



Management
UNIVERSITY OF TORONTO
S C A R B O R O U G H

MGS C44 (formerly MGT C44)

International Business Management

May-Aug 2013

Instructor Contact Information:

Name: Tim Richardson
Office: room 270 in the New Instructional Building
Office hours: Monday noon til 3:00 pm + Monday 5-7pm
- students are also welcome to call Richardson on his cell outside of office hours at 416-677-3467 for immediate replies to questions and concerns
Email: richardson@utsc.utoronto.ca
Telephone: 416-287-7408 (UTSC), cell 416-677-3467
Class day/time: Monday 19:00 (7:00 pm) – 21:00 (9:00 pm)
Class location: room 200 in the New Instructional Building
Course website: www.witiger.com/universityoftoronto/MGSC44.htm

Course Description:

Students will be challenged to learn how managers deal with international business issues in operating a business in the current global context of difficulties and opportunities

Course deals with political risk & contingency planning, human threats and weather extremes, NGOs (WTO, IMF & World Bank). Gov't influences - dumping, tariffs, subsidies. Cultures around the world. Foreign exchange issues. Export financing for int'l business. Countertrade, Int'l Collaborative Arrangements. Pro-Active/Re-Active reasons for companies going int'l. Guest speakers.

Prerequisite(s): [[MGTB23H3](#) & [MGTB29H3](#)] or [MGTB27Y3](#)

Textbook/Required Course Materials:

Global Business Today, 3rd Canadian Edition
ISBN-13: 978-007040179-2

we cover Chpt 3 6 8 9 10 12 13

Much of the textbook material is replicated on the course website at

<http://www.witiger.com/universityoftoronto/MGSC44.htm>

In addition to the course material from the textbook, additional web-based content complimenting the text topics and the main course themes is on the course website at

<http://www.witiger.com/universityoftoronto/MGSC44.htm>

Lecture Notes and Other Announcements:

The lecture notes are online on the instructor's website at

www.witiger.com/universityoftoronto/MGSC44.htm

The online course information includes text notes, Powerpoint slides, audio clips and video clips

Announcements

Announcements about specific topics in particular classes related to upcoming lectures and discussions will be made verbally in class, and through the UTSC Blackboard site, and where situations warrant through the instructor's Twitter channel and YouTube channel (for example an emergency cancellation of a class)

Additional Resources and Course Updates:

Additional resources such as links to external web pages, and video and audio clips related to the course content will be communicated through Blackboard and the course website. Detailed online course outline featuring lecture notes and specific readings and assignment details and videos can be found at:

www.witiger.com/universityoftoronto/MGSC44htm

Course Updates will also be communicated through the UTSC Blackboard site and the course website.

Evaluation and Grading:

Component	Weight/Value	Due Date
Minor Test	20%	Covering the first 3 to 4 lectures
Mid-term Exam	30%	Covering 3 / 4 rs of the

		course
Class Participation	10%	Throughout the course
Assignments and Group Submissions: Composed of - Group written report on a Canadian exporter (20%) - Group presentation in the final class (20%)	40%	Due in the last class

Class Participation / Contribution: is defined as regularly attending class (not just for filling a seat) and asking and answering useful questions which further contribute to the subjects discussed in each session. To this end, it is strongly recommended, that participants do indeed read the assigned chapters and WWW pages BEFORE class, so that questions may be asked and good discussions takes place. Students should make an effort to contribute useful information on regular occasions.

In addition to earning marks by answering questions in class, students can also earn marks by

- Emailing useful contributions that fit the course topics
- Email comments on past and upcoming lectures where those comments may contribute to the course material or demonstrate an understanding of the course topic in question
- Making useful contributing comments on the course videos posted on YouTube
- Make and upload videos to YouTube which feature comments and opinion relevant to the course topics

See further details at <http://www.witiger.com/classparticipation-contribution.htm>

Group Work

For this project you will discuss, using a real example of a Canadian company the several different strategies and ways/modes of exporting in the context of a real life scenario

Also, importantly, provide your comments/analysis, on what you think, of how well the company did on some of these strategies. In providing your comments/analysis, use any other “tools” you may have learned in the course about things a company does, or needs to know, to do business internationally.

The key emphasis is that companies make decisions through the actions of their managers and in international business, particularly exporting, the ability of managers to make effective and wise decisions is complicated due to the fast paced changes in the

- Competitive environment
- Economic Environment
- Social-Cultural Environment
- Technological Environment
- Political-Legal / Regulatory Environment
- Geographic Environment (weather extremes, location, latitude, topography etc.)

The assignment is designed in such a way that you should, as you attend the lectures, and go through the web site, reference managerial decision making theory and tactical information which you will use in this assignment. You should be working on this assignment from the first class and try to gather, as you proceed, all the information you will need so that when you compile the assignment in the end of the course, you will have covered all the required course content.

See details at <http://www.witiger.com/universityoftoronto/MGSC44/MGSC44FinalGroupTeamProject2013.htm>

Policy on Missed Assignments/Examinations:

Policy on Missed Exams - follows existing departmental policy

Policy on Late Assignments –
5% per day

Academic Support

The Department of Management, in collaboration with the UTSC library, will be providing academic research support in the IC Building. To refine your research skills or to learn more about various scholarly resources, please contact the Librarian for Management and Economics students.

Lola Rudin, Subject Librarian, Management and Economics
Room IC375
Office hours: Monday & Thursday, 1:00 – 3:00pm or by appointment
Email: lrudin@utsc.utoronto.ca
Web: http://guides.library.utoronto.ca/utsc_mgmt

The English Language Development Centre (ELDC) helps students develop the critical thinking, vocabulary and academic communication skills essential for achieving academic and professional success. Personalized support includes: RWE (for academic writing); Communication Cafés (oral); Discussion Skill-Building Cafés; Vocabulary Cafés; seminars/workshops; personal ELD consultations; drop-in sessions. <http://ctl.utsc.utoronto.ca/eld/>









The Writing Centre (TWC) offers invaluable services to students (learn to become a better writer!) and offers many different kinds of help: drop-in sessions, individual consultations, workshops, clinics, and online writing handouts. <http://ctl.utsc.utoronto.ca/twc/>







Academic Misconduct

Students should note that copying, plagiarizing, or other forms of academic misconduct will not be tolerated. Any student caught engaging in such activities will be subject to academic discipline ranging from a mark of zero on the assignment, test or examination to dismissal from the university as outlined in the academic handbook. Any student abetting or otherwise assisting in such misconduct will also be subject to academic penalties.

Detailed Course Outline:

Detailed Course Outline and Lecture and Assignment dates and details May – Aug 2013

Section A	Section B	Section C	Section D	Section E
<p>earning class participation / contribution marks</p>  <p>intro video to the course</p> <hr/> <p>Introduction to Int'l Business</p>  <p>YouTube video Basics of Int'l Biz - Cda/USA/Japan/China</p> <hr/> <p>Top Cdn companies</p> <hr/> <p>6 Environments</p> <ul style="list-style-type: none"> o competitive o economic 	<p>Canadian Culture</p> <ul style="list-style-type: none"> - mother tongue marketing  <p>you can make your own contributions</p> <ul style="list-style-type: none"> - translations <hr/> <p>Economic environment</p> <p>Big Macs (also discussed in MGTC46) (mentioned Starbucks and Blackberry index)</p> <hr/> <p>Political Environment</p> <p>Chpt 6 Text</p> <ul style="list-style-type: none"> o Gov't Influence on Trade <ul style="list-style-type: none"> - tariffs 	<p>NGOs: the WTO for June</p>  <p>WTGR on CBC re: WTO ♦ OECD for June</p> <hr/> <p>Chpt 8 Text Regional Economic Integration</p> <ul style="list-style-type: none"> o NAFTA for o CAN-US relations for June  <p>YouTube video by students watch, and make comments through YouTube</p> <hr/> <ul style="list-style-type: none"> o CAN-US stuff (for laughs) <hr/> <ul style="list-style-type: none"> o ASEAN 	<p>Pro-Active / Re-Active Reasons for going international</p> <hr/> <p>sources of info on</p> <ul style="list-style-type: none"> - governments - associations  <p>video added May 29 and</p> <ul style="list-style-type: none"> - corporate webpages  <hr/> <p>Chpt 12 Text Strategic Alliances</p> <ul style="list-style-type: none"> o advantages o disadvantages o partner selection 	<p>Chpt 13 Text</p> <p>Export Financing July CdnGovt</p> <ul style="list-style-type: none"> - DFAIT, - CIDA - EDC, - CCC - PEMDs <hr/> <p>LCs Letters of Credit</p> <hr/> <p>Countertrade Barter</p> <hr/>  <p>class participation mark calculations explained</p>

<ul style="list-style-type: none"> o political / regulatory o social / cultural o technology o geographic 	<ul style="list-style-type: none"> - dumping - subsidies  <p>Political Environment</p>	<p>-----</p> <p>Chpt 9 Text</p> <p>4X ForeignExchange Factors that influence Exchange Rates</p> <ul style="list-style-type: none"> o cross rates o spot market o forward market o currency swaps o futures contracts <ul style="list-style-type: none"> o pegged currencies o floating currencies <p>Cdn \$ issues</p> <p>-----</p>	<p>CollaborativeRelationships</p> <p>did Jun 25 see the YouTube Video</p>  <p>did Jun 25</p> <ul style="list-style-type: none"> o licensing o franchising o mgmnt contracts o turnkey ops o joint ventures o equity alliances o consortiums 	<p>How To Do Presentations -Tips</p> <p>Presentation marks sheet</p>
<p>- 6 E's effect on branding</p> <p>-----</p> <p>Physical/Geographic Environment</p>	<p>Political risk</p> <p>Contingency planning</p>	<p>Chpt 10 Text</p> <p>Central Banks Int'l Finance</p> <ul style="list-style-type: none"> o IMFfor o World Bankfor <p>currency exchange debate fixed or float</p> <p>-----</p>	<p>Case Study Heineken for July 09</p> <p>Chpt 13 Text Exporting Importing Countertrade</p> <p>Ways to enter foreign mkts for June</p> <p>-----</p>	
<p>Weather extremes</p>  <p>video May</p>	 <p>Defensive / Integrative read on your own</p> <p>Personal risk</p> <p>Alan Bell</p>	<p>Chpt 11 Text (see MGSC46)</p>	<p>Disadvantages of Exporting did Jun 25 (updated July 09)</p> <p>importing July 09</p>	
<p>Chpt 3 Text</p> <p>Cultural environment</p>  <p>May 27</p> <ul style="list-style-type: none"> - Hofstede - rules for doing business across cultures 	<p>Chpt 4 Text Ethics and Social Responsibility (see also MGTC59 (discussed in MGSC46 summer of 2013)</p>			