

MGMT/IBUS 450  
INTERNATIONAL ENVIRONMENT OF BUSINESS  
NORDIC BUSINESS STUDY ABROAD PROGRAM  
Summer 2018

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**OBJECTIVES:**

This course is a broad survey of the field of international business. The first part of the course examines the *environment of international business* (e.g., legal, technological and cultural environment of business). The second part concentrates on major *theoretical and institutional issues* (e.g., the basis for international trade and capital flows, tariffs, quotas, exchange controls, and other barriers to international business; foreign exchange markets; international capital markets; and international organizations).

Many parts of the class involve current events. Follow these developments in the news, as we will discuss them in class. Useful sources of current information regarding international business are the *Wall Street Journal*, *New York Times*, *The Economist*, and the *Financial Times*. In-class work will be supplemented by cultural and company visits. In preparation to the visits you will be required to do research on the companies and topics prior to our visits, and afterwards discuss the learning outcomes in your blog entries.

**TEXT:**

*International Business (eighth edition)*. Griffin and Pustay, Prentice Hall, 2015. Regular reading of the *Wall Street Journal*, *Financial Times* or some other source of business news is also required.

**COURSE on eCampus:**

MGMT 450 can be found on eCampus. You can find there the following materials: a copy of the course syllabus; copies of lecture notes; the grades. I will also post information about exams, hints for doing projects, cases and additional assignments from time to time.

**GRADE DETERMINATION:**

Knowledge of the substantive material covered in the course is of central importance. However, as in the business world, the ability to communicate knowledge orally and in

writing is also very important. Grading will be competitive and will include, where appropriate, consideration of content as well as grammar, style, and organization.

Midterm Exam/ group presentations (100 pts)	100
Final Exam (100 pts)	100
4 Blogs & reflections (25 pts each)	100
<b>TOTAL</b>	<b>300</b>

**NOTE: Grades are based on point totals not upon percentages of the total available points for the course.** Assignment of the final course letter grade will be based on the following point totals:

270 to 300 points: A  
 239 to 269 points: B  
 208 to 238 points: C  
 177 to 207 points: D  
 0 to 177 points: F

### **ASSIGNMENTS:**

The most challenging aspect of this class is its breadth. In most cases, the material is not conceptually difficult. It's just that there's so much material to master. The course includes aspects of international economics, international relations, domestic politics and laws, economic geography, culture, and diplomatic history, as well as international aspects of all the functional areas of business. To overcome this problem, we will have three sets of outside assignments—such as homework and group projects—that will help you master all this material and allow you to explore issues developed in the textbook and in class in more depth.

### **Midterm Group Project (100 points):**

The class will divide into groups on the first day of the semester. Each group will pick an American company that does not have a presence in Finland and do research on possibilities of entering Nordic market. The midterm exam will be based on group presentations. Each group will have 15 minutes to describe opportunities and threats of the target market and strengths and weaknesses of the chosen company in Nordic environment. The grades will be assigned based on the quality of the analysis and presentation. Specific rubrics for the assignment will be posted in eCampus and will be discussed in class.

**Blogs and Reflections (100 points):**

The purpose of blogging is to give you an opportunity to reflect on your learning of the intercultural and global skills and competencies. Blog entries will be due by the end of each week. They should be focusing on what you've learned about European and/or Spanish culture and business during the week. Completion grade will be given for a good-faith effort.

**Class Attendance and Participation:**

Students are expected to be prepared for every class and to participate in class discussions. I will be checking **attendance** throughout the trip. According to the Study Abroad Code of Conduct, skipping class without valid university excused reason will not be tolerated. "Extraordinary" class participation will be considered in borderline cases in determining final grades.

**ANTICIPATED EXAM DATES:****MIDTERM EXAM:**

Midterm Exam is scheduled for Friday, June 1 during class. It will be based on group presentations.

On exam days, you will need to bring to class:

1. your ID card
2. a pencil
3. Scantron Form 882-ES

**FINAL EXAM:**

The final will be comprehensive. It will cover Chapters 3-10. The final is scheduled for Friday, June 8.

**EXAMINATION RESULTS:**

After each examination, grades will be posted on the course web site or e-mailed to the students. We will post grades as soon as possible. If the results are not posted, it means we do not yet have the grades.

**ADA POLICY:**

The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among

other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you believe you have a disability requiring an accommodation, please contact the Department of Student Life Services for Students with Disabilities in Room 126 of the Koldus Building, 845-1637.

### **EXAM REVIEW AND GRADE APPEALS:**

You will be able to review your exams and prepare written appeals on exam questions during specific days and times. These are the only opportunities you will have to appeal exam grades. Appeals will not be allowed after the posted dates for a specific exam. If you are unable to attend a review session (due to an excused absence listed in the Missed Examinations section below), arrangements must be made with the TA prior to the scheduled review date. If no prior arrangements are made, you forfeit the opportunity to review your exam.

### **MISSED EXAMINATIONS:**

Absences from an exam will be excused for the following reasons **ONLY**:

- a) Participation in an activity appearing on the University authorized activity list,
- b) Death or major illness in a student's immediate family,
- c) Illness of a dependent family member,
- d) Participation in a legal proceedings or administrative procedures that require a student's presence,
- e) Religious holy day,
- f) Illness that is too severe or contagious for the student to attend class (to be determined by the Health Center or off-campus physician),
- g) Required participation in military duties.

This policy will be strictly enforced. Anyone who does not have a valid reason for missing an exam will receive a zero for that exam. If you miss an exam for a valid reason, please call or e-mail me, either before the exam or as soon as possible after missing the exam. Leave your name, student ID number, phone number and reason for missing the exam. When you come for the make-up examination, you must bring a copy of your documentation (which will be kept up by the TA) to the exam. Please make sure the documentation has sufficient information so it can be verified for authenticity.

### **WEHNER BUILDING POLICY:**

We have beautiful and state-of-the-art classrooms in the Wehner Building. We want to maintain the high quality conditions of these classrooms for the students in future years. Thus, it is necessary for you to adhere to the established policy of **NO BEVERAGES, FOOD, TOBACCO PRODUCTS, OR ANIMALS** (unless approved) within the Wehner building classrooms.

### **AGGIE HONOR CODE:**

“An Aggie does not lie, cheat, or steal or tolerate those who do.”

Upon accepting admission to Texas A&M University, a student immediately assumes a commitment to uphold the Honor Code, to accept responsibility for learning and to follow the philosophy and rules of the Honor System. Students will be required to state their commitment on examinations, research papers, and other academic work. Ignorance of the rules does not exclude any member of the Texas A&M University community from the requirements or the processes of the Honor system. For additional information please visit: <http://www.tamu.edu/aggiehonor/>

On all course work, assignments, and examinations at Texas A&M University, the following Honor pledge shall be preprinted and signed by the student: “On my honor, as an Aggie, I have neither given nor received unauthorized aid on this academic work.”

**COURSE OUTLINE:**

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
<b>Week 1 May 25- 27</b>					<i>Departure from Houston</i>	<i>Arrival in Helsinki</i>	<i>Group City Tour</i>
<b>Week 2 May 28- June 3</b>	1 p.m. – 2:30 p.m. MGMT/IBUS 450  Introduction, <b>Chapters 1 &amp; 3.</b>	10 a.m. – 11:30 a.m. 12:30 p.m. – 2 p.m. MGMT/IBUS 450  <b>Chapters 3 &amp; 4.</b>	10 a.m. – 11:30 a.m. 12:30 p.m. – 3 p.m. MGMT/IBUS 450  <b>Chapters 5 &amp; 6</b>	9 a.m. – 11:30 a.m. 12:30 p.m. – 3 p.m. MGMT/IBUS 450  <b>Chapters 7 &amp; 8</b>	10 a.m. – 11:30 a.m. MGMT/IBUS 450 <b>Midterm: Group Presentations</b> 1p.m. – 3 p.m. <b>FISKARS Company Visit</b>	<i>Free</i> <b>1<sup>st</sup> Blog due</b>	<i>Free</i>
<b>Week 3 June 4-10</b>	10 a.m. – 11:30 a.m. 12:30 p.m. – 3 p.m. MGMT/IBUS 450 <b>Chapters 9 &amp; 10</b>				10 a.m. – 12 p.m. MGMT/IBUS 450 <b>Final Exam</b>	<i>Lapland trip</i> <b>2<sup>nd</sup> Blog due</b>	<i>Lapland trip</i>
<b>Week 4 June 11-17</b>	<i>Lapland trip</i>	1:30 p.m. – 3:30 p.m. <b>FAZER Company Visit</b>				<i>Free</i> <b>3<sup>rd</sup> Blog due</b>	<i>Free</i>
<b>Week 5 June 18-24</b>				<i>Free</i>	<i>Free</i>	<i>Free</i> <b>4<sup>th</sup> Blog due</b>	<i>Departure</i>