

INTB6990/91 Syllabus

INTB6990 = Regional Business Environment: Europe

INTB6991 - Regional Business Environment: Asia

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Course Prerequisite: Approval of the Instructor

Learning Objectives:

The overall learning objectives for this course are:

- To increase understanding of the diversity of the European Union (INTB4610/INTB6990) or Chinese (INTB4611/INTB6991) business environment, including a focus on the functional areas of marketing and management
- To gain understanding of the political, cultural and economic environments of each country visited
- To increase the understanding of the rapidly changing global business environment of Europe/China and the impact of the European Union/China on the world economy.
- To better comprehend the opportunities and challenges of doing business in the European Union/China.
- To collaborate with other travel seminar students on team research assignments of specific European/Chinese companies and industries. (Interpersonal & Teamwork skills)

Text Materials:

Each student will be given a Readings Book (in .PDF electronic format) that is designed specially for their Seminar program. This provides information about international business, the countries to be visited, their economies, their politics, the organizations to be visited and general traveling tips. It is critical that each student read all materials provided by IBS prior to the seminar trip.

Overview of the Seminars:

The purpose of this course to allow participants the opportunity to be exposed to the international business environment and practices outside the United States. The seminars provide insights into the cultural, social, and political environments of each country visited. This is a unique way for individuals interested in pursuing a career in international business, or a related field, to view first-hand international business practices while experiencing the excitement of traveling outside the United States.

In each country, you will learn about the business environment by making multiple business visits to both smaller local firms as well as large multinational enterprises. Each visit includes some combination of lectures, panel discussions, or plant tours, followed by a Q&A session. Almost all presentations will be conducted by senior management personnel who practice international business on a daily basis and by faculty members who have many years of experience teaching international business at the undergraduate and graduate level. Students are expected to conduct themselves in a very professional manner, and to participate actively in the sessions.

The IBS program is co-sponsored by over 25 universities across the United States. Therefore, in addition to new international connections, you also have the opportunity to make life-long friends from other parts of the United States.

The Seminar program has a beginning orientation session running approximately two hours. This session is conducted by the seminar faculty leaders and is oriented toward introducing the students to the companies and the requirements for participation in academic sessions. There is usually a mid-term and final wrap-up session. In addition to this, each student is assigned one company to research. Before each visit begins, the students who have researched that company will make a presentation to the rest of the students. Following the seminar of the assigned company, students will thank the executives

Course Graded Elements:

PROFESSIONAL CONTRIBUTION: During this program you represent yourself, International Business Seminars, your university, and your faculty leaders. As such, professional behavior is expected. Faculty will consider a number of factors when evaluating your professional contribution. Illustrative items that will contribute to your evaluation include: punctuality, interaction with presenters during Q&A, interaction with all others on the program, and professionalism during presentations (paying attention, showing interest, demonstrating appropriate body language, etc.). It is the expectation of the seminar faculty that each student will receive a perfect score for professional contribution. However, failure to maintain the standards of professionalism expected may result in lowered evaluations. For example, failure to attend any session when such absence is not due to illness, or has not otherwise been approved by a faculty member prior to a visit, will result in an automatic one letter grade reduction.

Weight = 15%.

FINAL PAPER: A final wrap-up paper will be due within sixty (60) days after the end of the Seminar. One full letter grade (10%) will be deducted for each day the paper is late. More details for the paper are outlined below (Weight = 85%)

Final Paper Details:

The final paper will be due within sixty (60) days after the end of the Seminar. This 25 to 35 page, double-spaced, typewritten paper should contain three main parts.

Part One: The first part (about 20 to 25 pages) should be a summary of each seminar visit. Relate what is discussed in each visit to your other business classes. For example, if the speaker talks about the marketing of their product, you may want to organize the paper in terms of the Four P's of Marketing. Always include a section for each visit on "take-aways". That is, what was learned, what you found most interesting, what were the MVP's (most valuable points).

Part Two: The second part (about 5 to 10 pages) should be a report of the research that you have completed on your assigned company. The second part of the report will require that you begin your research before you leave the United States. You should start this research as soon as possible. Each participant will be asked to research one of the organizations that will be visited during the seminar. This research should enable you to become an expert on your assigned company or its industry. If your company is a private company that does not publish public data, you should do your research on the general industry or the market in which the company operates. For example, if your assigned company is a shoe company in Italy, you should study the shoe industry in Italy and in Europe. If specific company data is unavailable, you may study the region in Italy where the company is located and discuss the reasons why a shoe company might be located in that particular area of the world.

As you conduct your research, consider the contribution that your work will have to your learning process during the seminar. For each seminar visit, there may be three or four participants who have studied that organization and/or its industry. You will need to do a two-page write up on your assigned company prior to departure, then print at least 30 copies (enough for all participants on the seminar) and bring them with you to Europe. Students will also be expected to prepare a 5-minute presentation to be given to the group on the day of the actual visit. It is expected that these individuals will also contribute to the question and answer session, which is part of the host company presentation. If you have any questions on this assignment or need individual help, please contact your professor.

Part Three: The third part is an analysis of each of the countries visited. This analysis should be about 3-5 pages per country and should discuss their general economic and political environment. This should be oriented towards giving a view of the competitiveness of the country in the international arena. Each program at a host organization provides interesting information that students can use for descriptive writing. However you should try to go beyond this descriptive writing and engage in deeper analysis and thought. You will learn the most and generate a better paper, by focusing your thoughts and contributions in the form of analysis, questions, synthesis, lessons and connections you see to your academic courses and work experience. Try to seek larger patterns and find meaning from your experience. What longer-term trends, opportunities, threats, problems, issues and implications do you see for American managers?

Here is the rough outline of the paper:

I. Title Page

A. Table of Contents

II. Introduction

III. Seminar Visits (2 to 3 pages per seminar visit). Each of these sections must include the following sub-sections:

A. **Summary:** Summarize the main content of each seminar visit AND relate what you learned to concepts from other business courses you have taken or readings you have completed (e.g., your readings book for this course). For example, was marketing discussed? (can you relate to the Four P's?). Were management topics discussed? (can you relate to organizational structure or behavior, motivation, or leadership concepts?). Was accounting discussed? (can you relate to financial or managerial accounting concepts?). Was cross-cultural communication discussed? (can you relate to concepts of cross-cultural differences?). Use Headings, Sub-headings, graphics, charts, text boxes, inserted pictures (including ones you have taken), and other forms of software virtuosity to make your paper more interesting, more visually attractive, more organized, and more readable. I recommend using the Document Elements feature of WORD. Or, you may use Publisher or In Design if you are already familiar with either of these.

B. **Reflection:** Reflect on what you learned (aka "Take Aways"). What did you learn that was particularly insightful / interesting that you may be able to use in the future? ("use" can be broad - such as improved communication, better understanding the mindset or customs of a particular country, avoiding a potential cultural blunder in the future, etc.)

C. **Rating:** Rate each visit on a scale of 1-10 with 10 being highest rating. Explain your ratings (provide specific examples and rationale). Be detailed.

D. **References:** Reference (in footnotes) relevant secondary sources. Cut and paste full citations into your footnote (use Chicago Format). Through the UCCS Library, you may use EBSCO to locate your source, and then click the Cite button to cut and paste the specific format into your footnote.

IV. In-depth write-up of Assigned Company (5 to 10 pages - cite references in footnotes - use Chicago Format). Appropriate sub-sections may include:

- **Timeline:** How they evolved or expanded into international markets
- **Industry:** A brief overview of the industry category and key competitors
- **Competitive Position:** Company revenues, profitability, key products / services offered, etc.
- **Customers:** Who are their key target markets?
- **Current Operations:** Data and detail of manufacturing, subsidiaries, distributions, etc.
- **Constituents:** Any key issues with government regulations, customer problems, community protests, etc.
- **Financials:** Current financial details, export data,

V. Country Analysis (2 to 3 pages per country visited). Appropriate sub-sections may include:

- **Culture:** Key aspects of culture - customs, values, norms, folkways, mores, religion, language, education, aesthetics, etc.
- **Politics:** Overview of the political system, current leadership, etc.
- **Economy:** GDP, Exports/Imports, per capita income, major trading partners, etc.

VI. Conclusion

Final Paper Submission

The Final Paper is due 60 days following the final day of your seminar trip. Each student must submit 1 virus free electronic copy to your assigned Seminar Leader, 1 copy to the IBS office (electronic copy only), and 1 copy to your UCCS Professor (electronic copy only - .DOCX format AND .PDF format). Simply send via email attachment and ask for receipt confirmation.

A Note on Plagiarism

Plagiarism won't be tolerated. Your professor will run your Final Paper through a plagiarism checker (Safe Assign) to detect any plagiarism in the paper. Small amounts of plagiarism will result in grade deductions. Significant amounts of plagiarism will result in a failing grade. Just make sure your writing is your own.

Assessment:

The following distribution will be used to determine your overall grade in the course:

A = 92.0% - 100%
A- = 90.0% - 91.9%
B+ = 87.0% - 89.9%
B = 84% - 86.9%
B- = 80% - 83.9%
C+ = 77% - 79.9%
C = 73% - 76.9%
C- = 70% - 72.9%
D = 60% - 69.9%
F = 59.9% and below

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