

International Business

Business Administration 346

Section: D100

Term: 2002 Spring

Instructor: A. Edge

Discussion Topics: Course Objectives:

This course will introduce you to some of the major aspects pertaining to the business activity of multinational firms, i.e., firms who operate across national boundaries.

Course Coverage:

- Overview of International Business (I.B.)
- Cultural environment of I.B.
- Political and legal environment of I.B.
- International trade
- Foreign direct investment
- Regional economic integration
- World financial environments
- International market entry modes
- International Human Resource Management
- International Business Negotiations and Diplomacy

Course Organization:

Each class will revolve around one or more of the above mentioned themes. The sessions will rely on various methods to communicate the course material; these include lectures, in-class discussions, videos, in-class presentations, and (possibly) guest speakers.

Grading: A tentative grading scheme is outlined below. It may be changed at the instructor's discretion.

Team Effort

International Business

25% Case-study presentation

15% Business Game Projects

Individual Effort

10% In-class participation

10% Written Exercises

40% Exam(s)

100%

Required Texts: Daniels, Radebaugh; International Business: Environments and Operations, 9th ed., Prentice-Hall: 2001. (www.prenhall.com/daniels)

Recommended Texts: A packet containing A Guide to Case Analysis and Reporting which includes real-life case studies and articles from leading business periodicals will be available from the instructor. (Approximate cost \$30). In addition, The Multinational Management Game (one copy per team- Approximate cost \$25).

Materials/Supplies:

Prerequisite/Corequisite: Prerequisites:

60 credit hours

Notes:

This outline is derived from a course outline repository database that was maintained by SFU Student Services and the University's IT Services Department. The database was retired in 2014 and the data migrated to SFU Archives in 2015.