



<b>Course Title:</b>	<b>International Business Strategy and Management</b>												
<b>Course Code:</b>	ROMA IBUS 300												
<b>Subject:</b>	Business, Economics												
<b>Credits:</b>	3												
<b>Semester/Term:</b>	<input checked="" type="checkbox"/> Semester <input type="checkbox"/> J-Term <input type="checkbox"/> Summer												
<b>Course Description:</b>	<p>The course aims to expose to students with interdisciplinary skills and knowledge the international business environment, with particular reference to the international business strategy of the Italian firms into the Mediterranean context. Exposure to some of the most critical topics affecting companies in international environment is what this course is all about. The first part of the course is designed to offer to the students an understanding of the main geo-political and geo-economic tendencies, describing more traditional and more critical approaches. In this way we want to wide their opinion on the economic and political integration of the world. In the second part of the course, we will discuss business trends and best practices needed to understand the global marketplace, approaching the problem from the point of view of a company. Thanks to the case studies, the current condition in Italy will be analyzed. In addition, throughout the lessons the students will prepare an international business plan trying to develop a really business project to be proposed to an Italian investors. In this way the students will be prepared to deal with real international strategies, challenges and opportunities.</p>												
<b>Course Requirements:</b>	<p><b>Required Text</b> Global Business Today by Charles W.L. Hill, Irwin 2009, 6th edition. <b>ISBN:</b> 9780071083812; <b>Cost:</b> To Be Determined</p> <p><b>Assignments</b></p> <table border="1"><thead><tr><th>Course Requirements</th><th>Percentages</th></tr></thead><tbody><tr><td>1. Mid-Term exam</td><td>30 %</td></tr><tr><td>2. Final Exam</td><td>30 %</td></tr><tr><td>3. Consulting Project</td><td>30 %</td></tr><tr><td>4. Participation</td><td>10 %</td></tr><tr><td><b>Total</b></td><td><b>100%</b></td></tr></tbody></table>	Course Requirements	Percentages	1. Mid-Term exam	30 %	2. Final Exam	30 %	3. Consulting Project	30 %	4. Participation	10 %	<b>Total</b>	<b>100%</b>
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	<p><b>Mid-Term Exam and Final Exam</b> These exercises will test students' ability to analyze material and theories presented during the course through short answers and essay questions. Each exam will ask you to demonstrate the breadth and depth of your understanding of the materials covered in class, text and readings.</p> <p><b>Global business plan</b> Every organization conducts research to plan and implement a business idea. This project is designed to provide the foundation for an international business plan. The students will use a specific framework for planning expansion into the Mediterranean context of an existing Italian product or service, or to research a new foreign business opportunity. The final result of the global plan will be in the following formats: a written report with supplementary tables and visuals and an oral presentation with visuals.</p>								
<p><b>Learning Outcomes and/or Expected Student Competencies:</b></p>	<p>On completion of the course, students should be able to:</p> <table border="1" data-bbox="467 850 1424 1209"> <thead> <tr> <th colspan="2" data-bbox="467 850 1424 898">Learning Outcomes</th> </tr> </thead> <tbody> <tr> <td data-bbox="467 898 521 936">1.</td> <td data-bbox="521 898 1424 936">Business: write a business plan</td> </tr> <tr> <td data-bbox="467 936 521 1052">2.</td> <td data-bbox="521 936 1424 1052">Institutions: assess the functions of various international institutions such as the international monetary system, the Eurosystem and the exchange market</td> </tr> <tr> <td data-bbox="467 1052 521 1209">3.</td> <td data-bbox="521 1052 1424 1209">Culture and business: use the "Inglehart-Welzel Cultural Map of the World" and other maps of the same type to analyze the impact of international and local environments impact firms' decisions.</td> </tr> </tbody> </table>	Learning Outcomes		1.	Business: write a business plan	2.	Institutions: assess the functions of various international institutions such as the international monetary system, the Eurosystem and the exchange market	3.	Culture and business: use the "Inglehart-Welzel Cultural Map of the World" and other maps of the same type to analyze the impact of international and local environments impact firms' decisions.
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	<b>Session 4</b>	<ul style="list-style-type: none"><li>• New development: how to complicate the economy</li><li>• The political economy of international trade</li></ul> <p>Case: The impact of the Libyan crisis on the Italian economy</p> <ul style="list-style-type: none"><li>• Field study to Naples: Small business and international competition</li></ul>
	<b>Session 5</b>	<ul style="list-style-type: none"><li>• Foreign direct investment</li><li>• Guest speaker: Mylius– Sailing boat maker (TBC)</li></ul>
	<b>Session 6</b>	<ul style="list-style-type: none"><li>• Regional Economic integration</li><li>• <b>Midterms Exam</b></li></ul>
	<b>Session 7</b>	<ul style="list-style-type: none"><li>• Discussion on guests speaker, presentation of the first part of the Global Business Plan</li><li>• NAFTA, European Union and the Euro-Mediterranean free Trade Area</li></ul>
	<b>Session 8</b>	<ul style="list-style-type: none"><li>• Movie: Il caso Mattel</li><li>• Global Money System: Foreign Exchange Market</li></ul>
	<b>Session 9</b>	<ul style="list-style-type: none"><li>• Global Money System: Foreign Exchange Market</li><li>• The Euro system</li></ul>
	<b>Session 10</b>	<ul style="list-style-type: none"><li>• International monetary system</li><li>• Student in - class presentations of global business plans</li></ul>
	<b>Session 11</b>	<ul style="list-style-type: none"><li>• Student in - class presentations of global business plans</li><li>• Competing in a Global Marketplace: The strategy of international business. Exporting, importing and countertrade</li></ul>
	<b>Session 12</b>	<ul style="list-style-type: none"><li>• Entering foreign markets</li></ul>
	<b>Session 13</b>	<ul style="list-style-type: none"><li>• Global strategies: Production, Outsourcing, Logistics, Marketing, R&amp;D, Human Recourse Management</li></ul> <p>Case:</p> <ul style="list-style-type: none"><li>- FIAT</li><li>- CHRYLES</li></ul>
	<b>Session 14</b>	<ul style="list-style-type: none"><li>• Summary of the lesson's main points and discussions</li><li>• <b>Final Exams</b></li></ul>



<p><b>Other Policies:</b></p>	<p><b>Expectations</b> Professional behavior is expected of all students. This includes preparation for classes, on-time attendance at classes, attendance at all group sessions and appropriate participation in the form of attentiveness and contributions to the course. Respect for the academic process is the major guiding principle for professional behavior and extends to all communications, including e-mail.</p> <p><b>Attendance/Participation</b> Your classroom participation will be evaluated. Those whose classroom participation is perceived to be superior may receive a bonus toward the semester grade. The QUALITY (not QUANTITY) of your participation is important. The instructor will evaluate your comments for relevance, insight, clarity, logic and original thinking.</p> <p>Attendance is mandatory and travel does not constitute an excused absence from class, nor do visits from family and friends. As per academic policy, a maximum of three hours' absence (not 3 lessons) is allowed. Thereafter, additional absences will be excused only on proven medical grounds; otherwise, they will result in a lower final grade. Specifically, each additional unexcused absence will lower a student's grade by one notch: e.g., with four absences an A- will be lowered to B+, with five absences a B, and with six absences a B-. More than 8 absences will result in an automatic failure of the course. We also demand punctuality.</p> <p><b>Course Policies</b> For e-mail communications, students must use their Arcadia University e-mail account. Students are responsible for any information provided by e-mail or through Intranet postings.</p> <p><b>Plagiarism</b> Representation of another's work or ideas as one's own in academic submissions is plagiarism, and is cause for disciplinary action. <i>Cheating</i> is actual or attempted use of resources not authorized by the instructor(s) for academic submissions. Students caught cheating in this course will receive a failing grade. <i>Fabrication</i> is the falsification or creation of data, research or resources to support academic submissions, and cause for disciplinary action.</p> <p><b>Late or Missed Assignments</b> Will not be accepted for grading.</p>
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	<p><b>Students with Disabilities</b> Persons with documented disabilities requiring accommodations to meet the expectations of this course should disclose this information while enrolling into the program, and before leaving the United States so that appropriate arrangements can be made.</p>
<b>Prerequisites:</b>	Satisfactory completion of at least one undergraduate semester course in business and economics or permission of the instructor

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