



Course Name:	International Business	2017 Summer Semester
Course Number:	STRT-261-30	MTWR 5:45pm-7:45pm
Instructor:	Craig S. O'Connor	Office Hours: By appointment
Telephone:	(240) 997-5868	email: oconnoc1@georgetown.edu

**Course Description:** The entry-level course is designed to provide a comprehensive and up-to-date overview of international business. Although there is an underlying universality to the basic principles of business, the application of these principles present unique challenges to those involved in international business. The course explores the current drivers of international business including the globalization of business linking markets, companies, and financial markets; the growth and importance of technology; and, the emergence of national economies with a particular focus on China, India, and Brazil. Success in emerging markets will in many ways drive the future success of multinational companies. By 2017, 570 million of 1 billion people with PPP earnings of \$20,000+ will live in emerging markets according to a study conducted by McKinsey. By 2020, consumer spending in China and India is estimated to total nearly \$10 trillion. The prospects for business are staggering. This course uses lectures, and the case study method of teaching, to explore the business realities, and the opportunities and threats presented in international business. Presentations will make heavy use of “real world” case examples to illustrate the concepts.

The course will provide a comprehensive overview of the marketing strategies companies use to compete and win in international business. The course will examine the institutions important in international business including the World Bank, the International Monetary Fund, and the World Trade Organization. A major focus of the course is on the practical application of the material presented so that students, for example, will understand how to identify international market opportunities, provide financing for international customers, and understand which strategies are likely to be most effective in international business.

### **Course Objectives**

1. To gain an understanding and appreciation of the globalization of the world marketplace and its diversity.
2. To gain an understanding and appreciation of the critical drivers of national and corporate competitiveness in the context of international business.
3. To develop a working knowledge of the national and multilateral institutions active in international business.
4. To provide a comprehensive overview of the marketing strategies companies use to compete and win in international business.
5. To expose students to the present and future opportunities in international business and emerging markets.

## **Required Reading**

Czinkota, Michael R., Ilkka A. Ronkainen, and Michael H. Moffet,  
Fundamentals of International Business-3rd Edition (Paperback)  
Publisher: Wessex, Inc.; 3rd edition (August 29, 2014)  
ISBN-10: 0989701344  
ISBN-13: 978-0989701341

## **Course Procedure**

This course follows a lecture and discussion format, with strong emphasis on student participation.

- a) Due to the course format, it is essential that each student has read the assigned materials prior to the class. Class discussion will focus on illustrating the concepts covered in the assigned materials, clarification of points not well understood, and additional material related to the subject.
- b) Research paper: Students will prepare an independent research paper on the topic of their choice in collaboration with the instructor.
- c) Cases will be assigned. The cases will serve to illustrate the concepts and issues outlined in the course and provide the student with an opportunity to apply the concepts in answering the questions that follow each case. Students will work in teams to prepare brief presentations to the class.

## **Grade Determination**

There will be a midterm and final examination. The examinations are non-cumulative (except for the basic concepts). The examinations will consist of questions will be drawn from the material covered in the text, material discussed in class, and assignments.

The final grade will be determined as follows:

Research Paper	33%
Midterm Examination	33%
Final Examination	34%

## **Attendance Policy**

Policies governing teacher/student responsibilities are established by the University and by the Executive Council of the Georgetown School of Business. Please consult the University Bulletin, the University Faculty handbook, and the GSB Faculty Administration Manual, and the GSB Executive Council policy decisions. One policy is of special importance:

“Students are responsible for adhering to all course procedures and policies, including class attendance, set down by an instructor for the successful completion of the course; absence from class for whatever reason carries with it the obligation of making up missed work.

Faculty members have a right to request their students to notify them well in advance of their intention of being absent from class on a major religious holiday.

Faculty members should make every effort not to schedule a test, quiz, or oral presentation on a major religious holiday so as to encourage rather than discourage students from attending religious services of their choice. However, should such scheduling be absolutely necessary, every effort should be made by the faculty member to permit students to make up missed tests or oral presentations.

In no case may a faculty member assign extra work beyond normal course requirements due to such absences.

Students who fail to notify their faculty members have no right to expect that they will be permitted to make up a scheduled examination, test, quiz, or oral presentation.”

## INTERNATIONAL BUSINESS - COURSE OUTLINE

<u>DATE</u>	<u>TOPIC</u>	<u>ASSIGNMENT</u>
7/10	Introduction to the Course The International Business Imperative	Chapter 1
7/11	Globalization of Business Emerging Markets	Chapter 9
7/12	Globalization of Business	
7/13	Productivity and National Competitiveness	
7/17	The Theory of International Trade and Investment National Trade and Investment Policies	Chapter 5 Chapter 3
7/18	Emerging Markets: China	
7/19	Emerging Markets: India	
7/20	Emerging Markets: Russia Video Case Study: Putin's Way	
7/24	<b>MIDTERM EXAMINATION</b>	
7/25	Culture and International Business	Chap.2
7/26	Emerging Markets: Brazil	
7/27	The International Activity of the Nation Economic Integration	Chapter 6 Chapter 8
7/31	International Trade + Project Finance Managing Foreign Exchange Risk	Chap.17
8/1	International Financial Institutions	Chapter 7
8/2	International Marketing	Chap.14
8/3	International Business Strategy	Chapter 9
8/7	<b>Case Study: Zara – Fast Fashion in International Business</b>	
8/8	International Services	Chapter 15
8/9	Research Paper Presentations; <b>Research Papers due</b>	
8/10	<b>FINAL EXAMINATION</b>	

## **Instructor Biography**

Craig O'Connor has served as an Adjunct Professor at Georgetown University continuously since the spring semester of 1997. He has taught International Business in the Undergraduate Program of the McDonough School of Business, and in the Summer Semester for the School of Continuing Studies. He has taught Marketing Strategies for Emerging Markets in the MBA Program, and has served as the Faculty Co-Leader for a number of MBA Global Residency courses that have included Sao Paulo, Buenos Aires, Lima, and Beijing. He currently teaches International Project Finance in the MBA program. Professor O'Connor is a past recipient of the Dean's Award for Excellence in Adjunct Faculty Teaching, and in May 2016 he received the Peter W. Gonzalez, Jr. Award for Excellence in Adjunct Faculty Teaching from The McDonough School of Business.

Professor O'Connor teaches Globalization of Business as a Visiting Professor at Centria University of Applied Sciences in Kokkola, Finland where he began teaching in May 2008.

Professor O'Connor served as an Adjunct Professor of International Banking at American University from 1999-2003 where he developed and structured the MBA-level International Banking course for the Kogod School of Business.

Professor O'Connor has worked as a full-time professional for the Export-Import Bank of the United States in Washington, D.C. since January 1993. He currently serves as the Director of Business Development for Renewable Energy & Technology within the Project and Structured Finance Division. He works closely with renewable energy exporters, international customers, and project developers to create "Bankable" project structures. In 2008, he created the Bank's Renewable Energy Business Development Initiative. In the years since this Initiative was launched the Bank has authorized over \$2 billion in support of renewable energy exports.

Professor O'Connor began his career at the Bank in January 1993, as the Loan Officer for the Middle East and North Africa, was appointed as the Bank's Environmental Liaison Officer in 1994, and served as a Director for International Business Development from 1998-2008, where he covered the Asia Pacific and Latin America Regions.

Mr. O'Connor's academic background includes a BA in Finance from the University of Missouri, and an MBA with a concentration in International Business from American University in Washington, DC.