

**Hofstra University Honor College**

**Individually negotiated Honors Option proposal for the course**

**IB 150 (Introduction to International Business)  
Fall Semester, 2008**

**Proposed by**

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**For**

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**Attachment:**

IB 150 Course Syllabus for Non-INHO students

## **The Goals of the INHO-specific contract for IB 150 (Introduction to International Business)**

The INHO student's basic objective is to develop his or her own understanding of culture on the national and business level, international business issues, tools, and theories that can be applicable to the international business decision making. The instructor's primary objective is to stimulate this process. This special program dedicated to the INHO students will attempt to help the student develop his/her culture-related knowledge and critical thinking skills for making effective and competitive strategic choices.

This course integrates the materials from the textbook materials, a mix of cases and academic articles, one-to-one discussion, and special term project with the four over-riding themes that include: (1) culture-sensitive critical thinking ability, (2) global business environment dynamics, (3) marketing, finance, management, and accounting dimensions of global business, and (4) ethics and technology that lead to global business success.

The INHO student does the following activities that are unique and more rigorous when compared to those obligated by non-INHO students.

1. Added term paper requirements in quantity (15-20 pages vs 8-10 pages) and quality (analytic vs descriptive). The INHO student is expected to be more analytic and strategically-oriented for the positive evaluation of the project.
2. Added obligation to write up analytic summaries for two (2) cases and eight (8) academic journals. While case analysis helps the INHO student develop critical thinking ability, academic article write-ups equip the INHO student with a stronger foundation of conceptual framework.
3. One-on-one in-depth discussion regarding the assigned cases and academic articles. During the process or upon completion of the write-ups and the term paper, the INHO student and the instructor will exchange creative and analytic thoughts about the theme.
4. Oral presentation of the term paper to the instructor and those who are invited. A few students and faculty members can be invited to critique the paper.
5. Through this INHO-specific IB 150 program, the student will: (1) be more culture-sensitive, (2) develop critical thinking skills, and (3) be anticipated to utilize more time, energy, intelligence, creativity, and academic resources to satisfy added requirements in connection with the INHO.

INHO-specific evaluation methods, required reading list, term paper description, the case and article write-up description are provided below. All other standard requirements applicable to all students can be found in the regular syllabus of IB 150 (Introduction to International Business) attached to this INHO proposal sheet.

**INHO-Specific METHODS OF EVALUATION**

1. Exam 1 .....	15%
2. Exam 2.....	15% (-5%)
3. Exam 3 .....	20% (-5%)
4. Term Paper #1 .....	15%
5. <u>Write-up(See Term Paper #2).....</u>	<u>10% (+10%)</u>
6. Term Paper #2 (See Write-up):Lit Review.....	10%
7. Class Project (CP).....	10%
8. Support.....	5%
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	100%

Items 2, 3, 4, 5 and 6 tailored to only INHO students.

	INHO student		Non-INHO
Item 1 (Exam 1):	Same Rule: 15% weight		
Item 2 (Exam 2):	15%	vs.	20%
Item 3 (Exam 3):	20%	vs.	25%
Item 4 (Term Paper#1):	Analytic	vs.	Descriptive
Item 5 (Write-up):	10 Readings	vs.	none
Item 6 (Term Paper#2)	Lit Review	vs.	none
Presentation requirement:	#2	vs.	none
Item 7 (CP)	Same Rule: 10 CPs (listed in the syllabus)		
Item 8 (Support)	Same Rule: Contribution and Attendance		

### **INDIVIDUAL TERM PAPER #1(15%): FOR INHO STUDENTS ONLY**

Each INHO student will (1) CHOOSE one company and one area (e.g., Japan, UK) where the chosen firm has a good potential, (2) ASSESS the firm's (global) major product and global product positioning, strategic plan, global business goals, and business environment (e.g., culture, competition, technology), (3) DESCRIBE and EVALUATE the firm's current human resource management (e.g., recruiting and motivation) strategies, (4) HIGHLIGHT a few major cultural challenges in running international business, and (6) PROPOSE some culture-friendly changes or a new international business plan deemed as the best for the firm's business situation for the selected area. The selected firm does not have to have business presence in the area currently. The student can pioneer and formulate a plan for the firm regardless of the current presence. The company for the paper does not have to be large in size or a global firm. The student can write about what can be done for a firm - big or small, domestic or global, goods or services - in case the firm expands into global. Thus, the paper can accommodate creativity, imagination, what-ifs, etc. At any case, the literature review must be supported by current research data (e.g., academic journals, corporate database, primary interview data, and government statistics) and the recommendation must be concrete and specific and so-called "motherhood" strategies such as "the management must find out what customers want, cut costs, and streamline its processes..."

Insightful analyses (e.g., projections, comparisons, and conceptual linkages), original ideas, and sound and critical thinking are strongly encouraged. The paper must limit any background information about the company/industry to a page or less, while not providing the instructor with a core dump of raw data or mere description. Sections, subsections, bullets and the like help enhance readability.

Two copies of a double-spaced, typewritten report (about 10-15) pages excluding tables, exhibits, etc.) are due by December 9, the last session of the semester. One copy needs to be forwarded to the instructor online as attached and the second copy for the paper needs to be submitted in class by the original due date.

References (alone) are fine but endnotes/footnotes are also acceptable. It is recommended to leave one inch margins on all four sides and use a font size no smaller than 12 characters per inch.

The individual term paper (#1) is due by Tuesday, December 9, 2008. Late papers without the instructor's prior approval will not be accepted,

The Individual term paper (#1) proposal (1-2 pages) deadline: October 7, 2008

The proposal states: (1) selected company and area, (2) rationale of your choice, (3) research plan (data sources list), and (4) anticipated table of contents (subject to change).

### **WRITE-UP (ARTICLES SELECTED FOR TERM PAPER (#2))(10%): FOR INHO STUDENTS ONLY**

Each INHO student will (1) CHOOSE one international business topic of his/her choice (e.g., WTO and future agenda), (2) OBTAIN approval of the instructor, (3) SEARCH articles (journal, news, books, web) pertaining to the topic, (4) IDENTIFY and SELECT 10 most relevant articles with the consent of the instructor, (5) WRITE about (1) what the major points the authors intend to communicate to the readers, (2) what the student learned from the article, and (3) what the limitations associated with the author's argument are. The student is not required to read about the methodology part of the articles unless the topic of interest is the methodology. The late submission of the written summary will result in score penalty. Reasonable quantity (2-3 pages for the articles) and adequate content quality will lead to full credit for the category (10%).

### **LITERATURE REVIEW (10%): TERM PAPER (#2): FOR INHO STUDENTS ONLY**

Based on the student's collective readings regarding the topic of his/her choice (See Write-Up section that precedes this section), the INHO student must write a paper that contains following contents:

1. Introduction: important nature of the selected topic and paper objectives.
2. Literature Review: brief description of 10 articles (one page maximum)
3. Analysis and Synthesis: Integrating and critiquing the selected articles
4. Conclusion and Recommendation: a brief summary, the INHO student's interpretation of the articles, his/her own unique position for the topic, and managerial and research implication

The paper can accommodate creativity, imagination, what-ifs, etc. At any case, the literature review must be supported by current research data (e.g., academic journals, corporate database, primary interview data, and government statistics) and the recommendation must be concrete and specific and so-called "motherhood" strategies such as "the management must find out what customers want, cut costs, and streamline its processes..." Insightful analyses (e.g., projections, comparisons, and conceptual linkages), original ideas, and sound and critical thinking are strongly encouraged. The paper must limit any background information about one article to a page or less, while not providing the instructor with a core dump of raw data or mere description. Sections, subsections, bullets and the like help enhance readability.

Two copies of a double-spaced, typewritten report (about 10 pages excluding tables, exhibits, etc.) are due one week before the presentation day (December 9) in class. One copy needs to be forwarded to the instructor online as attached and the second copy for the paper needs to be submitted in class by the original due date.

References (alone) are fine but endnotes/footnotes are also acceptable. It is recommended to leave one inch margins on all four sides and use a font size no smaller than 12 characters per inch.

The individual term paper (#2) is due by Tuesday, December 9, 2008. Late papers will not be accepted, without the instructor's prior approval.

The Individual term paper (#2) proposal (1-2 pages) deadline: October 7, 2008

The proposal states: (1) topic of choice, (2) rationale of your choice, (3) research plan (data sources list), and (4) anticipated table of contents (subject to change).

### **CLASS PROJECTS (CP) (10%): Both INHO and Non-INHO**

Throughout the semester, students will participate in experiential projects in class. This category is designed to expose students to real world events related to international marketing. The CP projects will normally be assigned to Monday classes and the example projects include: (1) news brief, (2) research on-line, (3) global video summaries, and (4) case write-up. Your news brief (newspaper articles) CPs will be limited to New York Times and the Wall Street Journal for credit. For proper credit (1 point for each CP), find an article (corresponding to the topic designated by the instructor for the particular CP) and write up a summary of the article (one paragraph) and your personal opinion/suggestion for the article (the second paragraph). Make sure you attach a copy of the article (or the original one cut out of the newspaper) to your write-up. Do not damage any part of the source of your article (e.g., Wall Street Journal September 10 edition) if the source does not belong to you (e.g., the one for public use in the Hofstra library). CPs can be either individual projects or group projects. Thus, in the early stage of the semester, groups (4-5 persons) will be formed. In all, 10 CPs will be assigned, each of which will be equivalent to 1 point (1%) for the course evaluation. This category offers you an excellent opportunity to be perfect for this particular category by submitting the write-ups in a proper way suggested by the instructor.

### **IB 150 CP List for the Semester**

- CP 1: Newspaper article (WSJ or NYT) for topics pertaining to culture
- CP 2: Newspaper article (WSJ or NYT) for topics pertaining to chapters 1-6
- CP 3: Newspaper article (WSJ or NYT) for topics pertaining to chapters 1-6
- CP 4: Newspaper article (WSJ or NYT) for topics pertaining to chapters 7-13
- CP 5: Newspaper article (WSJ or NYT) for topics pertaining to chapters 7-13
- CP 6: Newspaper article (WSJ or NYT) for topics pertaining to chapters 14-20
- CP 7: Newspaper article (WSJ or NYT) for topics pertaining to chapters 14-20
- CP 8: IB website recommendation (Individual)
- CP 9: Case Analysis: International Business case 1 (Individual)
- CP 10: Case Analysis: International Business case 2 (Group)

#### **Note:**

Each CP is worth 1 point for the course evaluation. If you complete all CPs without delay, you will get full credit for the category, equivalent to 10% for the course. If you miss three (3) CPs, you will get 7 out of 10 for the category (For more information, see

the grading section of the syllabus). Late submission will result in penalty (half credit or less). But we all know that “late is better than never.”

### **Newspaper article CP (1-7):**

Pick a newspaper (WSJ or NYT) and search and find an article related to the topic pertaining to the textbook chapters (e.g., 1-5). See below for the chapter topics.

1	Globalization
2	National Differences in Political economy
3	Differences in Culture
4	Ethics in International Business
5	International Trade Theory

When you find an article of which the topic fits any of the chapter topics (e.g., ethics in IB), read critically and write up two paragraphs for your CP requirement; (1) the first paragraph about “what is the article about?” and (2) the second paragraph about “what you personally think about the article? What is your opinion and reflection?” One page is enough for each newspaper CP. You may not be permitted to use outdated articles. Make sure you attach (staple or clip) a copy of the article to your write-up. You can either cut it out from the newspaper or make a copy when the paper does not belong to you.

The article dated more than two session before the deadline will be regarded as “outdated.” For example, if the deadline for a CP is June 28, only the articles dated June 26-June 28 will be accepted for full credit. For those of you who missed the opportunity due to absences and/or illness, the grace period of one session (beyond the deadline date) will be given. The rationale is that since the CP articles can be discussed in class, the articles must be current.

### **IB website CP (8):**

Students are required to search websites that can help executives do their global business more effectively. It could be either government website (commerce department, CIA) or private (e.g., company, association, news) website, but it must not be a search website (e.g., Google, yahoo). Make a copy (print) of the homepage of the website for a proof. Write up two or three paragraphs of: (1) source of the website (e.g., name of the firm), (2) how you found the website, and (3) list three (3) feature and benefits for global business executives (and IB students). Any websites that have no relevance to IB will not get credit.

### **Case CP (9-10):**

A case for the CP 9 and CP 10 will be selected by the instructor from the textbook. Students are supposed to follow the suggested guidelines (SPSR-4 step) prepared by the instructor.

S=situation analysis (symptoms)

P=Problem definition (issues/cause)

S=Solution (Alternatives to solution) (options with pros and cons)

R=Recommendation (actionable solution) (selected options for decision)

CP 9 is for the individual project and CP 10 is for the group. For this final and capstone CP, about 6 or 7 groups will be formed in class sometime in April. Group members participate in the development of the case analysis and present in class for full credit. Everyone who participated in brainstorming and presentation will get full credit.

### **CP Deadlines**

CP 1: September 9 (Tuesday)

CP 2: September 16 (Tuesday)

CP 3: September 23 (Tuesday)

CP 4: October 7 (Tuesday)

CP 5: October 14 (Tuesday)

CP 6: November 11 (Tuesday)

CP 7: November 18 (Tuesday)

CP 8: November 18 (Tuesday)

CP 9: December 2 (Tuesday)

CP 10: December 4 (Thursday)

### **SUPPORT (5%): Both INHO and Non-INHO**

Class participation and attendance are deemed imperative for the learning process. Contributing to class discussion and maintaining supportive quietness represent respect for the class and thus will be respected. Regular attendance in class is important for the learning and a reflection of commitment to the course. More than three absences without documented excuses will result in point reduction for the support category.