



**Boston University  
Metropolitan College  
Administrative Sciences Department**

**SYLLABUS**

Course: **International Business Management  
(MET MG 520 D1)**  
Semester: **2010 Fall semester, 4 credits**

***Instructor: Jung-Wan Lee, Ph.D.***

Office: Room 225, 808 Commonwealth Ave.

Office hours: 17:00-18:00 Mon.-Fri.

Tel: 617-358-5627

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***Class Information:***

**Classroom: CAS 226**

**Contact time: Thursday 6:00-9:00 p.m.**

**Course Description**

This course focuses on the international dimensions of business and management, and provides the understandings of global business environment, the cultural context of global management, formulating and implementing strategy for global operations, and global functional management.

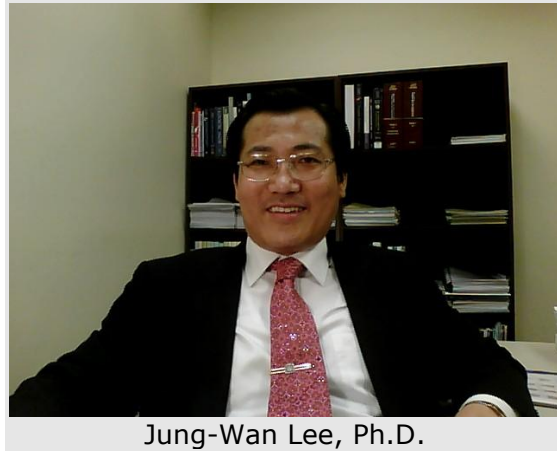
**Objectives and expected outcomes**

After you have completed this course, you should be able to:

1. Understand the unique challenges involved in international business and management and the importance of international business and management in a global economy.
2. Perform a comprehensive analysis of international business and management environment and make operational strategy recommendations for managerial action that will improve business performance.
3. Analyze and apply the various components of international business and management to enhance its effectiveness.
4. Understand and discuss key issues required in international business and management.

## Instructor Biography

Professor Jung-Wan Lee  
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Jung-Wan Lee, Ph.D.

### **Teaching**

Jung-Wan Lee holds a Ph.D. in Business Administration (Marketing) and advanced degrees in International Logistics (MBA), International Finance (MA), and Electronic Commerce (MS) with solid applied backgrounds in international business and management. He has many years of research and teaching experience in electronic commerce, international marketing, international business and management in Korea, USA, and Kazakhstan. He also has substantial experience of international business in Korea, Japan, China, and Russia.

He teaches AD655 (online) International Business, Economics and Cultures, MG520 International Business Management, AD739 (online) Marketing Management, MG431 International Marketing, MG448 Electronic Commerce and Web Design, AD745 Competitive Strategy in undergraduate and graduate programs at Metropolitan College.

### **Research**

He has written fifty-five research papers and four books during the past five years. He has four award-winning research papers: 1) Best Paper Award at the Twelfth International Conference of International Management Development Association, in June 2006, in Vancouver, Canada, 2) Distinguished Research Award at the Spring 2009 International Conference of Allied Academies, in April 2008, in Tunica, Mississippi, 3) Distinguished Research Award at the Spring 2009 International Conference of Allied Academies, in April 2009, in New Orleans, LA, 4) Distinguished Research Award at the Fall 2009 International Conference of Allied Academies, in October 2009, in Las Vegas, NV.

Since 2005, he has served as Associate Editor of the Editorial Board for the *World Review of Entrepreneurship, Management and Sustainable Development* (ISSN: 1746-0573. Bucks, UK: Inderscience Publishers), and as Regional Editor of Eastern Europe and the CIS countries for the *World Review of Science, Technology and Sustainable Development* (ISSN: 1741-2242. Bucks, UK: Inderscience Publishers).

## ***My Pedagogy and Methodology for Teaching Excellence:***

Goal 1: To generate the enthusiasm, confidence, self-leadership and self-motivation within each student.

I give students at least two stimulating assignments per semester, so as to enable them to master complex subject matters and experience the pride that comes from continually striving for higher levels of competency. I motivate students to do their best work and encourage students to come to class prepared. I give students an opportunity to do well on assignments by helping students consult a structured process.

Goal 2: To create an innovative classroom environment through the myriad of technology and innovation, as well as employ a structured lecture process.

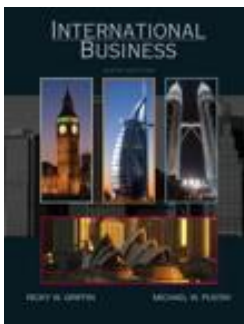
I use technology enabled teaching materials, such as online learning communities, to utilize teamwork in order to solve complex problems. I outline my lecture on the blackboard as it develops. I also write down any technical terms or names that students might not know how to spell. I begin and end lectures with summary statements. I summarize main points and emphasize conceptual understanding.

Goal 3: To have students consider themselves as global citizens equipped with the knowledge and understanding of best practices to be successful in that endeavor.

I present the best case for each theory and analyze each critically and comparatively. Then, I discuss each one and contrast the basic elements and implications of each. I invite students to share their knowledge and experiences. Drawing upon the diverse backgrounds and experiences of students, I facilitate discussions involving different points of view and encourage robust participation. I ask students to focus on any experiences which may give them a different viewpoint on social, political, and economic issues.

## **Course Resources**

### **Required Textbook:**



International Business, 6/E  
**Ricky Griffin**  
**Michael Pustay**

ISBN-13: 9780137153732

Publisher: Prentice Hall  
Copyright: 2010  
Published: 01/27/2009

The required textbook for this course can be purchased from Barnes & Noble at Boston University at <http://www.campusstores.com/budl/selectcourses.asp>.

### Additional Reading:

Read international business and management related news and articles from The Wall Street Journal <http://online.wsj.com/home-page>; Financial Times <http://www.ft.com/>; World Trade organization <http://www.wto.org/>; UNCTAD <http://www.unctad.org/>; OECD <http://www.oecd.org/>; in order to better understand to current international business and management practices.

### Course structure and learning goals:

<b>MG520 International Business Management (4 credits)</b>			
<b>Class week</b>	<b>Topics</b>	<b>Text Book</b>	<b>Case Study</b>
Week 1	<b>1. An Overview of International Business.</b> <ul style="list-style-type: none"><li>• Discuss the meaning of international business</li><li>• Explain the importance of understanding international business</li><li>• Identify and describe the basic forms of international business activities</li><li>• Discuss the causes of globalization</li><li>• Comprehend the growing role of emerging markets in the global economy</li></ul>	Chapter 1	Wal-Mart Stores Carrefour
Week 2	<b>2. Global Marketplaces and Business Centers.</b> <ul style="list-style-type: none"><li>• Evaluate the impact of the political and economic characteristics of the world's various marketplaces on business</li><li>• Appreciate the uses of national income data in making business decisions</li><li>• Discuss North America as a major marketplace and business center in the world economy</li></ul>	Chapter 2	Nestlé Procter & Gamble
Week 3	<b>3. Legal, Technological, and Political Forces.</b> <ul style="list-style-type: none"><li>• Describe the major types of legal systems confronting international businesses</li><li>• Explain how domestic laws affect the ability of firms to conduct international business</li><li>• List the ways firms can resolve international business disputes</li><li>• Describe the impact of the host country's technological environment on international business</li><li>• Identify the factors that influence national accounting systems</li><li>• Explain how firms can protect themselves from political risk</li></ul>	Chapter 3	Siemens Samsung Electronics

Week 4	<p><b>4. The Role of Culture.</b></p> <ul style="list-style-type: none"> <li>• Discuss the primary characteristics of culture</li> <li>• Describe the various elements of culture and provide examples of how they influence international business</li> <li>• Identify the means by which members of a culture communicate with each other</li> <li>• Discuss how religious and other values affect the domestic environments in which international businesses operate</li> <li>• Describe the major cultural clusters and their usefulness for international managers</li> <li>• Explain Hofstede’s primary findings about differences in cultural values</li> <li>• Explain how cultural conflicts may arise</li> </ul>	Chapter 4	Hewlett-Packard IBM
Week 5	<p><b>5. Ethics and Social Responsibility in International Business.</b></p> <ul style="list-style-type: none"> <li>• Describe the nature of ethics</li> <li>• Discuss ethics in cross-cultural and international contexts</li> <li>• Identify the key elements in managing ethical behavior across borders</li> <li>• Discuss social responsibility in cross-cultural and international contexts</li> <li>• Identify and summarize the basic areas of social responsibility</li> <li>• Discuss how organizations manage social responsibility across borders</li> <li>• Identify and summarize the key regulations governing international ethics and social responsibility</li> </ul>	Chapter 5	LG Sony
Week 6	<p><b>6. International Trade and Investment Theory.</b></p> <ul style="list-style-type: none"> <li>• Understand the motivation for international trade</li> <li>• Summarize and discuss the differences among the classical country-based theories of international trade</li> <li>• Use the modern firm-based theories of international trade to describe global strategies adopted by businesses</li> <li>• Describe and categorize the different forms of international investment</li> <li>• Explain the reasons for foreign direct investment</li> <li>• Summarize how supply, demand, and political factors influence foreign direct investment</li> </ul>	Chapter 6	Vodafone Nokia

Week 7	<p><b>7. International Monetary System and the Balance of Payments.</b></p> <ul style="list-style-type: none"> <li>• Discuss the role of the international monetary system in promoting international trade and investment</li> <li>• Explain the evolution and functioning of the gold standard</li> <li>• Summarize the role of the World Bank Group and the International Monetary Fund in the post-World War II international monetary system established at Bretton Woods</li> <li>• Explain the evolution of the flexible exchange rate system</li> <li>• Describe the function and structure of the balance of payments accounting system</li> <li>• Differentiate among the various definitions of a balance of payments surplus and deficit</li> </ul>	Chapter 7	ING Group Fortis
Week 8	<p><b>Chapters review</b></p> <p>We will have case analysis and discussions on two cases selected from the textbook on Week 8. Please read through the textbook and prepare answers for the following questions.</p> <p><b>Toyota Motor Corporation</b>  <b>Textbook Page 11, 24, 34, 50, 58, 100, 130, 162, 172, 174-175, 177, 211, 217, 248-250, 252, 263, 277, 308, 334, 338, 372, 373, 375, 403, 413, 418, 447-447, 465, 470, 473, 476, 479, 488, 492-493, 496, 497, 529, 538, 539, 549-550.</b></p> <p><b>Discussion Questions</b></p> <ol style="list-style-type: none"> <li>1. What are strengths and weaknesses of Toyota in doing international business (Internal resources)?</li> <li>2. What are opportunities and threats facing Toyota in doing international business (external environment)?</li> <li>3. What are Toyota’s most critical competitive advantages for doing international business? How did Toyota develop their advantages?</li> <li>4. How sustainable are Toyota’s advantages? What is your assessment of Toyota’s competitors and their ability to imitate Toyota’s advantages?</li> <li>5. What are Toyota’s strategic options? To what extent do these options exploit Toyota’s competitive advantages in international markets?</li> </ol> <p><b>Caterpillar Inc.</b>  <b>Textbook page 23, 92, 149-150, 151, 162, 167-168, 171, 194, 243, 319, 461, 466, 541</b></p>		

	<p><b>Discussion Questions</b></p> <ol style="list-style-type: none"> <li>1. What is Caterpillar’s competitive position in international markets?</li> <li>2. What are opportunities and threats facing Caterpillar in doing international business (external environment)?</li> <li>3. What are Caterpillar’s most critical competitive advantages for doing international business? How did Caterpillar develop their advantages? Particularly, what are the underlying sources of its advantages?</li> <li>4. Should Caterpillar introduce their products in Korea the summer of 2010? If they should, then how: partner with Samsung Heavy Industries, Hyundai Heavy Industries, Daewoo Heavy Industries, or “go it alone”? If they shouldn’t, then why not?</li> </ol>		
Week 9	<p><b>8. Foreign Exchange and International Financial Markets.</b></p> <ul style="list-style-type: none"> <li>• Describe how demand and supply determine the price of foreign exchange</li> <li>• Discuss the role of international banks in the foreign-exchange market</li> <li>• Assess the different ways firms can use the spot and forward markets to settle international transactions</li> <li>• Summarize the role of arbitrage in the foreign-exchange market</li> <li>• Discuss the important aspects of the international capital market</li> </ul>	Chapter 8	Citigroup HSBC Holdings
Week 10	<p><b>9. Formulation of National Trade Policies. 10. International Cooperation among Nations.</b></p> <ul style="list-style-type: none"> <li>• Present the major arguments in favor of and against governmental intervention in international trade</li> <li>• Identify the advantages and disadvantages of adopting an industrial policy</li> <li>• Analyze the role of domestic politics in formulating a country’s international trade policies</li> <li>• Explain the importance of the GATT and the WTO to international business</li> <li>• Contrast the different forms of economic integration among cooperating countries</li> <li>• Analyze the opportunities for international businesses created by completion of the EU’s internal market</li> <li>• Describe the other major trading blocs in today’s world economy</li> </ul>	Chapter 9 & 10	Allianz Barclays
Week 11	<p><b>11. International Strategic Management.</b></p> <ul style="list-style-type: none"> <li>• Characterize the challenges of international strategic management</li> </ul>	Chapter 11	Exxon Mobil Royal Dutch Shell

	<ul style="list-style-type: none"> <li>Assess the basic strategic alternatives available to firms</li> <li>Distinguish and analyze the components of international strategy</li> <li>Describe the international strategic management process</li> <li>Identify and characterize the levels of international strategies</li> </ul>		
Week 12	<p><b>12. Strategies for Analyzing and Entering Foreign Markets.</b></p> <p><b>13. International Strategic Alliances.</b></p> <ul style="list-style-type: none"> <li>Discuss how firms analyze foreign markets</li> <li>Outline the process by which firms choose their mode of entry into a foreign market</li> <li>Describe forms of exporting and the types of intermediaries available to assist firms in exporting their goods</li> <li>Compare joint ventures and other forms of strategic alliances</li> <li>Characterize the benefits of strategic alliances</li> <li>Describe the scope of strategic alliances</li> <li>Discuss the forms of management used for strategic alliances</li> <li>Identify the limitations of strategic alliances</li> </ul>	Chapter 12 & 13	Toyota Motor Daimler
Week 13	<p><b>14. International Organization Design and Control.</b></p> <ul style="list-style-type: none"> <li>Define and discuss the nature of international organization design and identify and describe the initial impacts of international business activity on organization design</li> <li>Identify and describe five advanced forms of international organization design and discuss hybrid global designs</li> <li>Identify and describe related issues in global organization design</li> <li>Explain the general purpose of control and the levels of control in international business</li> <li>Describe how international firms manage the control function</li> </ul>	Chapter 14	Ford Motor Volkswagen
Week 14	<p><b>15. Leadership and Employee Behavior in International Business.</b></p> <ul style="list-style-type: none"> <li>Identify and discuss the basic perspectives on individual differences in different cultures</li> <li>Evaluate basic views of employee motivation in international business</li> <li>Identify basic views of managerial leadership</li> </ul>	Chapter 15	Boeing General Electric

	<ul style="list-style-type: none"> <li>in international business</li> <li>• Discuss the nature of managerial decision making in international business</li> <li>• Describe group dynamics and discuss how teams are managed across cultures</li> </ul>		
Week 15	<p><b>Chapters review: Term paper presentation</b></p> <p><b>Guidelines for presentation:</b> Groups should prepare a 10 to 12 slide PowerPoint presentation for abstracting their term papers. The PowerPoint slides should be developed and organized in a professional manner. Groups should demonstrate their presentation in class.</p>		
	<b>Final-exam</b>		

## Course Grading

### Assessment Policy

Your final grade for this course will be derived from three types of assessment:

- Weekly attendance and participation
- Quiz: 1 quiz per semester
- Three assignments: take-home
- Final examination: during the final examination period

### Assessment Percentage

The value of each of these assessment measures, expressed as a percentage, is tabulated below.

1 <sup>st</sup> Attestation 30%	Quiz	10 %
	Article review and essay (assignment 1: Individual)	10 %
	Case analysis (assignment 2: Individual)	10 %
2 <sup>nd</sup> Attestation 30%	Term paper writing (assignment 3: Team)	20 %
	Term paper presentation (Team)	10 %
Final Attestation 40%	Final-exam (multiple choice, open-ended, essay writing)	30 %
	Class attendance and participation	10 %
<b>Total 100%</b>		<b>100%</b>

### Course calendar and assignments due time

Nº	Assignments	calendar															percentage	
		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15		
1.	Class attendance and participation	*	*	*	*	*	*	*	*	*	*	*	*	*	*	*		10%
2.	Quiz				*												10%	
3.	Article review and essay(assignment 1)							*									10%	
4.	Case analysis report (assignment 2)										*						10%	
5.	Term paper (assignment 3)													*			20%	
6.	Term paper presentation														*		10%	
7.	Final Exam															*	30%	
	Total																100%	

### Grading Policy and system:

Grade	Grade Point	%	Traditional grade
A	4.0	96-100	EXCELLENT
A-	3.67	91-95	
B+	3.33	86-90	GOOD
B	3.0	81-85	
B-	2.67	76-80	
C+	2.33	71-75	SATISFACTORY
C	2.0	66-70	
C-	1.67	61-65	
D+	1.33	56-60	
D	1.0	51-55	
F	0	=< 50	UNSATISFACTORY

While there is no fixed absolute number of grades in any one level, it is important to note that high grades reflect an excellence in the understanding of class materials and organization of thoughts as well as the complete works of course assignments. In addition, an important aspect of my class is the complete attendance at each class and active participation at each discussion; grades will also reflect an individual's contributions to the class.

As such, a maximum 5 percent of the class, ONLY who has/have achieved completely every learning goal of the course, would earn an A grade and approximately 15 percent would earn an A- grade. As grades are earned and not awarded, the College does give grades C+/C/C-/D+/D or F for work that is below average/standards.

Since achieving every learning goal of the course and at the same time making the complete attendance at each class and participation at each discussion is a challenging task for part-time students, an A- grade may be deemed as a highest evaluation for them.

**Grading, attendance and examination policies and procedures will be applied to the course in accordance with Boston University rules of "Code of Academic Conduct."**

**Additional comments:**

**Academic Honesty:** Dishonesty, including but not limited to cheating on tests and plagiarism, is taken seriously. The minimum penalty is an "F" in this course and referrals to Disciplinary Committee.

**Cell Phones:** Any student cell phone that rings during class will result in an automatic 5 % reduction in grade.

## **Academic Conduct and Intellectual Honesty**

NOTE: This course will strictly follow the Code of Academic Conduct of Boston University. Please keep this in mind. *Academic conduct promoting the desired educational environment of the College involves behavior which refrains from cheating on exams, plagiarism, misrepresentation or falsification of data, theft or destruction of examinations or papers, or alteration, forgery, or knowing misuse of academic records or documents or other similar behavior. The Internet has made plagiarism even easier, and be aware that text from the Internet is a bona fide form of plagiarism that could result in dismissal from Boston University. This applies in any course at Boston University.*

### **Quiz:**

Quiz will cover conceptual material from chapters; questions relating to lecture / discussion material from class; and readings. No make-up exam will be given.

## Assignment 1:

Article review and essay writing –individual: 10%

### *Guidelines for essay writing*

1. The student should select an essay topic they are interested in either from the following list, or they may explore/develop any topic they are interested in. Students should get approval from the instructor if they chose a topic outside of the list:

<ol style="list-style-type: none"><li>1. Agency Theory</li><li>2. Comparative Advantage</li><li>3. Competitive Structure</li><li>4. Exploration vs. Exploitation</li><li>5. Game Theory</li><li>6. Human Ecology Theory</li><li>7. Institutional Theory</li><li>8. International Trade Theory</li><li>9. Internationalization Theories</li><li>10. Foreign Market Entry</li><li>11. Leadership Theories</li><li>12. Neoinstitutional Theory</li></ol>	<ol style="list-style-type: none"><li>13. Organizational Ecology</li><li>14. Organizational Learning</li><li>15. Portfolio Theory</li><li>16. Relational Contracting Theory</li><li>17. Resource-Based Theory</li><li>18. Signaling Theory</li><li>19. Strategic Choice Theory</li><li>20. Systems Theory</li><li>21. Technological Advantage Theory</li><li>22. Technological Innovation Theory</li><li>23. Theory of FDI and MNE</li><li>24. Transaction Cost Theory</li><li>25. Upper Echelon Theory</li></ol>
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2. **Each essay will be 8 pages** in length, including a title page and references. It should be typed in 12-point font, Times New Roman, and double-spaced.
3. Avoid verbosity and do not plagiarize the work of others. You must cite your sources. Provide adequate citations and use the **APA style** ([see APA style guide here](#)) for the bibliography.
4. The essay will have at least five references from peer-reviewed academic journals **ONLY**. You can find a good source from the BU Library's electronic resources. Use the link <http://www.bu.edu/library/index.shtml>.
5. Students should analyze and synthesize the information from the articles to form a cohesive essay (1300 ~ 1500 words). The paper should be short and concise.
6. **Submission: 1) Two sets of printed copies** of an essay should be submitted, **and 2) a written essay as an MS Word document by an email attachment** should be sent **not later than the class day of week 7.**

### **Grading Criteria (in total 10 points)**

1. Timeliness: Submitted by the due date – maximum 2 points
2. Content and context –Context is well organized according to the guidelines: maximum 4 points
3. Citation and reference – Appropriately cited in the body text and bibliography, according to the citation guidelines: maximum 4 points

## Assignment 2:

Case analysis report–individual: 10%

### *Guidelines for a case writing:*

1. **Students should select a case topic they are interested in either from the following list, or they may explore/develop any topic they are interested in.**

<ul style="list-style-type: none"><li>• Wal-Mart Stores</li><li>• Carrefour</li><li>• Nestlé</li><li>• Procter &amp; Gamble</li><li>• Siemens</li><li>• Samsung Electronics</li><li>• Hewlett-Packard</li><li>• IBM</li><li>• LG</li><li>• Sony</li><li>• Vodafone</li><li>• Nokia</li><li>• Boeing</li><li>• General Electric</li></ul>	<ul style="list-style-type: none"><li>• ING Group</li><li>• Fortis</li><li>• Citigroup</li><li>• HSBC Holdings</li><li>• Allianz</li><li>• Barclays</li><li>• Exxon Mobil</li><li>• Royal Dutch Shell</li><li>• Toyota Motor</li><li>• Daimler</li><li>• Ford Motor</li><li>• Volkswagen</li></ul>
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2. Each case report will be **15 pages** in length, including a title page, tables, figures, appendixes, and references. It should be typed in **12 point font, Times New Roman, and double-spaced.**
3. Avoid verbosity and do not plagiarize work of others. You must cite your sources. Provide adequate citations and use the **APA style** ([see APA style guide here](#)) for bibliography.
4. You may use **any article** from websites, newspapers, company reports, and other forms of information.
5. **Students should analyze and synthesize the information from the reading materials to form a cohesive report (2000~2500 words). The report should be concise.**
6. Do not simply summarize materials of a company. Use the information from the materials to support your evaluations, conclusions, and recommendations.
7. **Submission: 1) Two sets of printed copies** of a case analysis should be submitted, **and 2) a written case report as an MS Word document by an email attachment** should be sent **not later than the class day of week 10.**

### **Case Analysis Grading Criteria (10 points)**

1. **Timeliness:** Whether it is completed on time: Maximum 3 points
2. **Content and context:** Whether its content has flourished by extended research, relating to a case: maximum 3 points
3. **Analytical Skills:** Whether the work focus on key points to managerial and marketing issues: Maximum 4 points

## Assignment 3:

### Term-Paper writing and Presentation: Team project 30%

**Instructions for a term paper:** A term paper on e-commerce will be written by a group of students (**a team consists of normally three (3) students. Students may volunteer themselves to form/choose their team members**). As the semester progresses, various components of the paper should be worked. At the end of the semester, all sections will be integrated into one final paper.

1. Students should select an essay topic they are interested in either from the following list, or students may explore/develop any topic they are interested in. Students should get approval from the instructor if they chose a topic outside of the list:

<ol style="list-style-type: none"><li>1. International business</li><li>2. Globalization</li><li>3. Legal, Technological, and Political Forces</li><li>4. The Role of Culture in international business</li><li>5. Ethics and Social Responsibility in International Business</li><li>6. International Trade and Investment Theory</li><li>7. International Monetary System and the Balance of Payments</li><li>8. Foreign Exchange and International Financial Markets</li><li>9. Formulation of National Trade Policies</li><li>10. International Cooperation among Nations</li></ol>	<ol style="list-style-type: none"><li>11. International Strategic Management</li><li>12. Strategies for Analyzing and Entering Foreign Markets</li><li>13. International Strategic Alliances</li><li>14. International Organization Design and Control</li><li>15. Leadership and Employee Behavior in International Business</li><li>16. International Marketing</li><li>17. International Operations Management</li><li>18. International Financial Management</li><li>19. International Human Resource Management and Labor Relations</li></ol>
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2. Each term paper will be **about 25 pages** in length, including a title page and references. It should be typed in **12 point font, Times New Roman, and double-spaced**.
3. Avoid verbosity and do not plagiarize work of others. You must cite your sources. Provide adequate citations and use the **APA style** ([see APA style guide here](#)) for bibliography.
4. You may use **any article** from websites, newspapers, company reports, and other forms of information.
5. **Students should analyze and synthesize the information from the reading materials to form a cohesive paper (3000~3500 words). The paper should be concise.**
6. Do not simply summarize materials of companies and/or cases. The written paper should focus on analyzing the material, evaluating the strategy employed by companies, and making appropriate recommendations. Use the information from the materials to support your conclusions and recommendations.
7. The written paper should focus on analyzing the materials in cases, evaluating the strategy employed by companies/products/brands, and making appropriate recommendations.
8. **Submission: 1) Two sets of printed copies** of a term paper should be submitted, **and 2) a written term paper as an MS Word document by an email attachment** should be sent **not later than the class day of week 14.**

## Grading Criteria (maximum 30 points)

**The project will count for 30% (written report 20%, presentation 10%) of the total grade. Each member of a project team will receive the same grade for their project submission.**

1. **Timeliness:** Whether it is completed on time - Maximum 4 points
2. **Content and context** (conceptual skills): Whether its content has flourished by extended research, relating to the case - maximum 8 points
3. **Analytical Skills:** Whether the work focus on key points to marketing decision-making issues - Maximum 8 points
4. **Presentation:** Maximum 10 points\*

### ***\*Guidelines for presentation:***

Groups should prepare a 10 to 12 slide PowerPoint presentation for abstracting their term papers. The presentation of PowerPoint slides should be developed and organized in a professional manner like a seminar ("Your use of hyperlinks, layouts, and contents are the elements of your own creativity. Audio narration can definitely add to your presentation, but is not required. If you choose to narrate your presentation, please limit the audio length to no more than 10 minutes (i.e. 1 minute per slide).

## Final Exam: Individual (30% of total grade)

There is a final exam in this course during a final exam period. The final exam is proctored and requires the use of an approved proctor for a student who is unable to get to the test site. The exam will cover information from textbook, lectures, cases, and readings. The exam is closed book/closed notes/closed materials. The final exam will be structured to promote and reward learning, thinking, and understanding of the course materials. This will require some memorization, as well as the ability to understand concepts of international business, economics and cultures. **The test will contain four types of questioning methods: true/false, multiple choice, fill-in-the-blank, and open-end questions. The duration of the exam is 100 minutes for 45 questions.**

### **Attention!**

- **20% of absence without valid reasons leads to «F (Fail)»**
- **"0" will be marked, if students are late on the final examination;**
- **"F" will be marked, if students use a crib (on a paper or electronic base) during the final examination.**