

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

APS1020 – Summer 2025

Instructor: Professor Eduardo Fernandez

Instructor: EDUARDO FERNANDEZ
Email:
Classroom: MYXXX--- TBA
Lectures: Every Tuesday and Thursday During 7 weeks from 4:00 pm - to 7pm.
First Lecture on May 13th, last lecture on June 26th-2025
For assistance see Prof. after class. Also, during Tutorials.

TEXTBOOK:

Global Business 5th Ed. By Michael Peng, on its electronic version via renting at uoftbookstore.com.

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

NEW COURSE DESCRIPTION-2025: INTERNATIONAL BUSINESS FOR ENGINEERS

This course-Summer 2025- provides a background on international business for all engineering and applied science 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 Business Management tool as part of the weekly learning and assignments. This course goes beyond merely learning the basic concepts of international business 2025. We will use real life examples to practice and debate the different principles historically used to pursue a modern cross-border operation but updated at present- 2025. 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 the practical skills and management tools needed when pursuing business across borders. You will get an understanding of the current issues (2025), such as trade tariffs and trade conflicts, inflation, possible recession, current interest rate environment and Supply chain restrictions/disruptions and current trade stress between USA vs China, Canada, EU, and UK's post-Brexit; Also, the current geopolitical events in Canada ,The Americas, the whole continent, and how those events may affect Canada in late 2025 and possibly in 2026. Europe, Asia and Africa current business trends, opportunities, and Risks in emerging markets and in the Global South. Also, how Houthi attacks on ships in Red Sea, wars in Ukraine and in the Middle East, affect supply chains and energy transition 2025.

Corporate Social Responsibility is a core part of this course. We will have different international experts as guest speakers on international issues during this course APS1020- Summer 2025

This ELITE course APS1020 International Business for Engineers is also part of the Emphasis in Engineering and Globalization, a valid ELITE graduate course for The Centre for Global Engineering.

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

- INTERNATIONAL BUSINESS CHALLENGES & OPPORTUNITIES-2025, considering the 3 factors: People-Environment-Profit. GEOPOLITICAL, TECHNOLOGICAL & ECONOMIC CHANGES -SUMMER 2025.
- NEW RULES OF THE GAME (2025) INTERNATIONAL BUSINESS-GLOBAL GEOPOLITICS AFFECTING INTERNATIONAL BUSINESS 2025-Importation Tariffs and global trade environment.
WHAT VARIANCES OF INTEREST RATES MEAN FOR IB. POSSIBLE INFLATION/recession 2025
- NATIONAL AND INTERNATIONAL DEVELOPMENT AGENCIES PARTICIPATING IN IB
- 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, EXAMPLES OF LOGISTIC AND RISK MANAGEMENT IN IB
- FINANCING AND GOVERNING A CORPORATION GLOBALLY. REALIZING SUSTAINABILITY GOALS
- MANAGING HUMAN RESOURCES INTERNATIONALLY
- MANAGING CORPORATE SOCIAL RESPONSIBILITY WHEN GOING INTERNATIONALLY
- INNOVATION AND EMERGING IT TECHNOLOGIES 2025, 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 Summer 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 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 on June 24th and the second part will consist of a written paper (30-35 pages maximum) due via internet on June 30th, 2025, at 11:55 pm.

In addition, there will be an open textbook final exam, on June 26th, 2025, 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 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. First assignment is due on May 20th.

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. The Tutorials also will help you and your team to advance in your team project.

Some of the student comments on previous years about the ELITE course APS1020:

"I already have taken a couple of business courses at the Business School followed by a PhD in Engineering, and I am running two companies in Ontario currently which I wanted to expand them to the US, I must say that the overall quality of instruction for this International Business course was exceptional. Prof. Fernandez demonstrated a deep understanding of the subject and effectively communicated complex concepts in a very clear manner. He is very knowledgeable in his field and his work experience made everything very practical. He used a variety of teaching methods, including real-world examples, case studies, and interactive discussions. The course materials were comprehensive and up to date, providing practical methods to come up with actual business ideas with a focus on challenges that may affect the sustainability of performing an international business. Overall, I found this course one of the best academic experiences I ever had. The course was amazing. It covers all the basic knowledge of international business in the easiest way to be understood".

"I am truly amazed by the exceptional quality of this course. From start to finish, it has been an unparalleled learning experience for me. The professor's ability to provide crystal-clear descriptions and illustrate them with relevant real-life situations is truly commendable. I have never encountered such an effective teaching style before. The way the professor effortlessly connects theoretical knowledge to practical applications has made the subject matter come alive for me. I am grateful for the invaluable guidance and expertise this course has offered. Without a doubt, this is the best course I have ever taken".

Welcome to your Elite Course APS1020- Summer 2025, International Business for Engineers

Looking forward to meeting you the first day of Class May 13th, 2025, at 4PM in our classroom MYXX.

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 expectation on this course .

Welcome.

Best regards,

Prof. Eduardo Fernandez