

**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**  
**ACADEMIC TERM**  
**PROFESSOR**  
**OFFICCE HOURS**  
**OFFICCE TELEPHONE**  
**E-MAIL**

**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 manager 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.
11. Prepare a professional risk assessment report on an industrial sector in a target country.
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
14. Analyze marketing and distribution strategies.

## **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

	<b>Points</b>	<b>Final Grade</b>
Mid-Term Exam	100	0.25
Final Exam	100	0.25
Term-Paper and Presentation	100	0.30
Problems Set	100	0.20
<b>TOTAL</b>	<b>400</b>	<b>100.00</b>

## 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

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### 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**

Charles W. L. Hill, (2013): *International Business* McGraw Hill Higher Education; 9 edition

### **B. OTHER RECOMENDED TEXTS FOR REFERENCE**

Rugman, A.M. and Brewer, T.L. (latest edition), *The Oxford Handbook of International Busines*, Oxford University press.

### **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 2. John H. Dunning. “The Key Literature on IB Activities: 1960–2000”

Chapter 3. James R. Markusen “International Trade Theory and International Business”

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”

\*Charles W. L. Hill, (2005) *International Business*\_Part I

Rugman, Alan M. Hodgetts (2000), Richard M. *International Business: A Strategic Management Approach*, chapters 1 - 6

### **Topic IX-B**

\*Charles W. L. Hill, (2005) *International Business*\_Part II

\* 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 8. Debora L. Spar “National Policies and Domestic Politics “

Chapter 9. Sylvia Ostry “The Multilateral Trading System”

Chapter 10. David M. Berg and Stephen E. Guisinger “Capital Flows, Capital Controls, and International Business Risk”

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

\*Donald Ball, Wendell H. McCulloch,  
Michael Geringer, Paul L.Frantz,, Michael S Minor, ( 2006)  
*International Business, :The Challenge of Global Competition,, Part II and III.*

### **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 12. Stephen B. Tallman and George S. Yip “Strategy and the Multinational Enterprise”

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”

\*Donald Ball, Wendell H. McCulloch, Michael Geringer, Paul L.Frantz,, Michael S Minor, *International Business,:The Challenge of Global Competition*,\_part IV

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

### **Topic IX-C**

\*Charles W. L. Hill (2007), *International Business* Part VI

\* Rugman, Alan M. Hodgetts, Richard M. *International Business: A Strategic Management Approach*,\_chapters 15-19

\* 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 18. John L. Graham. “Culture and Human Resources Management”



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

Chapter 20. Michael Bowe and James W. Dean. “International Financial Management and Multinational Enterprise”

Chapter 21. Lorraine Eden “Taxes, Transfer Pricing, and the Multinational Enterprise “

Hendon, Hendon & Herbig (1996); *Cross-Cultural Business Negotiations*, Praeger Publishers, Westport

\*Lillian H. Chaney and Jeanette S. Martín. *Intercultural Business Communication*, Prentice Hall; 4th. edition (November 30, 2005). Chapters on Negotiations.

### **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**

Charles W. L. Hill, (2006) *Global Business Today*, McGraw Hill 4<sup>th</sup> edition

Czinkota, Ronkainen and Moffett, *International Business: 7th Edition*: - Thompson Southwestern (2005)

Pitelis, C.N. and Sugden, R. (eds., 2000), *The Nature of the Transnational Firm*, New York: Routledge, second edition (hereafter NTF).

Havila, V., Forsgren, M. and Håkanson, H. (eds., 2002), *Critical Perspectives on Internationalisation*, New York: Pergamon (hereafter CPI).

Buckley, P.J. and Casson, M.C. (2002 *The Future of the Multinational Enterprise*, New York: Palgrave Macmillan (25<sup>th</sup> Anniversary Edition; originally published in 1976).

John D. Daniels, Lee H. Radebaugh, Daniel P. Sullivan, *International Business, Environments and Operations*, Pearson Prentice Hall 2004

Donald Ball, Wendell H. McCulloch, Michael Geringer, Paul L. Frantz, Michael S Minor, *International Business, :The Challenge of Global Competition*, with CESIM and OLC access card, 10th Edition,( 2006)

Charles W. L. Hill, *International Business*\_with Online Learning Center access card, 6th Edition, (2007)

Rugman, Alan M. Hodgetts, Richard M. *International Business: A Strategic Management Approach*, Pearson Education; 2nd edition (2000)

Charles W. L. Hill, *Global Business Today* with CD and OLC premium card, McGraw-Hill 4th Edition, 2006

Daniels, John and Radebaugh, Lee, *International Business: Environment and Operations*, Prentice Hall; 11 edition, (2005)

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