



UNIVERSIDAD PABLO DE OLAVIDE
Centro de Estudios para Extranjeros
BUS 315 E: INTERNATIONAL BUSINESS

With a population of 370 million people, the EU is the largest market in the world with its own currency, the Euro. Implications of the EU for international business operations and competition are crucial for today's global economy. These implications include the knowledge of the nature of each country, the logistics involved, the payment methods, and any other relevant information to create an international business plan for the EU.

Since there has been an explosion in the volume of world trade over the past thirty years, it is essential for business people to understand why this has happened and what impact the globalization of business has had on large firms and small firms, as well as on U.S. government trade and foreign policy towards the European Union. Whether you work for a large MNC or for a small rural enterprise, international trade offers both opportunities of new market or new sources of supply, and the threat of competition from foreign firms entering the market.

This course will develop international and European knowledge about the cultures of the different European countries. Business relationships, economics and business environment, protocol rules, politics, negotiation strategies and export procedures will be evaluated. Different European countries will be analyzed in great depth.

This course is also designed to combine lectures with in-class group exercises and case discussion. Students will learn how to react to situations that multinational firms face in their international operations. On occasion, videos will be used to complement the lecture and stimulate class discussion.

The means to attain these objectives include a thorough study of class notes, case analysis, and in-class small group discussions. The textbook will be used as a guideline. Reading assignments will be given daily. DO NOT attempt to pass quizzes and examinations by just reading the textbook. Material for quizzes and examinations will be from lectures, cases, and group discussions.

GRADING SYSTEM

Midterm Examination	30%
Final Examination	15%
Case Studies	10%

Quizzes	10%
Presentation (and paper*)	25%
Attendance & Participation	10%

Note: All assignments, quizzes, and examinations will be announced in class.

* A paper will only be necessary if required by your university or college. It will be 7-12 pages and will cover the presentation.

Class Attendance is mandatory: students will be allowed to have 3 unjustified absences. Half a point will be deducted from your final (Spanish) grade for any unjustified absence beyond 3.

COURSE OUTLINE

UNIT I: THE GLOBALIZATION OF BUSINESS

- The Concept of FDI
- Benefits of Entering Foreign Markets
- The Concept of International Business
- Different Types of International Business
- Environments in International Business

UNIT II: UNDERSTANDING CULTURE AND ITS DIFFERENT ELEMENTS

- The Concept of Culture
- Culture and International Managers
- Values and Attitudes
- Language
- Religion
- Aesthetics
- Education

UNIT III: UNDERSTANDING THE EUROPEAN UNION

- The development of the European Communities
- The Single European Act
- The Maastricht Treaty
- The Amsterdam Treaty
- Theories of integration
- The institutions

UNIT IV: THE ECONOMIC ENVIRONMENT

- Regional economic integration
- The internal market
- The Euro
- Balance of Payments in the EU
- Competition
- The transition economies of the EU

UNIT V: THE POLITICAL AND THE LEGAL ENVIRONMENT

- Legal policies
- The European Court of Justice
- Expropriation and compensation

- Anti-trust laws
- Trade laws
- Environment laws

UNIT VI: CUSTOM ETIQUETTE AND PROTOCOL

- Proper Etiquette
- The Name Game
- Face-to-Face Greetings
- Business Card Etiquette
- Social Drinking Protocol
- Global Dress Codes
- Dining Rules

UNIT VII: COMMUNICATING ACROSS CULTURE: LANGUAGE, NON- VERBAL COMMUNICATION WRITTEN COMMUNICATION

- The Global Business Language
- English: Similar Differences
- Avoiding the Pitfalls of Slang
- Telephone Etiquette
- Basic Body Linguistics
- Reading Reactions in Different Cultures
- Gestures Around the World
- Business Writing Tips
- The Translation Process
- International Fax-email

UNIT VIII: CROSS-CULTURAL MEETINGS AND NEGOTIATIONS

- Formal or Informal Meetings
- Preparing for a Meeting
- The use of Interpreters
- Conflict Resolution
- Differences in Decision Making
- Negotiation Tips

UNIT IX: CROSS CULTURAL MARKETING

- Communicating with Consumers
- Product and Culture
- Price and Culture
- Promotion and Culture
- Placement and Culture

UNIT X: DOING BUSINESS IN SPAIN, FRANCE AND ITALY

UNIT XI: DOING BUSINESS IN GERMANY AND THE UK

TEXTBOOK

European Union Guide for Americans