



GEORGETOWN UNIVERSITY
School of Continuing Studies

Course Name: International Business 2023 Summer Semester
Course Number: STRT-261-20 MTWR 5:50 – 7:45PM
Instructor: Craig S. O'Connor Office Hours: By appointment

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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+ live in emerging markets according to a study conducted by McKinsey. By 2020, consumer spending in China and India alone was 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

Hill, Charles W.L.; and, Hult, G.Tomas M., International Business: Competing in the Global Marketplace:

Publisher: McGraw-Hill Education; 13th edition (2021) ISBN: 978-1-260-26258-2

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) 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.

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:

Case Assignments	20%
Midterm Examination	40%
Final Examination	40%

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.”

Technical Support

- Canvas - Students have 24/7 access to <http://canvas.georgetown.edu/getting-help>, including live chat and a support hotline at (855) 338-2770
- Zoom - For support with Zoom, email: zoom@georgetown.edu
- Use of Georgetown University-issued accounts for Google Mail, Calendar, Groups, Talk, Docs, Sites, Video, and Contacts is governed by the contract between Georgetown University and Google. For help managing your Google Documents, visit Google Drive Help Center.
- Contact the UIS Service Center at help@georgetown.edu if you have a question regarding:
 - ✓ your GU netID and/or password
 - ✓ your GU email account
 - ✓ any connectivity issues

INTERNATIONAL BUSINESS - COURSE OUTLINE

<u>DATE</u>	<u>TOPIC</u>	<u>ASSIGNMENT</u>
7/10	Introduction to the Course Globalization of Business	
7/11		Globalization of Business Chapter 1
7/12		Globalization of Business Chapter 2
7/13	Globalization of Business	Chapter 3
7/17		Productivity and National Competitiveness Chapter 7
7/18		Productivity and National Competitiveness
7/19		Emerging Markets: China Chapter 8
7/20	Emerging Markets: India	
7/24	MID-TERM EXAMINATION	
7/25	Emerging Markets: Brazil	
7/26	Emerging Markets: Africa, and Market Opportunities in the Middle East: <i>A Focus on the Gulf Cooperation Council</i>	
7/27	Culture and International Business Case 1: Sustainability Initiatives at Natura, The Body Shop, and Aesop (Hill P.160)	Chapter 4
7/31		The International Activity of the Nation + Economic Integration Chapters 6 and 9

8/1	International Marketing	Chapter 18
8/2	International Marketing	Chapter 15
8/3	International Strategy Case 2: Red Bull: A Leader in International Strategy (Hill p. 399)	Chapter 13 and 14
8/7	FINAL EXAMINATION	
8/8		International Trade Finance Chapter 16 International Financial Institutions
8/9		International Project Finance Chapter 10 and 11
8/10	No Class – Course Evaluation; Final Exam Due - Final Cutoff 10am	

Craig O'Connor

Professor O'Connor has served as an Adjunct Professor at Georgetown University since the spring semester of 1997. He has taught International Business in the Undergraduate Program of the McDonough School of Business continuously since 1997. He also teaches International Project Finance in the MBA program.

Professor O'Connor is a past recipient of Dean's Award for Excellence in Adjunct Faculty Teaching, and in 2016 received the Peter W. Gonzalez, Jr. Award for Excellence in Adjunct Faculty Teaching.

Professor O'Connor taught Globalization of Business as a Visiting Professor at Centria University of Applied Sciences in Kokkola, Finland, from 2008 - 2018.

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 \$4 billion in support of renewable energy exports. Professor

O'Connor led the Bank's efforts to promote renewable energy financing in India that resulted in Ex-Im Bank becoming the first international financial institution to finance a project under the Indian Government's National Solar Mission in 2010, and total nine project financings worth over \$400 million.

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.