



SAINT LOUIS UNIVERSITY  
MADRID

**IB 2000 M01: Introduction to International Business  
Spring 2021**

<b>Class Days and Time:</b>	MWF from 1:00 p.m. to 1:50 p.m. Face-to-face sessions on Mondays and Wednesdays and online synchronous sessions on Fridays
<b>Prerequisite(s):</b>	ECON 1900
<b>Credit(s):</b>	3
<b>Instructor:</b>	Paolo Saona, Ph.D.
<b>Instructor's Email:</b>	<a href="mailto:paolo.saona@slu.edu">paolo.saona@slu.edu</a> (please use the prefix "IB-2000-M01" to start the subject line in all e-mails pertaining to this class. For example: "IB-2000-M01 – I have connexion problems")
<b>Instructor's Campus Phone:</b>	91 554 58 58, ext. 254
<b>Office:</b>	PAH-Attic
<b>Office Hours:</b>	MWF from 9:30 a.m. to 12:30 p.m. (Madrid Time). Access link: <a href="https://slu.zoom.us/j/91311408728">https://slu.zoom.us/j/91311408728</a>

**Course Description:**

A broadly based introduction to the field of international business; consists of an inter-disciplinary survey of the fundamentals of (1) international trade; (2) environmental factors; (3) international institutions and agencies; and (4) company organization, managerial functions and operations around the world.

**Course Goals and Student Learning Outcomes:**

At the end of the course, students will:

- Familiarize students with the vocabulary of international business (e.g., multinational, foreign direct investment, global supply chain, etc.).
- Familiarize students with international institutions relevant to international companies (e.g., International Monetary Fund, World Trade Organization, regional economic associations).
- Provide an overview of the global business environment, with a focus on its dynamic nature, and differences in cultural, technological, financial, economic, and legal/political systems.
- Expose students to theories that provide explanations for global business activities (e.g., trade and investment theories, global product life cycle, competitive advantage of nations).
- Examine business practices and strategies that may help one to operate successfully in a global context (e.g., cross-cultural marketing techniques, financial hedging instruments, global organizing and managing strategies).

**Technology Requirements:**

You will need regular access to a computer with an internet connection. High speed broadband access (LAN, Cable or DSL) is highly recommended for the optimal learning experience. Additional requirements include a webcam and microphone. For exams we will use Respondus Lock Down Browser and all students should make sure the devices they will be using support this software.

### **Communication Norms:**

Preferred means of communicating is:

- E-mail for requests.
- Discussion boards via Black Board for Q&A regarding the topics covered in class.
- Face-to-face or Zoom Office Hour appointments for clarifications.

I will be available MWF from 9:30 a.m. to 12:30 p.m. (Madrid time GTM +1) in the office. Other days and times can be arranged upon request. Holidays and weekends I will not be connected. Zoom Office Hours may be open to all or individual students depending on your own requests.

Since this is a blended (hybrid) course schedule type, organized based on a tight agenda, it is extremely important to communicate with the instructor as soon as an enquiry or question appears. Students should expect replies the same day or the day after for their enquiries via email and the discussion board via BlackBoard.

Assignments, mid-term test and final examination will be graded within the subsequent 3 days after submission.

### **E-mail Communication:**

Campus and course announcements will often be handled by e-mail. Students should check their “@slu.edu” e-mail regularly.

### **Statement on Distance Education Etiquette:**

As in any learning environment, certain behavioral codes are expected when you communicate with both your peers and your instructors. These codes are referred to as netiquette.

#### ***Regarding the Face-to-Face Lectures in this IB-2000 course***

- 1) Respect and be attentive to the diversity of your classmates and instructor. Before communicating, consider your message in the context of the class’ diversity in race, ethnicity, religion, disabilities, gender, sexual orientation, age, social class, marital status, geography, etc. Consider the diversity you can see or know – as well as that you cannot.
- 2) Respect the social distancing and use your face mask properly.
- 3) Limit side conversations and multi-tasking (on your computer or other devices). The use of the cellphone is totally prohibited.

#### ***Regarding the Synchronous Lectures in this IB-2000 course***

- 1) Turn your camera on and mute your microphone when you are not speaking. Remember to “un-mute” yourself just prior to speaking. Identify yourself when you begin speaking.
- 2) Expect a few seconds of delay in getting a response from the instructor or another class member to a question; wait before repeating your question or assuming it was not heard.
- 3) If possible, position your camera such that your video feed does not capture too much of your surroundings or other activity/sound from your home/location. Be conscious of posters, art, or other surroundings that others might find offensive or inappropriate for an educational context.
- 4) Use the “Raise Hand” and “Chat” (or similar) features of your video-conferencing tool. This limits verbal interruptions and the confusion generated when multiple people try to speak at once.

- 4) Just as in an on-ground, face-to-face class, limit side conversations, multi-tasking (on your computer or other devices). The use of the cellphone is totally prohibited.
- 5) Temporarily turn off your video feed and mute your microphone when engaged in any non-class conversation or activity.
- 6) When using the “Chat” or “Discussion Board” (or similar) features of your course management system, remember that your course-related communications to the instructor or other students should be considered “professional” (they are not like texts to your friends). Remember that course context and all related written work – including chat and discussion board transcripts – can be recorded and retrieved.
- 7) Be cautious when using humor or sarcasm; without the context of facial expressions or other body language, your tone or intent could be missed or misunderstood by others.
- 8) Respect and be attentive to the diversity of your classmates and instructor. Before communicating, consider your message in the context of the class’ diversity in race, ethnicity, religion, disabilities, gender, sexual orientation, age, social class, marital status, geography, etc. Consider the diversity you can see or know – as well as that you cannot.
- 9) Respect others’ time and life circumstances, which often don’t allow for an immediate response to a question or comment.

### **Assessment of Student Learning:**

In order to maintain quality academic offerings and to conform to accreditation requirements, SLU-Madrid regularly assesses its teaching, services and programs for evidence of student learning. For this purpose, SLU-Madrid keeps representative examples of student work from all courses and programs on file, including assignments, papers, exams, portfolios and results from student surveys, focus groups and reflective exercises. Copies of your work for this course may be kept on file for institutional research, assessment and accreditation purposes. If you prefer SLU-Madrid not to retain your work for this purpose, you must communicate this decision in writing to your professor.

### **Required Texts and Materials:**

International Business: The Challenges of Globalization. Global edition 7e by John J. Wild and Kenneth L. Wild, ISBN: 9780273786979.

### **Other Learning Material:**

Additional material is located on BlackBoard Learn. Over there the student will find:

- 1) All the Power Point presentations
- 2) Recording of the synchronous sessions
- 3) Guidelines for the final project and its rubrics

### **Use of Posted Course Content:**

SLU-Madrid prohibits recording and transmission of classroom lectures and discussions by students unless written permission from the class instructor has been obtained and all students in the class as well as guest speakers have been informed that audio/video recording may occur. Recordings, course materials, and lecture notes may not be exchanged or distributed for commercial purposes, for compensation, or for any other purpose other than study by students enrolled in the class. Public distribution of such materials may constitute copyright infringement in violation of Spanish law. Violation of this policy may subject a student to disciplinary action in accordance with SLU-Madrid policies on Student Rights and Responsibilities and Community Standards.

**GDPR Norms Concerning Class Recordings:**

In accordance with General Data Protection Regulation (GDPR), we inform you that as a participant within this on-line classroom, your image and voice may be recorded by Saint Louis University in Spain, S.A., CIF A28654879, in 28003 Madrid (Spain), Avenida del Valle 34, for the sole purpose of the instruction of the said class that you are registered in. This information will be stored for the duration of the on-line class and erased thereafter by the professor of the course. Should you not want your image or voice to be a part of this class recording, please contact your professor to indicate that you will be turning your camera and microphone off and be participating via chat.

In addition, we would like to inform you that all recordings will be available to you in Blackboard and are exclusively for the use of the participants of the said class and should not be published on any other platform without the prior consent of all participants that may appear in the recording.

According to the rights conferred by the current GDPR regulation, you may exercise your rights of access, rectification, limitation of treatment, deletion, portability and opposition to the processing of your personal data, as well as the consent given for the treatment of it by directing your requests to the address indicated above or by sending an email to [dpo-madrid@slu.edu](mailto:dpo-madrid@slu.edu).

De acuerdo con el Reglamento General de Protección de Datos (RGPD), le informamos que, como participante en esta clase on-line, su imagen y voz pueden ser grabadas por Saint Louis University in Spain, S.A., CIF A28654879, sita en la Avenida del Valle, número 34, en Madrid (CP 28003), España, para el único propósito de la enseñanza de la citada clase en la que usted está matriculado. Esta información se conservará en el tiempo de duración de la clase on-line, y será borrada después por el profesor del curso. Si no desea que su imagen o voz formen parte de la grabación de esta clase, desconecte su cámara y su micrófono, y participe en la clase vía chat.

Además, nos gustaría comunicarle que todas las grabaciones estarán disponibles en Blackboard para el uso exclusivo de los participantes en la citada clase, y no deben ser publicadas en ninguna otra plataforma sin el consentimiento previo de todos los participantes que aparecen en la propia grabación.

De acuerdo con los derechos conferidos por la regulación actual RGPD, usted puede ejercer sus derechos de acceso, rectificación, limitación del tratamiento, borrado, portabilidad y oposición al procesamiento de sus datos personales, tanto como al consentimiento dado para su tratamiento, dirigiendo su solicitud a la dirección indicada debajo o enviando un correo electrónico a [dpo-madrid@slu.edu](mailto:dpo-madrid@slu.edu).

**Attendance and Engagement Policy:**

Although there are not specific attendance requirements, all students are encouraged to attend every lecture and on time.

**Classroom Philosophy, Policy of Missing Exams & Late Submission:**

- Tests and final project due dates are scheduled well in advance, so you can plan around these dates. I feel that exams/assignments are fair to everyone if and only if everyone completes them at the same time. It is not only impossible to come up with an alternative which is fair to everyone, but it also imposes a significant cost on other students and me. Therefore, I have

strict policy on late assignments/exams.

- Any consideration for missing a test or not turning in the final project on time will be taken into account only under truly exceptional circumstances. I will require, at a minimum, a signed formal note and a phone number of the physician or other relevant person. Be aware that a mere note indication that you visited a physician around the date of the exam will not be sufficient. The burden of the proof will be on the student. In case a formal note is required, it must be delivered to the professor right after the event. Missing exams or late submission of assignments without a formal note justifying the fact will be graded with 0.0%.
- No late submissions for the final project will be accepted. Students are expected to be working on the final project throughout the term and not just on the last few days. Hardware failure or inaccessibility is not an excuse reason.
- There will be NO makeup exam/test. In order to be excused from an exam/test, the student must contact me before the exam/test. In most cases I will require students to provide me with additional documentation to justify why the student is unable to take the exam. Please note that a simple note indicating that you were seen at the health center the day of the exam does not, in and of itself provide sufficient documentation. Excuses will be granted if the student is unable to take the exam because of serious illness or injury, or a significant personal or professional commitment.

### **Late Policy:**

Midterm, final examination, and quizzes must be written on their respective dates. No alternative examinations will be scheduled except in the case of excused medical absences. Cases of excused medical absences must be petitioned for through the Chair of the department. Make-up midterms are subject to approval by the professor, the Chair and the Department of Business and Economics. All changes to the final examination must be approved by the Academic Dean.

### **Course Requirements and Grading System:**

Mid-Term Test (Wednesday, March 10, 1:00 to 1:50 p.m.)	–	25%
Quiz I (Wednesday, March 03, 1:00 to 1:50 p.m.)	–	10%
Quiz II (Wednesday, April 28, 1:00 to 1:50 p.m.)	–	10%
Final Examination (Friday, May 10, 12:00 to 3:00 p.m.)	–	35%
Final Project and Presentation (April 21, 26, and May 05)	–	20%

### **Grade Scale:**

Letter grades are based on a 100 percent grading scale. The percentage you earn determines your course letter grade (i.e., your “final grade” in this course).

A mark of x on an examination or assignment will result in a(n):

$90.0 \leq x < 95 = A-$	$95.0 \leq x \leq 100 = A$	
$80.0 \leq x < 83 = B-$	$83.0 \leq x < 87 = B$	$87.0 \leq x < 90 = B+$
$70.0 \leq x < 73 = C-$	$73.0 \leq x < 77 = C$	$77.0 \leq x < 80 = C+$
	$x < 60 = F$	$60.0 \leq x < 70 = D$

### **Grading Methodology:**

Term Tests (60%): There will be a total of two tests. Each exam will cover a specified part of the course content. None of the exams will be cumulative. Most of the material on the exams will be taken from the text. However, anything that we discuss in class is potential test material (such as the cases, videos, and current articles), thus attendance is clearly in your best interest.

2 Quizzes (10%+10%): Previously to the mid-term test and the final exam the students will take a quiz in order to be better prepared for the mid-term and the final exam, respectively.

Quizzes, mid-term test and the final examination will be written in class via BlackBoard. Hence, students are requested to bring their own computers.

Market Entry Strategy Project (MESP) (10%+10%): You will be assigned to a group comprising 2-3 members. Each group will take on the role of top management in developing its international market entry strategy, for instance in penetrating a new foreign market. This project will be graded based on creativity, application of content taught in this course and a written report and its presentation. Details and a general guideline about the Market Entry Strategy Project can be found in the attached document MESP Student's Guide.

For participation in classes, students will be called upon randomly throughout the semester to give answers or comments on questions and issues. It is expected that the student attends the classes and follow the chapters with a high critical thinking behavior.

### **Academic Honesty/Integrity:**

*Academic integrity is honest, truthful and responsible conduct in all academic endeavors.* The mission of Saint Louis University is “the pursuit of truth for the greater glory of God and for the service of humanity.” Accordingly, all acts of falsehood demean and compromise the corporate endeavors of teaching, research, health care, and community service through which SLU fulfills its mission. The University strives to prepare students for lives of personal and professional integrity, and therefore regards all breaches of academic integrity as matters of serious concern.

The full University-level Academic Integrity Policy can be found on the Provost's Office [website](#). Additionally, SLU-Madrid has posted its academic integrity policy [online](#). As a member of the University community, you are expected to know and abide by these policies, which detail definitions of violations, processes for reporting violations, sanctions and appeals.

The professor will review these matters during the first weeks of the term. Please direct questions about any facet of academic integrity to your faculty, the chair of the department of your academic program or the Academic Dean of the Madrid Campus.

### **Diversity and Inclusion:**

Saint Louis University is committed to fostering a positive, inclusive and welcoming learning and working environment. SLU-Madrid's policies prohibit discrimination based on race, color, national origin, ancestry, religion, sex, gender, gender identity, gender expression, sexual orientation, pregnancy, age, disability, physical appearance, financial or socio-economic status, immigration status, parental or marital status, veteran status or any other aspect of identity. Discrimination includes any form of unequal treatment such as denial of opportunities, harassment, and violence. Sex-based violence includes rape, sexual assault, unwanted touching, stalking, dating/interpersonal violence, and sexual exploitation.

If you experience or witness any kind of discrimination, you are encouraged (but not required) to report the incident to the SLU-Madrid's Department of Student Life, whose office is located in Padre Rubio Hall (marta.maruri@slu.edu; +34 915 54 58 58, ext., 213. You can also report the

incident to the University's Hotline (900-99-0011; then enter 877-525-5669 when asked for the hotline number).

Please know that instructors have a responsibility to inform SLU-Madrid when made aware of incidents of discrimination, harassment sexual misconduct, and/or related retaliation, to ensure that individuals impacted receive information about options for reporting and support resources. If you wish to speak to with someone confidentially about any matter, confidential resources are available on campus and off campus:

- Counselors at SLU-Madrid's Wellness Center, located on the third floor of San Ignacio Hall (wellness-madrid@slu.edu; 915 54 58 58, ext. 230).
- Counselors at Sinews Multilingual Therapy Institute, SLU-Madrid's off-campus counseling and mental health services provider (www.sinews.es; 917 00 19 79). · SLU-Madrid's Campus Minister, Fr. James O'Leary, S.J. (james.oleary@slu.edu; 915 54 58 58, ext. 279).

Additional information and resources are posted on our Safety and Security and Community Standards webpages.

### **Disability Accommodations and Learning Resources:**

In recognition that people learn in a variety of ways and that learning is influenced by multiple factors (e.g., prior experience, study skills, learning disability), resources to support student success are available on campus. Students who think they might benefit from these resources can find out more about:

- Course-level support (e.g., faculty member, departmental resources, etc.) by asking your course instructor.
- University-level support (e.g., tutoring/writing services, Disability Services) by visiting the Academic Dean's Office (San Ignacio Hall) or by reviewing the Academic Resources website online.

Students with a documented disability who wish to request academic accommodations must contact an academic advisor to discuss accommodation requests and eligibility requirements. Once successfully registered, the student also must notify the course instructor that they wish to access accommodations in the course. Please email [disabilityservices-madrid@slu.edu](mailto:disabilityservices-madrid@slu.edu) or +915 54 58 58, ext. 242 or 249. Once approved, information about the student's eligibility for academic accommodations will be shared with course instructors. For more information about academic accommodations, see the Disability Services webpage.

Note: Students who do not have a documented disability but who think they may have one are encouraged to contact their academic advising staff ([advising-madrid@slu.edu](mailto:advising-madrid@slu.edu)).

### **Basic Needs Security Statement:**

Students in personal or academic distress and/or who may be specifically experiencing challenges such as securing food or difficulty navigating campus resources, and who believe this may affect their performance in the course, are encouraged to contact Marta Maruri, SLU-Madrid's Director of Student Life ([marta.maruri@slu.edu](mailto:marta.maruri@slu.edu) or 915 54 58 58, ext. 213) for support. Furthermore, please notify the instructor if you are comfortable in doing so, as this will enable them to assist you with finding the resources you may need.

## **Spring 2021 Course Schedule:<sup>1</sup>**

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The contents in this IB-2000 course will be covered approximately one chapter per week according to the following schedule:

### **Part I: Global Business Environment**

#### **Globalization (Chapter 1)**

- Types of companies that participate in international business
- The process of globalization and how it affects markets and production
- Forces causing globalization to increase
- Global business environment and its four main elements

### **Part II: National Business Environments**

#### **Cross-cultural business (Chapter 2)**

- National culture and subcultures
- Components of culture their impact on international business
- Cultural change
- Physical environment and technology and their influence in culture
- Frameworks used to classify cultures

#### **Politics, law, and business ethics (Chapter 3)**

- Political systems
- Political risk
- Legal systems and some important global legal issues
- Ethics and social responsibility
- International relations and international business activities

#### **Economics and emerging markets (Chapter 4)**

- Centrally planned economy
- Mixed economy
- Market economy functions and its distinguishing features
- Nation's level of development
- Economic transition

### **Part III: International Trade and Investment**

#### **International trade (Chapter 5)**

- International trade volume and world output
- Mercantilism
- Theories of absolute advantage and comparative advantage
- Factor proportions and international product life cycle theories
- New trade and national competitive advantage theories

#### **Business-government trade relations (Chapter 6)**

- Political, economic, and cultural motives behind governmental intervention in trade
- Methods governments use to promote international trade
- Methods governments use to restrict international trade
- World Trade Organization

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<sup>1</sup> This outline is subject to modifications upon the instructor's discretion. Eventual changes will be announced via BlackBoard.

### **Foreign direct investment (Chapter 7)**

- Foreign direct investment (FDI)
- Theories that attempt to explain why FDI occurs
- Governments intervention in the free flow of FDI
- Policy instruments that governments use to promote and restrict FDI

### **Regional economic integration (Chapter 8)**

- Regional economic integration
- Benefits and drawbacks of regional economic integration
- Regional integration in Europe
- Regional integration in the Americas
- Regional integration in Asia
- Integration in the Middle East and Africa

### **Part IV: The International Financial System**

#### **International financial markets (Chapter 9)**

- Financial centers of the international capital market
- International bond, international equity, and Eurocurrency markets
- Foreign exchange market
- Currencies and their quotation

### **Part V: International Business Management**

#### **International strategy and organization (Chapter 11)**

- Strategy selection
- International strategies and the corporate-level strategies
- Business-level strategies and department-level strategies
- International organizational structure

#### **Analyzing international opportunities (Chapter 12)**

- The four steps in the market- and site-screening process
- Difficulties of conducting international market research
- Sources of secondary international data
- Methods used to conduct primary international research

#### **Selecting and managing entry modes (Chapter 13)**

- Exporting, importing, and countertrade
- Means of financing export and import activities
- Contractual entry modes
- Types of investment entry modes
- Strategic factors in selecting an entry mode

### **Spring 2021 Important Dates:**

Tuesday	January 20	First day of classes
Sunday	January 30	Last day to drop a class without a grade of W and/or add a class Last day to choose Audit (AU) or Pass/No Pass (P/NP) options Application deadline for spring semester degree candidates

Wednesday	February 17 Ash Wednesday
Sunday	March 14 Professors' deadline to submit midterm grades
Thursday	March 18 Last Day to submit Transfer Application for fall semester
Friday	March 19 Holiday (Madrid Campus closed; no classes)
Sunday	March 28 Palm Sunday Last day to drop a class and receive a grade of W
Mon.-Fri., Mar. 30-Apr. 2	Easter Week Holiday (Madrid Campus closed; no classes)
Sunday	April 4 Easter
Wednesday	April 14 Registration for fall semester begins
Monday	May 3 Holiday (Madrid Campus closed; no classes)
Thurs.-Wed.	May 6-12 Final Exams
Friday	May 14 Commencement
Sunday	May 16 Professors' deadline to submit final grades

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