

UNIVERSITY OF TORONTO
FACULTY OF APPLIED SCIENCE & ENGINEERING
INTERNATIONAL BUSINESS FOR ENGINEERS

APS1020H – Fall Term 2017

Professor Eduardo Fernandez

Instructor: EDUARDO FERNANDEZ
Email: eduardo.fernandez@utoronto.ca
Classroom: GB -120
Lectures: Thursday from 6:00 pm - to 9:00 pm
For assistance see Prof. after class. Please come with prepared questions.

REQUIRED TEXTBOOK: Global Business 4rd Ed. By Michael Peng

RECOMMENDED TEXTBOOK (Not Required): Business Model Generation by Alexander Osterwalder

COURSE DESCRIPTION:

This course provides a background on international business for all engineering disciplines through "hands-on" project work and case study reviews. This course reaches beyond merely learning the basic concepts of international business. We will use real life examples to practice and debate the different principles historically used to pursue a cross-border operation. The intention is not to bury the student with information, but rather by providing context to enable deeper learning and so provide what will for many be their first true international business course. It is about not just the knowledge but the practical skills and management tools needed when pursuing business across the borders.

Topics (international aspects) in this course include but are not limited to:

- INTERNATIONAL BUSINESS SUCCESS
- RULES OF THE GAME IN INTERNATIONAL BUSINESS
- NATIONAL DEVELOPMENT AGENCIES
- INFORMAL INSTITUTIONS
- SWOT ANALYSIS FOR INTERNATIONAL BUSINESS
- RESOURCED BASED VIEW- VRIO FRAMEWORK
- INTERNATIONALIZING THE ENTREPRENEURIAL FIRM BY ENTERING FOREIGN MARKETS
- THE CHOICES OF ENTRY
- COMPETING ON MARKETING
- MANAGING GLOBAL COMPETITIVE DYNAMICS

- MAKING ALLIANCES AND ACQUISITIONS WORK CROSS-BORDERS
- MULTINATIONAL STRATEGIES AND STRUCTURE
- COMPETING ON MARKET AND SUPPLY CHAIN MANAGEMENT
- MANUFACTURING VS SERVICES
- MARKET ORIENTATION VS RELATIONSHIP ORIENTATION
- MAIN INCOTERMS
- FINANCING AND GOVERNING A CORPORATION GLOBALLY
- MANAGING HUMAN RESOURCES GLOBALLY
- MANAGING CORPORATE SOCIAL RESPONSIBILITY GLOBALLY

CLASS ATTENDANCE:

As professional engineers, it is mandatory that you develop a sense of responsibility towards your work. In this regard, class attendance will be mandatory for every student. A formal attendance sheet will be given out at the start of every lecture and will be considered when deciding on your overall participation grade. All assignments, lecture notes, and handouts are the responsibility of the student. No special exceptions will be given for those not attending lectures. Please notify the instructor in advance if you expect to be absent from a class - while understanding you remain responsible for all work.

ASSIGNMENTS and GRADING:

In this course there is a genuine learning curve in the knowledge and use of the skills taught during the following 12 weeks. You'll learn most easily by maintaining a steady pace that keeps up with the class. The alternative means failing to master key concepts as needed to complete assignments correctly or fully grasp the next key concept.

Because of the semester term period there will be homework due every week to ensure the class is on-track. These homework assignments will be collected at the beginning of each lecture. Points will be taken off on any late work, without instructor permission. Also quality presentation of homework will be evaluated. Weekly homework will typically consist of a reading assignment, and a written assignment that will help you with your team project.

The project consists of two parts. The first would be the oral presentation given by teams of 5 or 6 (because of the short time period I will not be accepting teams with less than 5 members) and the second part will consist of a written paper (30-35 pages maximum) due last Wednesday of class.

In addition there will be a final exam the last day of this twelve week course (last Thursday of class on December 2017) covering all the material in the course. The team project is designed to allow the student to demonstrate mastery of the subject. These evaluations will cover work specified in the assigned readings, lectures and homework.

Late Term Projects will NOT be accepted

As with all courses at University of Toronto, the Universal honor code is assumed. It is expected that all work will be your own. Any deviations from this norm will be dealt with severely.

COURSE GRADE

This course will be evaluated with a maximum grade of A+

. The following grade evaluation guideline is used in this course:

Overall evaluation in this course will be through:

Class Participation and weekly assignments	20%
Team Project and Team Group Presentation	40%
Final Exam.....	40%

HOME WORK SUBMISSION POLICY

Unless otherwise noted or excused in advance by the instructor:

- No late work will be accepted
- Lecture homework is due before the start of the next lecture

DISABILITY ACCOMMODATIONS:

If you need course adaptations or accommodations because of a disability, please discuss your requirements with the instructor as soon as possible. All information will be kept strictly confidential.

GENERAL:

***The Instructor has and will exercise the right to change or modify the syllabus at any time during the course.**

***Additional homework can be given without notice.**

*Again, no late work will be accepted. With a large class, reduced resources, and short time frame it simply isn't logistically possible to accept late work. Think of it as a lesson for industry, where deadlines are often absolute, a physical barrier. *Start your team projects promptly at the start of term and stay on top of them. Late projects will NOT be accepted. Manage your time; consult with instructor throughout the course. Please ask questions.