Instructor: Leonard Rothenberger  Classes: Wednesday Evenings 6:00 - 8:45 p.m.
Cell: (864) 283-2660  
E-mail: lenrothenberger@yahoo.com
Mailing Address: 127 Sun Meadow Rd, Greer, SC 29650


Course Objectives: To create an enjoyable and worthwhile learning experience for students. To introduce you to the functional areas of International Business and to help you better understand the global environment in which business is conducted today.

### Schedule of Assigned Reading, Case Presentation & Exams

<table>
<thead>
<tr>
<th>Prior to Class - Read/Prepare:</th>
<th>In Class:</th>
</tr>
</thead>
<tbody>
<tr>
<td>January 26th</td>
<td>Chapter 1&amp;2</td>
</tr>
<tr>
<td>February 2nd</td>
<td>Chapter 3&amp;4</td>
</tr>
<tr>
<td>February 9th</td>
<td>Chapter 5,6</td>
</tr>
<tr>
<td>February 16th</td>
<td>Chapters 7</td>
</tr>
<tr>
<td>February 23rd</td>
<td>Chapter 8</td>
</tr>
<tr>
<td>March 2nd</td>
<td>Chapter 9,10</td>
</tr>
<tr>
<td>March 16th</td>
<td>Review Mid Term Exam</td>
</tr>
<tr>
<td>March 23rd</td>
<td>Chapter 11,12</td>
</tr>
<tr>
<td>March 30th</td>
<td>Chapter 13</td>
</tr>
<tr>
<td>April 6th</td>
<td>Chapter 14, 15</td>
</tr>
<tr>
<td>April 13th</td>
<td>Chapters 16, 17</td>
</tr>
<tr>
<td>April 20th</td>
<td>Review Chapters 11-17</td>
</tr>
<tr>
<td>April 27th</td>
<td>Chapter 18 and Case Presentation</td>
</tr>
<tr>
<td>May 4th</td>
<td>Case Presentation</td>
</tr>
</tbody>
</table>
Grading: Course grades are based on the following:

- Quiz 15%
- Cases, homework assignments, class participation 15%
- Midterm Exam 25%
- Quiz 15%
- Case Presentation 30%

Exams and assignments will be graded on a 100 point scale, where 90 or more is an A, 80 to 89 is a B, 70 to 79 is a C, 60 to 69 is a D, and below 60 is an F.

Exams: The first quiz [Chapters 1-7 will be theory]. The Mid Term will be open book [Application of theory into practice]. The second quiz [Chapters 11-17] may be a combination of theory and practice. Make-ups of the quiz, midterm and case presentation can be arranged if the instructor is notified in advance that the scheduled exam will be missed.

Case Presentation: The class will divide into teams. Each team will research an actual case similar to those we will be discussing in class at the beginning and the end of each chapter. The objective is to present an actual or hypothetical case in which a company has dealt with all the theoretical topics we will be covering throughout the semester.

Attendance, Class Participation: Regular attendance and class participation are expected. When possible, advise the instructor in advance if you know you will be absent from the class. It is suggested that you obtain class notes and assignments from a classmate if you miss a class. More than 3 absents [we need to talk!!] Class participation includes discussing the topics in class (reading the pertinent chapters prior to the class will be extremely useful). The discussions in class of the cases in every chapter show how the theory is applied in real life. This is the most valuable knowledge that you will be taking with you at the end of this course.

Class participation enriches the class and makes it a lot more fun!

Part I: BACKGROUND FOR INTERNATIONAL BUSINESS
Globalization and International Business

Part II: COMPARATIVE ENVIRONMENTAL FRAMEWORKS
2 The Cultural Environments Facing Business
3 The Political and Legal Environments Facing Business
4 The Economic Environment
5 Globalization and Society

Part III: THEORIES AND INSTITUTIONS: TRADE AND INVESTMENT
6 International Trade and Factor Mobility Theory
7 Governmental Influence on Trade
8 Cross-National Cooperation and Agreements
Part IV:  WORLD FINANCIAL ENVIRONMENT
9  Global Foreign Exchange Markets
10  The Determination of Exchange Rates

Part V:  GLOBAL STRATEGY, STRUCTURE, AND IMPLEMENTATION
11  The Strategy of International Business
12  Country Evaluation and Selection
13  Export and Import Strategies
14  Direct Investment and Collaborative Strategies
15  The Organization of International Business

Part VI:  MANAGING INTERNATIONAL OPERATIONS
16  Marketing Globally
17  Global Manufacturing and Supply Chain Management
18  International Accounting Issues
19  The Multinational Finance Function
20  Human Resource Management