



INTERNATIONAL BUSINESS

I. GENERAL OBJECTIVE

The main purpose of this course is to provide a general analytical framework to be applied on a cross- country basis for doing business globally. This means that essential concepts and tools for the analysis of cultural, competitive, economic, social, and political environments, and the creation and management of international business strategies, based on the objectives, opportunities and restrictions of the firm will be discussed.

II. SPECIFIC OBJECTIVES

This course aims to contribute to the development of student's capacities in the following aspects:

- To identify opportunities for internationalizing a company
- To find appropriate ways to run or manage an international firm on a regional or a global scale
- To evaluate foreign market entry alternatives to different environment profiles.
- To increase their sensibility to the influence of cultural factors when engaging in international business.

III. METODOLOGY

This program will take place in the form of active classes, up on which the professor will introduce topics that then will be discussed by the class, based on the readings previously indicated and the student's own point of view.

The above will be supported by discussing cases and/or practical exercises base on the Global and Latin American reality. Some topics will be reinforced by videos

Taking into account the international nature of this course, material and lectures for the **classes will be in ENGLISH for sections 01 and 04. For sections 02 and 03 material is also in English but lectures are in SPANISH (or "SPANGLISH sometimes")!**

IV. CONTENTS

1. International Business Foundations
2. International Strategies
3. Global entrepreneurship and models of Business Internationalization
4. Modes of Entry
 - a. Direct/indirect exporting
 - b. Strategic Alliances (Franchising, Joint Ventures , etc.)
 - c. Independent Venture
5. Strategic framework for IB
 - a. Culture and social aspects.
 - b. Legal and political dimensions
 - c. Economic variables
 - d. Geographical dimension

6. Multinational enterprise
 - a. Strategies
 - b. Culture and Functions
 - c. Organization

V. BASIC BIBLIOGRAPHY

MAIN TEXTBOOK

- "International Business, Environments and Operations." John Daniels, Lee Radebaugh & Daniel Sullivan Edit. Addison-Wesley, 16th Edition, 2018.

ARTICLES

- "The Hidden Challenge of Cross-Border Negotiations", James K. Sebenius, Harvard Business Review, March 2002. (JS)
- "Distance Still Matters – The Hard Reality of Global Expansion", Pankaj Ghemawat, Harvard Business Review, September 2001. (PG)
- "Building an Effective Global Business Team", Vijay Govindarajan and Anil K. Gupta, MIT Sloan Management Review, Summer 2001. (GG)
- "Language Learning and International Business", Darla Domke-Damonte, S.A.M. Advanced Management Journal, Winter 2001. (DD)
- "The Globalization of Markets ", Theodore Levitt, Harvard Business Review, May–June 1983. (TL)
- "The Lure of Global Branding", David A. Aaker and Erich Joachimsthaler, Harvard Business Review, November- December 1999. (AJ)
- "Silent Language", Edward T. Hall, Harvard Business Review, May-June 1960. (EH)
- "El Nuevo Lenguaje de los Mercados Emergentes", Niraj Dawar y Amitava Chattopadhyay, Serie Mastering Management, El Diario y Financial Times, N° 11, Pág. 1-6. Comentario Profesor Erich Spencer. (SM)
- "Evaluación de eficiencia de los Canales de Exportación", Documento Docente, Departamento de Administración, Facultad de Ciencias Económicas y Administrativas de la Universidad de Chile, 1990 (ES1)

VI. ADDITIONAL BIBLIOGRAPHY

- "International Business", Alan M. Rugman and Simon Collinson, Edit. Pearson, Sixth Edition 2012.
- "International Entrepreneurship", Robert D. Hisrich, Edit. Sage, Edition 2010.
- "The Cultural Environment of International Business", Vern Terpstra, South Western Publishing Co., 1978. (VT)
- "La Gestión en un Mundo Globalmente Conectado", Rosabeth Moss Kanter, Harvard Business Review, Especial 100. (RM)

VII. EVALUATION

The following assessments should take place during the semester:

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|---------------------------|-----|
| • Mid Term (Solemne) | 15% |
| • Quiz | 10% |
| • Cases (written reports) | 40% |
| • Class participation | 15% |
| • Final Exam | 20% |

IX. COURSE NORMS

1. Classes will take place on the days the School defines and their topics will be presented by the course's Professor, who eventually will invite guest speakers and colleagues given their field of specialization (and when travelling also)
2. **Attendance to evaluations is mandatory (exams, cases, exercises, etc.)** However, due to the nature of the course, regular attendance to classes and lab session is highly recommended. Likewise, **student's punctuality is expected**, and therefore **late attendance is not allowed (please do not insist!)**. **Leaving early or going in and out of the classroom is not allowed either**. If you are not sure you can follow these rules, please think about how suitable is for you to take this course section. As part of Fen you are a leader and you know how important are these factors in your work.
3. It's also essential that every student checks Docencia web on a daily basis, as its content is assumed to be known by all. "Not having checked" the website will not be considered as an excuse for not meeting an obligation.
4. Class participation is evaluated based on students involvement and provision of analytical input in the different activities scheduled for the course, specially (not exclusively) case discussion. Students with **90% attendance record or more will have a 5 in class participation automatically**. Students with less than **80% attendance record will fail automatically**. You have to make sure attendance registration is realized. Attendance calculation for grading is considered until two weeks before the final week of classes.
5. For every class session, students must have read the corresponding bibliography. **They should also be updated about current events concerning business and their environment**. To achieve this, students should at least read local/international press (or online media) like El Mercurio, The Wall Street Journal (on line), etc.
6. The professor may add, eliminate or replace bibliography as the semester unfolds.
7. The mid-term and the final exam are common for all sections.
8. Any fail grading due to an absence from the mid-term exam, followed by its corresponding formal justification before the undergraduate business school, will be included in the final examination given at the end of the semester .
9. Case work will be done on a group basis. Each member has to be prepared to discuss the case integrally and presentation will be chosen randomly at the beginning of the class. **Any absence of a student from the case discussion (or any other group evaluation) means that he or she will get a 3,0 only**. If the student were to have a justification for his or her absence, then should proceed with the corresponding formal certification to the undergraduate business school **(NOT THE PROFESSOR OR THE ASSISTANTS)**. This is the only way to solve this problem and when accepted officially, grades are going to be restated at the end of the semester, not before (please do not insist). It may take time for the School to sort this thing out.
10. **With the above, medical or other related justifications for the absence to any requirement must be presented though the regular channels established by the undergraduate business school. Please use this way only. The professor DO NOT get involved into this process nor judge any personal problems or situations to wave official means provided by the School.**

11. Any other absence due to personal reasons (i.e. a family member who is sick, attendance to a funeral, a girlfriend/boyfriend farewell at the airport, and the like, has to be judged directly by the student and is of His/Her own responsibility. It is your choice to loose or to attend a class, please **DO NOT ASK THE PROFESSOR TO MAKE A DECISION ON YOUR BEHALF**. You know better what is important and what is not for your personal life!.
12. The date of the Final Exam is going to be **given by the School**. If a student cannot attend, she or he should give a written notice to the professor during the 24 hrs. after the Exam. Then this examination will be taking orally by the Professor and at least one TA.
13. It is important to stress that each student must take responsibility with regard of the activities contemplated for the course, especially in what's related to:
 - a. Be up to date on the classes and instructions given by the professor or the course's assistants. For instance, missing a class doesn't exempt the student from the obligations given that day.
 - b. To fulfil the dates and deadlines of the evaluation activities. After established and published, dates will not be changed.
 - c. Obtain the support material needed for the course.
14. **LATE HOMEWORK TURN IN IS NOT ACCEPTED, NO MATTER WHAT**. An appropriate management of time is a very important ability in this course and also in professional life. Please be prepared for everything that might go wrong in the last minute (defective printers, computer viruses, traffic gridlocks, slow buses, etc.)
15. Please mind that classes and obligations are not going to be cancelled or postponed because of contingencies like students strikes, demonstrations, etc. . Beyond freedom of speech or any other right of this sort, it is mandatory for Fen's Faculty to do their job as professors and legally (and perhaps morally) we are obligated to do so.
16. Consequently, if for any circumstance, there were to be a student strike or something similar which could disturb class attendance, **CASE REPORT SHOULD BE SUBMITTED BY EMAIL to the section's address** at 9:30 of the date originally scheduled for it. Discussion will be postponed for the following session, regardless the fact that, in the original session for the case discussion we are going to have a lecture.
17. **Those who join the course on a later date must assume the consequences of this in terms of its effects on his/her personal attendance ratio and evaluations.**
18. **Final Exam Exemption Policy:** all the students must render the final exam.
19. An important requirement to pass the course is that the students **should have at least a four in the two individual evaluations** (mid-term and final exam). **Otherwise will fail consequently**, even if he or she were to have an average of four or higher in all the course evaluations (altogether).

X. INTERNET RESOURCES AND DATABASES

DATABASES (www.uchile.cl)

1. EBSCO
2. Proquest
3. Science Direct
4. Ocnnet
5. Emerald

WEBSITES

1. www.loc.gov (US Library of Congress)
2. www.executiveplanet.com (Business customs)
3. <http://www.transparency.org/> (Transparency International)
4. <http://www.international-business-center.com/>
5. <http://www.austlii.edu.au/> (Free database)
6. <http://www.wopldlii.org/catalog/> (Free legal database)
7. <http://www.bancomundial.org> (World Bank, in spanish)
8. www.worldbank.org (World Bank)
9. <http://www.eclac.org> (Comisión Económica para América Latina y el Caribe)
10. <http://www.imf.org/> (International Monetary Fund)
11. <http://www.wto.org> (World Trade Organization)
12. <http://www.odci.gov/cia/publications/factbook/> (The World Factbook)
13. <http://www.eia.doe.gov/emeu/cabs/contents.html> (Energy Information Administration)
14. <http://www.state.gov> (U.S. Department of State)
15. <http://www.apecsec.org.sg/> (APEC)
16. <http://www.apectariff.org/> (APEC Tariff Database)
17. <http://www.aseansec.org/home.htm> (ASEAN)
18. http://www.kantei.go.jp/foreign/link/links_e.html (Japanese Government links)
19. <http://www.un.org/spanish/> (United Nations)
20. <http://www.prochile.cl/> (ProChile)
21. <http://www.funpacifico.cl> (Fundación Chilena del Pacífico)
22. <http://www.chinatoday.com/> (China Today)
23. <http://www.gio.gov.tw/> (Taiwan Government Info)
24. <http://www.austrade.gov.au/> (Australian Trade Commission)
25. <http://www.kois.go.kr/> (Korea Net)
26. <http://www.thaigov.go.th/index-eng.htm> (Royal Thai Government)
27. <http://www.bcentral.cl/esp/> (Banco Central de Chile)

