SYLLABUS
Introduction to International Business
INTB 301 - 01 & 03
(FALL Semester 2012)
THE AMERICAN UNIVERSITY IN CAIRO
School of Business
Department of Management

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E-mail correspondence: Via Black Board
Course Prerequisites: MKTG 302, MGMT 307
Class Time & Room: Section 01 UW 10:00-11:15.BEC 2150
Section 03 UW 2:00-3:15.BEC 2150

Vision of the School of Business
The School of Business sees itself becoming globally recognized as the leading business school connecting the region and the world.

Mission of the School of Business
The School of Business strives to create an environment that fosters the development of principled and innovative business leaders and entrepreneurs who can make a difference.

Mission of the Department of Management
Our mission is to develop business leaders who are dedicated to the betterment of society by providing a high quality business education to top caliber students from all segments of Egyptian society as well as from other countries while focusing on continuous improvement and a commitment to excellence in learning, intellectual contributions and service.

In support of this mission the department:

• Provides a high quality contemporary-style business education that blends a global perspective with national cultures and is relevant to the business needs of Egypt and the region.
• Provides programs that encourage the development of an entrepreneurial spirit that emphasizes creativity, innovation, individual initiative and teamwork
• Provides a learning environment that fosters faculty/student communication and promotes lifelong learning and career development
• Encourages faculty development activities that improve teaching, maintain competence and that keep faculty current with ideas and concepts in their field.
• Seeks to develop a portfolio of intellectual contributions to learning and pedagogy, to practice, and to the theory and knowledge base of the disciplines.
Course Outline

This course deals with the social, cultural, political, legal, and technological environment of international business. The theoretical relationship underlying international business transactions and the integration of functional activities in international firms will be discussed in depth.

Course Objectives:

To develop understanding and applications of the following areas:

1. Forces and impacts of globalization.
2. The internationalization process.
3. Impact of political, economic, legal and cultural factors on international business and how these factors hinder globalization of a country.
4. Role of company, country and international organizations in globalization trend.
5. Contextual factors at the international level including integration trends and international agreements and obligations.
6. Relationships between MNCs and host countries.
7. Factors determining foreign exchange.

Competency Coverage:

The course will attempt to develop the following competencies:

- Problem solving and case analysis as applied to the international field.
- Coherent and integrated writing as applied to international business.
- Conceptual thinking and analysis.
- Awareness of globalization trends and impact

Coverage of learning goals

Developing ethical orientation, individual, group, and entrepreneurial skills

1. Ethical issues are dealt with in terms of assessing the role of multinational companies as a corporate citizen in other countries, particularly developing ones. While these companies attempt to maximize their global profit but this should be done with an eye on sustainable development and the assurance of equitable distribution of gains among host and home countries.
2. Students will demonstrate their writing and oral communication skills through the different activities done in the class including project writing, debating skills, case analysis and class discussion.
3. Group assignments should be fertile grounds for the students to practice and develop their teamwork and leadership skills.
4. One important part of entrepreneurship skills is to gear the project to the environmental conditions including economic, social, legal and political conditions of the country being assessed for possible investment.


**Teaching Method**

The course relies on several methods to assure learning including lectures, case discussion, videos, group projects, participation and presentations.

**Course Guidelines:**

1. Class will be broken into groups very early in the semester. These groups will continue throughout the semester for all joint activities. Assessment will be group based unless otherwise indicated by the group.

2. Selected beginning and end cases of chapters will be discussed in classes and questions on them may be included in exams. Additional cases may be added to the ones in the schedule.

3. Allocation of project topics to groups will be based on a first come first serve basis.

4. Exams will be held on the specified dates with possible minor adjustments. Missing exams involves a penalty and in case of legitimate excuses make ups will be held in final exam week.

5. Project is a group assignment and should conform to project outline

6. Students should seek professor’s advice and feedback on assignments as early as possible to make sure they are on the right track.

**Text and other reading materials**


**Grading System:**

Student’s grades will be based on the following grade breakdown. Slight changes could take place in the allocation of points:

- First exam 20
- Second Exam 25
- Final Exam 30
- Project 10
- Assignments 5
- Attendance & Participation 10

100
**Attendance**

As stated in the university catalog, “students are expected to attend class; there is no system of permitted absences.” Students may not normally receive credit for a course if more than three weeks of classes are missed. Students are also expected to be very punctual. For a complete explanation of AUC’s attendance policy, please see the AUC 2011/2012 Catalog.

**The University Academic Integrity Policy**

All students are expected to agree to and comply with the University Academic Integrity Policy which states:

> “Valuing the concepts of academic integrity and independent effort, the American University in Cairo expects from its students the highest standards of scholarly conduct. The University community asserts that the reputation of the institution depends on the integrity of both faculty and student in their academic pursuits and that it is their joint responsibility to promote an atmosphere conducive to such standards.”

Detailed information about the University Academic Integrity Policy may be found in the University Catalog and on the University Web site.

**Schedule and Topics to be Covered**

(Minor adjustments are expected)

<table>
<thead>
<tr>
<th>DATE</th>
<th>TOPICS</th>
<th>CHAPTER</th>
<th>CASES</th>
<th>Activities &amp; Exams</th>
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<tbody>
<tr>
<td>Sept 2</td>
<td>Introduction</td>
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<tr>
<td>Sept 5,9</td>
<td>Globalization</td>
<td>1</td>
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<td>Group Formation</td>
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<td>Sept 12,16</td>
<td>Cultural Environ.</td>
<td>2</td>
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<tr>
<td>Sept 19,23</td>
<td>Political &amp; Legal</td>
<td>3</td>
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<td>Sept 26,30</td>
<td>Economic Env.</td>
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<td>Oct 3,7</td>
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<td>End of Chapters 1,2,3 Cases</td>
<td>Video; Assigned Questions; Issues on Egypt</td>
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<td>Oct 10</td>
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<td>1st Midterm</td>
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<td>Oct 14,17</td>
<td>Global. &amp;Society</td>
<td>5</td>
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<td>Project Proposal Due</td>
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<tr>
<td>Oct 21,24</td>
<td>Trade Theories</td>
<td>6</td>
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<td>Oct 31,Nov 4</td>
<td>Gov. Influence</td>
<td>7</td>
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<td>Nov 7,11</td>
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<td>End of Chapters 4,5,6 Cases</td>
<td>Video ;Assigned Questions; Issues on Egypt</td>
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<td>Nov.14</td>
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<td>2nd Midterm</td>
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<td>Nov 18,21</td>
<td>Economic Integration</td>
<td>8</td>
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<td>Nov 25,28</td>
<td>Foreign Exchange</td>
<td>10</td>
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<td>Dec 2,9</td>
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<td>End of Chapters 7,8,10 Cases</td>
<td>Video ,Assigned Questions; Issues on Egypt</td>
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<td>Dec 5,12</td>
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<td>Presentations Project Due</td>
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<td>Dec 15-20</td>
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<td>Final Exam</td>
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GROUP PROJECT OUTLINE

The purpose of this project is to apply the model in Chapter 1 (Figure 1.1) to an Egyptian company which has gone international or a foreign company that came to Egypt. The paper should have the following sections:

1. Introduction which covers basic information about the company
2. Choice of one environmental factor and determine its impact on the company’s operation and/or mode of entry
3. Determine the relevant aspects of this environmental factor to this particular company
4. You can focus on one or more functions of the company to study impact
5. Conclusions and analysis
6. References

GENERAL REQUIREMENTS

1. Size of the group should not exceed 5 students.
2. Paper should not exceed 7 pages, single spaced with 11 point Times New Roman font.
3. All references should be footnoted.
4. Sources of information are the internet and interviews.
5. Should develop a set of questions to cover the different areas of the paper
6. An outline of 1 page should be submitted in hard copy no later than the specified date in the schedule. Please identify the group’s spokesperson to communicate with the professor

COMMON PITFALLS IN PROJECTS

I. ORGANIZATION

1. Related information is spread all over the paper instead of being properly grouped under certain subheadings. Poor coordination reflects poor group work
2. Using long paragraphs that sometimes are one page in length. It should be broken down into subheadings

II. COVERAGE

1. Not covering the relevant aspects of the environmental variable. This should be decided based on studying the book and relating it to the case
2. Talking about the parent company but not the Egyptian unit.
3. Ignoring the text principles or concepts. Student should show knowledge of the book material before embarking on writing

III. RELEVANCE
1. Bringing in information not related to the paper. For example, a paper about the international experience of McDonalds brings in data about consumers preference for McDonalds versus Burger King. The paper should focus on studying environmental variables and company reactions to them.
2. Overdoing it in terms of theoretical discussion to make up for shortage in data.

IV. ADEQUACY OF DATA

1. Relying on limited internet data not supported by interviews. Or interviewing one person but not adequately covering the different variables.