

INB260 Multinational Firms

Dept. of Finance and International Business
The College of New Jersey

Instructor: Dr. Linghui (Lynn) Tang

Office: BB308

Phone: (609)-771-2240

Email: tang@tcnj.edu

Office Hours: Tuesday 9-10am, Friday 4-5pm, or by appointment

Course Description: This course introduces international business to undergraduate students. It covers issues related to international economics, international finance, international management, and international marketing. The focus is on managing the external environment for companies whose activities stretch across national boundaries.

The Learning Objectives:

1. To gain an understanding of the macroeconomic variables and theory that might greatly influence and determine the success of international business
2. To understand national and international policies that have implications for international business
3. To examine the importance of non-economic issues such as cultural conflicts, political risks, and managerial challenges specific to international business
4. To identify changes occurring in the international business environment and the reasons for these changes
5. To develop skills for conducting research in international business

Required Textbook:

Global Business Today, 6th edition, by Charles W. L. Hill, McGraw-Hill Irwin,
ISBN 978-0-07-338139-8

Course Requirements and Grading Policy: Learning is not a passive process. Students are expected to take an active approach to class lectures by arriving prepared to ask and answer questions and read the assigned textbook chapter(s) and cases. Grades will be determined by your performance on six cases, three exams, group debate, two short papers, presentations, and participation. Please be aware that late homework results in 2 points' deduction for every 3 hours after the beginning of the class on the due day. Therefore, make sure to meet all assignment deadlines.

Three exams (each 100)	300 points
Six cases (each 10)	60 points
Group debate	15 points
Two papers (each 30)	60 points
Two presentations (each 10)	20 points
In-class projects	30 points
Attendance	15 points
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Total possible points:	500 points

Grading Scales:

450-500 (90% or above): A

400-449 (80%-89%): B

350-399 (70%-79%): C

300-349 (60%-69%): D

Below 300: F

The plus and minus system will be applied based on the grade distribution in each range stated above.

Exams: There are two non-cumulative exams and one comprehensive final exam. Each exam includes multiple choice questions and one case study. THERE IS NO MAKE-UP EXAM! A missed exam will receive the grade of "0". If there is an emergency, please contact the instructor as soon as possible. In most cases, the notification has to be received

before the exam takes place. The instructor reserves the right to decide whether a different exam time can be scheduled.

Cases: Students need to turn in a typed paper (1-2 pages) by answering all the questions for six end-of-chapter cases from the textbook.

Short Papers: Students will work by group (no more than 5 students in each group) or individually on two projects that assess the need and feasibility to internationalize a product or service for a company or an organization in a foreign country. Each paper is about 5-10 pages. The first paper should focus on the choice of a foreign country as the target market for the company. The second paper will develop an international marketing plan for the product/service to be offered in the country. Each group will present the projects for about 10 minutes in class. The two presentations (10 points each) will be graded based on its content and effectiveness of delivery. There is only one grade for each team paper. However, the instructor will adjust individual grades based on observations and peer evaluations.

In-class projects: The instructor will assign in-class projects from time to time. The students will be graded based on the work submitted. You are allowed to make-up one in-class project for the whole semester.

Attendance: Regular class attendance is critical to successfully complete this course. You are allowed to have three absences during the whole semester (except for the days of presentations and exams). After that, three points will be deducted from the participation grade for each absence (there is no cap on the deduction). So, please use these three allowances wisely. TCNJ's attendance policy is available on the web:

<http://www.tcnj.edu/~recreg/policies/attendance.html>

Academic Integrity Policy

Academic dishonesty is any attempt by the student to gain academic advantage through dishonest means, to submit, as his/her own, work which has not been done by him/her or to give improper aid to another student in the completion of an assignment. Such dishonesty would include, but is not limited to: submitting as his/her own a project, paper, report, test,

or speech copied from, partially copied, or paraphrased from the work of another (whether the source is printed, under copyright, or in manuscript form). Credit must be given for words quoted or paraphrased. The rules apply to any academic dishonesty, whether the work is graded or ungraded, group or individual, written or oral.

TCNJ's academic integrity policy is available on the web:

<http://www.tcnj.edu/~academic/policy/integrity.html>.

Americans with Disabilities Act (ADA) Policy

Any student who has a documented disability and is in need of academic accommodations should notify the professor of this course and contact the Office of Differing Abilities Services (609-771-2571). Accommodations are individualized and in accordance with Section 504 of the Rehabilitation Act of 1973 and the Americans with Disabilities Act of 1992.

TCNJ's Americans with Disabilities Act (ADA) policy is available on the web:

<http://www.tcnj.edu/~affirm/ada.html> .

Course Schedule and Case Assignments

Date	Topics	Textbook Chapters
Week 1	Introduction: globalization	Chp. 1
Week 2	National differences in political economy Ethics in international business	Chp. 2 Chp. 4
Case 1 “Chavez’s Venezuela” (pp. 84-85), due 01/28/11		
Week 3	National cultural differences	Chp. 3
Case 2 “Wal-Mart’s Foreign Expansion” (pp. 122-123), due 02/04/11		
Week 4	International trade theory	Chp. 5
Week 5	Political economy of international trade	Chp. 6
Case 3 “Agricultural Subsidies” (pp.224-225), due 02/18/11		
<i>Exam 1 February 25, 2011 (tentative)</i>		
Week 6-7	Foreign direct investment	Chp. 7
Week 7	Regional economic integration	Chp. 8
Group Debate: March 4, 2011		
Week 8	Spring break, no class	
Week 9-10	Foreign exchange market	Chp. 9
<i>1st paper due and presentation 03/18/11</i>		

Case 4 “The curse of the strong dollar at STMicro” (pp. 336-337), due 03/25/11

Week 11 International monetary system Chp. 10

Exam 2 April 1, 2011 (tentative)

Week 12 International business strategy Chp.11

Case 5 “IKEA-The global retailer” (pp. 408-409), due 04/08/11

Week 13-14 Foreign market entry Chp. 12

Exporting, importing, and counter-trade Chp. 13

Global marketing Chp. 14

Case 6 “JCB in India” (pp. 434-435), due 04/15/11

Week 14 Special Topic: International Accounting

Week 15 Presentation of 2nd paper and paper due **04/26/11**

Final Exam (TBA)