

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

APS1020 – Fall Term 2019

Instructor: Professor Eduardo Fernandez

Instructor: EDUARDO FERNANDEZ
Email:
Classroom: TBA
Lectures: Every Thursday During 12 weeks from 10:00 am - to 1pm.
First Lecture on Sep 12th 2019
For assistance see Prof. after class. Please bring prepared questions.

REQUIRED TEXTBOOK: [Global Business 4rd Ed. Or 3^{er} Ed. By Michael Peng](#)

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

NEW COURSE DESCRIPTION-2019: INTERNATIONAL BUSINESS FOR ENGINEERS

This course-Fall 2019- provides a background on international business for all engineering disciplines through "hands-on" project work and BUSINESS CASES. Each week there will class discussion on a business case and/or on new business concepts and learning a new Management tool as part of the weekly learning and assignment. 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. You will get an understanding of the current issues (2019), such as the current trade war between USA vs China, and Brexit, Also the current geopolitical events in The Americas, the whole continent, and how it may affect Canada. Europe, Asia and Africa current business trends, opportunities and Risk.

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

- INTERNATIONAL BUSINESS SUCCESS 2019, considering the 3 factors People-Environment-Profit
- NEW RULES OF THE GAME (2019) INTERNATIONAL BUSINESS-GLOBAL GEOPOLITICS AFFECTING INTERNATIONAL BUSINESS 2019-WHAT LOWER INTEREST RATES MEAN FOR IB.
- 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
- INNOVATION AND EMERGING IT TECHNOLOGIES 2019, AFFECTING IB
- BOARD OF DIRECTOR ROLES, MANAGEMENT AND CORPORATE GOVERNANCE

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 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.

There will be an assignment 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 assignment will be evaluated. Weekly homework will typically consist of a reading assignment, a Business case for next class discussion, and a written assignment that will help you with your team project. Some of the assignment will be team assignment.

The project consists of two parts. The first would be the oral presentation, MS Power Point presentation or similar, given by teams of 4 or 5 members and the second part will consist of a written paper (30-35 pages maximum) doc. in MS word format, due via internet on Dec 8th 2019 at 11:59 pm.

In addition, there will be a final exam the last day of the course, covering all the material in the course including guest speakers' presentations, and Business cases discussed during the Semester Fall 2019

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.

There will be tutorials for each team by appointment.

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 assignments	20%
Team Project and Team Group Presentation	45%
Final Exam.....	35%

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 may exercise the right to change or modify the syllabus at any time during the course.**

*Again, no late work will be accepted. 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.