INTERAMERICAN UNIVERSITY OF PUERTO RICO
METROPOLITAN CAMPUS
FACULTY OF ECONOMICS AND ADMINISTRATIVE SCIENCES
SCHOOL OF ECONOMICS
INTERNATIONAL BUSINESS DOCTORAL PROGRAM

SYLLABUS

I. GENERAL INFORMATION

TITLE : INTERNATIONAL BUSINESS
COURSE : INBU 7100
CREDITS : 3
PREREQUISITES : NONE

II. COURSE DESCRIPTION

Formulation of policies and strategies of the business in an international context. Simulations of intercultural negotiations. Includes the development of an international strategy for a local company.

III. OBJECTIVES

1. In depth analysis of contemporary issues in International Business that illustrate the unique challenges faced by managers in the international business environment.

2. To cover a broad range of international business issues from an interdisciplinary viewpoint and emphasizing the key concerns of the multinational and global corporation.

3. To assist students to develop a truly global perspective rather than just a U.S. viewpoint.
4. To assist students to integrate into their thinking the important societal dimensions of diversity, environmental concerns, ethics, and technological change.

5. To develop knowledge and skills to analyze cross cultural variables and their impact on international business.

6. Develop an advance understanding of important international business terms and concepts.

7. Identify the role and impact of cultural variables in international business.

8. Appreciate and integrate the ethical and societal dimensions of international business.

9. Recognize the impact of technology in opening up global markets and changing the ways in which international business is conducted.

10. Develop a truly global approach in identifying, analyzing and solving problems.


12. Analyze the dimensions of importing, exporting and trade relations including legal, documentation and negotiation.

13. Judge business risks and benefits of doing international business

IV. CONTENT (TOPICS)

A. History and Theory of MNE

1. History
2. Theory

B. The Environment of International Business

1. International Politics and Economic Integration
2. Globalization
3. Multilateral Trading System
4. Multinational Institutions and Policy

C. International Business Strategies

1. Strategy
2. Organizing Strategy
3. Production Strategy
4. Strategy and Management in MNE Subsidiaries
5. Strategic Alliances

D. Managing the MNE: International Business Strategies in Action

1. Innovation and Information Technology
2. Culture and Human Resources Management
3. Environmental Policy
4. International Financial Management
5. Taxes and Transfer Pricing
6. Negotiations

E. Conclusions
V. ACTIVITIES

A. Presentation in Power Point of Results of Paper Assigned

B. Classroom discussions, guest experts in the various aspects of international business, case discussions, and hands-on applications activities. These activities include using the Internet to learn about international business opportunities and international business environments.

VI. EVALUATION

Examination

During the trimester, two regular examinations will be given (mid-term and final). Both will be worth 100% weighted by 0.25% and will be comprised of essay, short answer, and applied problem questions. The final will be comprehensive in nature.

Paper
A research paper worth 100% weighted by 0.30% is required for each student. The paper should cover topics related to the theory and policies of global trade. Further information concerning the paper will be presented in class.

Exercises

Each topic is accompanied by a problem set and exercises worth 100% weighted by 0.20%.

The following table summarized the process

<table>
<thead>
<tr>
<th>Points</th>
<th>Final Grade</th>
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<tbody>
<tr>
<td>Mid-Term Exam</td>
<td>100</td>
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<tr>
<td>Final Exam</td>
<td>100</td>
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<tr>
<td>Term-Paper and Presentation</td>
<td>100</td>
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<tr>
<td>Problems Set</td>
<td>100</td>
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<tr>
<td><strong>TOTAL</strong></td>
<td><strong>400</strong></td>
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**Grading Scale**

The following maximum grading scale is guaranteed:

* 90 - 100% = A  
* 80 - 89% = B  
* 70 - 79% = C  
* 60 - 69% = D  
* Below 60% = F

**VII. SPECIAL NOTES**

1. **Auxiliary services or special needs**
   Students who require special assistance or ancillary services must request them at the beginning of the year or as soon as he (she) realizes that they need them, through the corresponding register in ________________________________.

2. **Dishonesty, fraud and plagiarism**
   Dishonesty, fraud, plagiarism and any other inappropriate behavior with regard to the academic work constitute major infringements sanctioned by the *Reglamento General de Estudiantes*. Major offences, according to the *Reglamento General de Estudiantes* may have as a result, among other sanctions, the suspension from the University for a defined time greater than one year or permanent expulsion from the University.

3. **Use of electronic devices**
   Cell phones and any other electronic device that could disrupt the processes of teaching and learning or alter the environment conducive to academic excellence must be deactivated.
Pressing situations will be addressed, as appropriate. Handling of electronic devices to access, store or send data during evaluations or examinations is prohibited.

VIII. EDUCATIONAL RESOURCES

A. MAIN TEXT


B. OTHER RECOMMENDED TEXTS FOR REFERENCE


Topic IX-A

Rugman, A.M. and Brewer, T.L. (eds., 2001), *The Oxford Handbook of International Business* the following chapters:

Chapter 1. Mira Wilkins “The History of Multinational Enterprise”


Chapter 4. Peter Buckley and Mark Casson “Strategic Complexity in International Business”

Chapter 5. Jean-François Hennart “Theories of the Multinational Enterprise”
Chapter 6. Alan M. Rugman and Alain Verbeke “Location, Competitiveness, and the Multinational Enterprise”


**Topic IX-B**


* Rugman, A.M. and Brewer, T.L. (eds., 2001), *The Oxford Handbook of International Business* the following chapters:

  Chapter 7. Stephen J. Kobrin. “Sovereignty@Bay: Globalization, Multinational Enterprise, and the International Political System”


  Chapter 11. Thomas L. Brewer and Stephen Young “Multilateral Institutions and Policies: Their Implications for Multinational Business Strategy”


**Topic IX-C**

*Charles W. L. Hill, *International Business* Part IV and V
* Rugman, A.M. and Brewer, T.L. (eds., 2001), *The Oxford Handbook of International Business* the following chapters:


Chapter 13. D. Eleanor Westney and Srilata Zaheer “The Multinational Enterprise as an Organization”

Chapter 14. Julian Birkinshaw “Strategy and Management in MNE Subsidiaries”

Chapter 15. Andrew C. Inkpen “Strategic Alliances”


* Rugman, Alan M. Hodgetts, Richard M. International Business: A Strategic Management Approach, chapters 8-14

**Topic IX-C**


* Rugman, A.M. and Brewer, T.L. (eds., 2001), *The Oxford Handbook of International Business* the following chapters:

Chapter 16. John Cantwell Innovation and Information Technology in MNE

Chapter 17. Masaaki Kotabe “Contemporary Research Trends in International Marketing: The 1990s”

Chapter 19. Alan M. Rugman and Alain Verbeke “Environmental Policy and International Business”


**Topic IX-D**

* Rugman, A.M. and Brewer, T.L. (eds., 2001), *The Oxford Handbook of International Business* the following chapters:

Capítulo 27 Bruce Kogut, Methodological Contributions in IB and the direction of academic Research

Capítulo 28 Alan M. Rugman and Alain Verbeke Multinational Enterprise and Public Policy

**X. BIBLIOGRAPHY**


OPAC/VAAEPS
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