

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

APS1020 – Fall 2023

Instructor: Professor Eduardo Fernandez

Instructor: EDUARDO FERNANDEZ  
Email:  
Classroom: MY370  
Lectures: Every Tuesday During 12 weeks from 3:00 pm - to 6pm.  
First Lecture on September 12th, 2023, last lecture on Dec. 5<sup>th</sup>-2023  
For assistance see Prof. after class. Please bring prepared questions.

**REQUIRED TEXTBOOK:** [Global Business 5<sup>th</sup> Ed. By Michael Peng, Or Its Electronic version via Cengage learning MindTap.](#)

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

## **NEW COURSE DESCRIPTION- Fall 2023:**

### **INTERNATIONAL BUSINESS FOR ENGINEERS**

This course- Fall 2023- provides a background on international business for all engineering disciplines through "hands-on" project work and BUSINESS CASES. Each week there will be 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 assignments. This course goes 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 be for many their first true international business course. It is about not just the knowledge, but also about the practical skills and management tools needed when pursuing business across borders, using your critical thinking, You will get an understanding of the current issues (Fall 2023), such as inflation and some Supply chain restrictions and current trade stress between USA vs China, Canada, and UK's Brexit, Also the current geopolitical events in The Americas, the whole continent, and how it may affects International Business from Canada. In this course we will analyze some of Europe, Asia and Africa current international business trends, opportunities, and Risks in emerging markets. Also, how war in Ukraine affects supply chain and energy transition, fall 2023; we will have expert international guest speakers as important part of this course.

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

- INTERNATIONAL BUSINESS SUCCESS 2023, considering the 3 factors People-Environment-Profit
- NEW RULES OF THE GAME (2023) INTERNATIONAL BUSINESS-GLOBAL GEOPOLITICS AFFECTING INTERNATIONAL BUSINESS 2023-WHAT VARIENCES OF INTEREST RATES MEAN FOR IB.  
INFLATION IN NORTH AMERICA
- NATIONAL DEVELOPMENT AGENCIES
- FORMAL AND 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-2023, AFFECTING IB
- STAKEHOLDERS IN INTERNATIONAL BUSINESS AND PROJECTS
- 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. Attendance is important in 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. 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.

Because in the Fall 2023 course there will be homework due every week to ensure the class is on-track; These homework assignments will be collected (via internet) 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, and a written assignment that will help you learn and also learn to work and advance with your team members about your team term project.

The project consists of two parts. The first would be the oral presentation given by teams of 4 or 5 members and the second part will consist of a written paper (30-35 pages maximum) due via internet on Dec. 9th, 2023.

In addition, there will be a final exam, on Dec. 5<sup>th</sup>, 2023, about the course covering all the material in the course including guest speakers' presentations and some international business cases.

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 HomeWorks.

There will be tutorials for each team by appointment. Some of the Tutorials will be via Zoom.

**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. The first assignment is due Sep. 19<sup>th</sup>.

## **DISABILITY ACCOMMODATIONS:**

If you need course adaptations or accommodation 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. With a 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.

I am here as your instructor to help you with your learning process about International Business for Engineers and Applied Sciences.

Welcome to your Elite Course APS1020 International Business for Engineers and applied Sciences.

Looking forward to meeting you the first day of Class Sep. 12th, 2023, at 3PM in our classroom MY370.

Kindly send me an email with your name, last name, U of T ID #, your school and your department , your area of interest, your working experience you want to share and your expectations on this course .

Welcome.

Best regards,

Prof. Eduardo Fernandez