

# INTRODUCTION TO INTERNATIONAL BUSINESS

(BA 2420)

## COURSE OUTLINE

B Robertson  
W 94

- I **COURSE DESCRIPTION:** The emphasis in this introductory course is on the increasing importance of international business activities and the growing interdependence among the nations of the world which have, in effect, created a global economy. A strategic approach is developed for considering the management, legal, marketing and financial functions of a firm operating in an international environment.

II **COURSE MATERIAL:**

Text - International Business:

A New Era by N.P. Matsura (1991)

Handouts\* - "The Global Imperative"

Business Quarterly (1993)

Guest Speakers - On selected issues

\*Note: other handouts will be used to supplement the text and provide specific case studies.

III **COURSE OBJECTIVES:**

- a) To acquaint students with the dimensions of international trade, the nature of contemporary trading relationships and major international trade issues.
- b) To explain how international financial markets and institutions facilitate the trade, investment and other operations of a business.
- c) To enhance a student's understanding of the effects of diverse environmental conditions on a firm's market place.
- d) To familiarize students with the legal and cross-cultural environment in which international firms must operate.
- e) To utilize the case method and current literature as primary instructional tools.

IV	<b>GRADING:</b>	Literature (Periodicals) Review (2 x 5%)	10%
		Case #1	15%
		Case #2	15%
		Mid Term	25%
		Class Contribution	5%
		Final Exam	<u>30%</u>
			100%

V COURSE CONTENT:

Unit 1: Introduction to International Business

- discussion of course outline, assignments and grading
- the nature and dimensions of international business
- the international environment
- forms of overseas investment

Unit 2 & 3: Theories of International Trade

- trends and trade patterns
- foreign policy implications
- existing Canadian - foreign trade agreements

Unit 4 & 5: The International Financial System

- international financial markets
- the foreign exchange market and exchange rate behaviour; hedging
- functioning of floating exchange rate system structure and the meaning of the international balance of payments
- the eurocurrency markets

Unit 6: Cross-Cultural Communications and Management

- multi-cultural dimensions of international business operations
- international negotiations - focusing on the countries of the Pacific Rim
- management of multi-cultural personnel

Unit 7 & 9 International Marketing Management - Introduction

- international marketing intelligence
- target market selection
- international product policy
- product line and product planning
- quality the competitive advantage

Unit 9:        Distribution

- entering foreign market
- foreign market channels and global logistics
- the broker's role
- packaging and storage issues

Unit 10:      International Pricing and Promotion

- the bases for pricing and promotion strategies
- international marketing research
- marketing in selected parts of the world using case samples

Unit 11:      Multinational Business Strategies

- management of multinational firms
- the role and function of a firm's headquarters vs. its local subsidiaries and/or branches
- different forms of organizational structures

Unit 12:      International Business Law

- private loans applicable to international sale of goods contracts, export controls and anti-dumping, export insurances, international arbitration, bilateral trade assignments and negotiable instruments.

Unit 13:      Current International Business Issues

- free trade and its affect on Canada/U.S. markets
- easing of former Communists governments
- the changing European market (1993)
- increasing strength of Asian competitors.

VI    INSTRUCTOR:    Bob Robertson 538-0312

As an off-campus instructor, there are no official office hours for discussion of student concerns or problems. However, I shall be available both directly before or after class. Also, I strongly encourage students to call me if there are any problems you encounter.