

**PENNSYLVANIA STATE UNIVERSITY**  
**Center Valley Campus Spring 2011**  
**8 weeks Accelerated beginning March 2011**  
**On-line and short -term study abroad at**  
**The Capitol University of Economics and Business (CUEB)**  
**Beijing, China**  
**May 19, 2011 till June 2, 2011**  
**IB 303 International Businesses**

**“Tentative efforts lead to tentative outcomes. Therefore, give yourself fully to your endeavors. Decide to construct your character through excellent actions and determine to pay the price of a worthy goal. The trials you encounter will introduce you to your strengths. Remain steadfast ... and one day you will build something that endures; something worthy of your potential.”**

*Epicetetus, Roman Teacher, Philosopher 55- 135 A. D.*  
**(He must have been a mountaineer too!)**



*...where you meet and befriend your inner mountaineer*

## **PRACTICAL, POSITIVE, PERSONAL, PERSUASIVE, PASSIONATE**

*“Whatever be the detail with which you cram your student, the chance of his meeting in after-life exactly that detail is almost infinitesimal; and if he does meet it, he will probably have forgotten what you taught him about it. The really useful training yields a comprehension of a few general principles with a thorough grounding in the way they apply to a variety of concrete details. In subsequent practice the (students) will have forgotten your particular details; but they will remember by an unconscious common sense how to apply principles to immediate circumstances.”*

*Whitehead, “The Aims of Education.”*

Welcome Team!!

The fact that you are taking this **IB 303 International Business** course indicates that you are close to reaching your summit goals at PSU of becoming a global citizen. This part of your academic journey will be rigorous, and will require you to integrate what you have learned over your academic journey while exploring it in the context of another culture. So apply yourselves as individuals, in teams, and in the global and cross cultural ‘real world’ collaborative opportunities that this course will challenge you with. This course will familiarize you with similar technology platforms that you will encounter and be expected to use in the global business environment when you graduate.

I look forward to guiding you on this expedition to China for the latter part of this course!!!

**International Business** is intertwined in everything we do in life both personally and professionally....they are inseparable! Consequently, this course is designed to give you insights into both dimensions.... I have read the text book and all of the cases and articles you will encounter in this course, so I am looking for much more thought in your responses and not merely having the subject matter regurgitated in our class discussions and in your writings.....I want to know how you think and feel because you will be confronted with new challenges daily that will require you to apply these concepts and ideas....this is a chance to build your “global life’s tool belt”.

As a general rule of thumb for all discussions and questions in both our face to face and on-line class sessions, I am looking for your personal insights on how the questions relate to you and your emerging understanding of International Business.

What do you think?

How do you feel?

What have been your experiences if any?

How does this relate to your life strategy of dealing with uncertainty, ambiguity, rapid change, discontinuity, etc.?

What did you learn from other cultures?

How will you apply what you just learned?

I use the SOCRATIC method of inquiry in this class....in other words, I ask you a lot of questions that go several levels deep which is pretty much like the real world you will graduate into, AND you think, explore, and answer them.

### **Instructor:**

Michael J. Krajsa

Marketing & Management Faculty

Penn State University - Lehigh Valley

Saucon Valley Building

2809 Saucon Valley Road

Center Valley, PA 18034

[mjk38@psu.edu](mailto:mjk38@psu.edu)

(W) 610-285-5030

(C) 610-730-5790 No calls after 9 p.m. EST

**E-mail: [mjk38@psu.edu](mailto:mjk38@psu.edu). EMAIL IS THE PREFERRED METHOD OF COMMUNICATION OR STOP BY MY OFFICE**

**I am always willing to be of assistance to you!**

Web site: <http://www.lv.psu.edu/dto2/>

## **Course Text**

Charles W. Hill, Global Business Today, Fifth Edition, 2008. ISBN 9780073210544

Other Readings including articles/cases that may be assigned or distributed in class.

## **Course Description IB 303**

This is an International Business course designed to expose you to and to integrate knowledge, skills, and tools from other disciplines—management, finance, accounting, etc.—to facilitate an understanding of international business decision making. International business, the focus of the course, has been attributed to the relative differences in the performance of organizations, especially businesses, within and across industries and countries. Managers, entrepreneurs, and business leaders collaborate and develop global business strategies to take advantage of opportunities in the marketplace and in so doing create or erode value for stakeholders in ways that are difficult to be replicated by competitors. Having an international business strategy is becoming critical to the success or failure of organizations and individuals.

International business strategy is the recognition of an opportunity and a plan to leverage it anywhere in the global market place, but international business also recognizes and deals with threats to existing firms. These opportunities and threats can be traced to external forces (other countries)—changes in customer tastes and preferences, competitors' actions, technological breakthroughs, regulatory changes, demographic trends, and many more. Opportunities also arise from a business leader's vision, an entrepreneur's convictions, and a manager's values and/or personal judgments.

The course is designed as a hybrid short study abroad introduction to International Business strategies and is ideal for participants with different backgrounds and experience including undergraduate business majors, working adults in business and industry, professional administrative staff, supervisors, and managers whose duties and responsibilities overlaps with or requires the performance of some aspect of a business operation.

## **Course Objectives**

- To introduce participants to the concept of International Business at the corporate, business, and functional levels and to show how global business strategies contribute to firm performance.
- To learn that International Business strategy is driven by and should reflect the organization's mission and long term goals and objectives.
  - To help participants develop skills in analyzing the dynamic environment firms compete in the global marketplace.

- To identify the capabilities of firms and recognize the demands and challenges of crafting a global business strategy—strategy formulation
- To understand that international business addresses decisions regarding the selection or choice of which businesses, products, markets, customers the firm intends to serve as well as the methods or approaches that will be deployed to perform these activities— international business strategy implementation .
- To learn and understand that international business strategy requires the ‘right’ combination—timing, order or progression of programs or initiatives, and an unambiguous and convincing value creating logic.
- To learn that international business strategy is futuristic and therefore provides an ideological and navigational instrument for a diversity and multiplicity of organizational decisions—operational and tactical.
- To inform and guide participants in intelligent international business strategic decision making

### **Class Attendance, Preparation and Participation**

Online class participation and preparation is mandatory. It is essential for facilitating exchange and interaction amongst participants. Similarly, class preparation and participation is indispensable for creating and enriching the learning environment. Therefore, class attendance, preparation, and participation are fundamental in ensuring an in-depth understanding of the subject.

Preparation to class imply students have read assigned materials prior to coming to class and are ready to ask questions, argue, express opinions, make comments, and challenge everything rather than accepting things at face value. Participants’ experiences, opinions, and observations are valuable and critical to learning and will be rewarded. In order to facilitate critical thinking, questions will be asked and you will be called upon to share anecdotal experiences, and more importantly discuss how they relate to concepts and theoretical models discussed in class.

## ONLINE ASSIGNMENTS

**The hybrid part of this course is a writing intensive course. Reading & Writing Exercises along with Current Events are interwoven into your Online assignment**

ONLINE assignments are due on the designated dates to reflect your timely participation in the online class. These OL assignments are posted, so please be

respectful of your fellow classmates' time by completing them in a timely manner and doing your part.

**Guide to the discussions:**

**WHAT AM I LOOKING FOR IN YOUR REPOSES TO ALL ONLINE CLASS QUESTIONS THIS SEMESTER?**

I am looking for you to respond to the question with cogent paragraphs that make sense to the reader. Since this is a writing intensive course, each assignment will have a suggested minimum word count. You are also to read and respond to at least 2 of you classmates' comments under each discussion question with several cogent paragraphs. You can agree, disagree, offer insights,...etc. Please be civil in your exchanges. Divergent and innovative views are encouraged in this class. Remember to incorporate experiences, examples, current issues in your responses to show how the points of these articles apply in real time to what you do or what you observe, etc. As a general rule of thumb for all discussions and questions, I am looking for your personal insights on how the questions relate to you and your life's global strategy. What do you think? How do you feel? What have been your experiences if any? How does this relate to your life strategy of dealing with different cultures, uncertainty, ambiguity, rapid change, discontinuity, etc.? What did you learn? How will you apply what you just learned?

**Please feel free to express your ideas and opinions!!!!....** Opinions and ideas are valued by employers, but make sure your comments are respectful and civil!

Remember, you will be graded on meaningful commentary, so vague or overly brief comments such as "sounds like you know what you're talking about" or "I agree" won't earn you many points!

To further expand your horizontal knowledge and thinking, I encourage you to read current events from popular business publications which provide a rich context to bridge the gap between strategic management concepts and practical applications. Thus, in addition to your assigned readings participants are required to read business magazines regularly. The objective is to gain familiarity with the business environment, identify global marketing concepts in the popular press, and explore the implications certain social and economic issues may have for businesses. Publications such as *Business Week*, *The Wall Street Journal*, *The New York Times*, *Fortune*, *Forbes*, *Fast Company*, and *Economist*, among others.

The fundamental goal for these reading and writing exercises is to provide you with opportunities that will enable you to recognize and analyze international business issues, problems, and applications from the contemporary business arena, and discuss their strategic or policy implications for individuals,

businesses, industry, and society at large. In addition, these exercises are designed to improve your writing and communication skills as well as reinforce your analytical skills.

**When reading these articles you should ask yourself:**

- (1) What is the international business issue(s) or problem(s) discussed in the article?
- (2) What international business concepts are illustrated by the article?
- (3) What types of international business decisions are exemplified by the article?
- (4) What are the implications for employees, managers, businesses, and the society at large?
- (5) What would I do in this situation?

**Grading**

The final grade will be computed on a weighted average of individual and group efforts and performance including current event reports, case analysis reports, case presentations, class exercises, class attendance, class preparation, and participation.

- Online assignments, pre trip preparation 30%
- Lectures and case studies in China 40%
- International Cross-cultural Team Project 20%
- Reflective Paper 10%

**Course components and weighting:**

The deliverables for the course and their weighting are detailed as follows:

**Grading Scale:**

Grade	Percent	Point Value	Grade	Percent	Point Value
A	93 – 100%	925-1000 points	C +	77-79%	765-794 points
A -	90 – 92%	895-924 points	C	70-76%	695-764 points
B +	87 – 89%	865-894 points	D	60-69%	595-694 points
B	83 – 86%	825-864 points	F	Below 60%	Less than 595 points
B -	80 – 82%	795-824 points			

**Instructional Method**

Class and online discussions, Lectures, Case Studies, Analysis, Individual & Group Exercises and Presentations, etc.

**STUDENTS WITH DISABILITIES**

Penn State welcomes students with disabilities into the University's educational programs. If you have a disability-related need for modifications or reasonable

accommodations in this course, please inform the instructor or contact Linda Rumfield in Disability Services, 610-285-5124, Room123 Academic Building, as early in the semester as possible.

### **ACADEMIC INTERGRITY:**

Academic integrity is the pursuit of scholarly activity in an open, honest and responsible manner. Academic integrity is a basic guiding principle for all academic activity at The Pennsylvania State University, and all members of the University community are expected to act in accordance with this principle. Consistent with this expectation, the University's Code of Conduct states that all students should act with personal integrity, respect other students' dignity, rights and property, and help create and maintain an environment in which all can succeed through the fruits of their efforts.

Academic integrity includes a commitment not to engage in or tolerate acts of falsification, misrepresentation or deception. Such acts of dishonesty violate the fundamental ethical principles of the University community and compromise the worth of work completed by others." —From Penn State University Academic Policy 49-20 <http://www.psu.edu/ufs/policies/>. For further guidance on matching punishment with infraction, "Sanctioning Guidelines for Academic Integrity Violations" at <http://www.psu.edu/oue/aappm/G-9.html>. Academic dishonesty includes, but is not limited to cheating, plagiarism, fabrication of information or citation, prior possession of examinations, submitting work of another person or work previously used without informing the instructor, or tampering with the academic work of other students.

### **Details can be found at**

<http://www.lv.psu.edu/Academics/26799.htm?cn21=&cn21>

**PLEASE NOTE:** Students who are charged with an Academic Integrity violation may not withdraw from a course while a case is unresolved.

Students may find these links helpful as well [certified disabilities](#) and the principles for "[Promoting a Vibrant Learning Culture](#)."



## Spring 2011 EXPEDITION MAP

### Course Schedule

Day/Date	Topic/Article	Text	Assign Due	Grade
3/15	Introduction to International Business: Expectations,			
3/22	Differences in Political Economy			
3/29	Differences in Culture			
4/5	International Trade Theory			
4/12	International NGOs operating in China			
4/19	The Political Economy of International Trade			
4/26	Pre trip			
5/20	Depart for China for study abroad experience			
6/2	Return from China			
6/15	Final Paper due			

NOTE: This schedule is subject to change at the discretion of the instructor to take advantage of current opportunities and experiential learning opportunities!