of 3-4 students each.  The project report should be between 6 and 8 pages long (Font: Arial, 12; Line Spacing: 1.5).  The project must include the following sections:

I. Product and Company Selection

* Select a product that at least one members of the team has a specific knowledge about and is currently marketed in his/her home country. Describe the product, the manufacturer, and the international business orientation of the firm.

II. Market Analysis - Brazil

* Looking specifically at opportunities in Brazil, students will select a market in which that product is not currently being sold.  You must select a product for which a profitable business opportunity likely exists. Elaborate a market analysis in which you examine the competitive, economical and political environment that will impact the future success of your product and company there. Focus on the aspects of these environments that are most relevant to your company and product.

III. Market Entry Strategy

* After selecting a product and analyzing the target market, evaluate the different market entry strategies available. Assume that the company does not merely want to export its product to the given market, but has plans to develop a more strategic approach to entering this market.

IV. Location

* As part of your analysis in part III, make sure to suggest one or more particular cities or regions that will play a role in your proposed strategy.  Describe the advantages of the proposed locations in terms of operations and distribution among others.

**Academic Hours**

* Depending upon the session selected, this course will include 48 academic hours, the equivalent of 3.0 credits.  Students should expect to be in class in the morning, and to have professional visits to leading Brazilian and international companies in the afternoons.  Class schedules are posted online.

**Components of Final Grade:**  
    Midterm exam 20%  
    Final exam       30%  
    Team project   20%  
    Participation    10%  
    Introduction to Brazil 20%  
  
**Grading Scale:**  
    A    93 - 100%   
    A-   90 - 92.9%   
    B+  87 - 89.9%   
    B    83 - 86.9%   
    B-   80 - 82.9%   
    C+  77 - 79.9%    
    C    73 - 76.9%   
    C-   70 - 72.9%   
    D+  67 - 69.9%   
    D    63 - 66.9%   
    D-   60 - 62.9%   
    F    Below 60%   
  
**Useful Websites:**

* [www.economist.com](http://www.economist.com)
* <http://topics.nytimes.com/top/news/international/countriesandterritories/brazil/index.html>
* [www.businessweek.com](http://www.businessweek.com)
* [www.ft.com](http://www.ft.com)
* [www.businessmonitor.com](http://www.businessmonitor.com)

**Credit Transfer:**

* Courses are designed in order to facilitate the acceptance of credits by U.S. based and international universities.  Students that successfully complete our courses should be able to transfer academic credits from our host university ([ESPM](http://www.summitstudyabroad.com/espm.html)) to their home university.

**Host University:**

* Founded in 1961, [ESPM](http://www.summitstudyabroad.com/espm.html) (Escola Superior de Propaganda e Marketing) established itself as a center of excellence in the teaching of administration, marketing, international relations and communications.  It is among the elite few in Brazil to receive the highest grade in evaluation by MEC (the Brazilian Ministry of Education).  ESPM has four campuses in Brazil:  Sao Paulo, Rio de Janeiro, Porto Alegre and in Brasilia.  Today, the school has approximately 10,000 students across various campuses, studying a variety of subjects at the undergraduate and graduate levels.  In total there are approximately 600 professors.  Among their international partnerships, ESPM has institutional agreements with McGill University in Canada; University of California, Riverside and with Babson University in the USA; the Universidad Nebrija in Madrid Spain, among others.

**Academic Integrity:**

* [ESPM](http://www.summitstudyabroad.com/espm.html) places a high value on the integrity, good conduct and academic honesty of all students.  Students are expected to maintain high standards of academic integrity at all times.  Any instance of academic dishonesty, including plagiarism, will result in a grade of F for the course.

**Language:**

* This courses is taught 100% in English.
* English proficiency is required.

**Course Content:**

* All of our courses are designed with a modular format.  Students should expect to cover at least 80% of the content per module, depending upon the Session selected.

**Module 1**

* The scope and challenge of international business
* The impact of the global economic crisis
* The globalization of business and people
* Focus Brazil: International business strategies in Brazil
* International trade theory: the fundamentals of international business
* Differences in culture and their impact on international business
* Ethics in international business: challenges and recommendations

**Module 2**

* Emerging markets
* Corruption and international business: Indicators, legislation and reality
* National differences in the political economy
* The political economy of international trade and investment: practical examples from Europe, Latin America and Asia
* Regional economic integration

**Module 3**

* The global monetary system and the foreign exchange market
* The international monetary system and global capital markets
* Global Market Opportunity Assessment
* The strategy and organization of international business
* Entry strategies and strategic alliances in international business
* Exporting, Countertrade, Licensing, Franchising and other Contractual Strategies
* Foreign Direct Investment and Collaborative Ventures

**Module 4**

* Global production, outsourcing, and logistics
* Global marketing and human resources management
* Financial management in international business

**Module - International Business - Additional topics**

* Industrial Policy - Concepts to cover include: role of the state, banking, BNDES, national champions to compete abroad
* Branding Brazil Abroad - Concepts to cover include: Olympics, World Cup:  Branding for business, tourism, capital (generating reserves, current account surplus)
* Intellectual Property Rights - Concepts to cover include:  patents, AIDS drugs, intellectual property rights, prices, affordability, public health and poverty

**Module - Introduction to Brazil**

* With a focus on business issues, students will visit Brazilian companies and organizations and will engage in cultural visits.  These visits will be integrated back into the classroom during our daily "debrief" sessions called "Introduction to Brazil".