

INTR 808.3 International Business Environment

Instructor:	James Leach	Wayne Robinson
Phone:		
E-mail:	james.leach@esteycentre.com	wayne.robinson@esteycentre.com
Term:		

CALENDAR DESCRIPTION

This course will build on the work which you have previously completed in the MIT program by examining the various environments in which international business is conducted. It will look at international trade from the perspective of the private sector practitioner, manager or consultant.

COURSE CONTENT AND APPROACH

Topics will include the following:

- Foreign direct investment
- Economic theories of international business
- International institutions
- International cultural and environmental forces
- International competitive strategies
- Competitive intelligence
- International marketing challenges
- International financial and human resources management

In developing this course we have tried to draw on our own personal and professional experiences as trade practitioners in both the public and private sectors. This will become more apparent in our responses to your answers to various critical thinking exercises and mini-case studies.

In our experience, the topics covered in the 13 modules are not only highly relevant to the practice of international business but also in fact closely linked to each other. For example, international financial management cannot be examined in isolation but rather in the context of the political, economic and physical environments in which international business is conducted. Similarly, international marketing, human resources management, and competitive intelligence are all directly related to the cultural environment in which the firm is working.

REQUIRED READINGS

EVALUATION

ACADEMIC INTEGRITY AND CONDUCT

Ensuring that you understand and follow the principles of academic integrity and conduct as laid out in University of Saskatchewan's Guidelines for Academic Conduct is vital to your success in graduate school. Ensuring that your work is your own and reflects both your own ideas and those of others incorporated in your work is important: ensuring that you acknowledge the ideas, words, and phrases of others that you use is a vital part of the scholarly endeavour. If you have any questions at all about academic integrity in general or about specific issues, contact your course instructor and to discuss your questions.