

NOVA SOUTHEASTERN UNIVERSITY
H. Wayne Huizenga School
of Business and Entrepreneurship
Masters Programs

INB 5846- International Field Seminar

I. INSTRUCTOR

II. COURSE DESCRIPTION

The international field seminar is an organized travel study experience in which graduate students learn about international business conduct in the global context. Based on the assumption that immersion in an alternative national setting is an extremely powerful method of learning, the course is offered annually and visits an emerging market country. The IFS introduces students to the practical requirements of decision-making in the destination country and covers a broad range of topics. Recognizing the importance of conceptual and practical learning, seminars are conducted by both academic and industry speakers combined with visits to businesses situated in the destination country.

III. PREREQUISITES

Full matriculation, completion of INB 5807 and a 3.0 GPA

IV. COURSE COMPETENCIES

1. Summarize Target Company including statement of purpose, company info, industry information, and competition.
2. Write interview protocol.
3. Critically analyze international business conduct and development potential in a company operating in the destination country.
4. Apply ethical frameworks for US companies doing business in the destination country.
5. Summarize and reflect on learning experiences relative to business development (seminars and company sessions) and personal experiences (i.e., culture, institutions, people).
6. Communicate effectively in writing

V. COURSE MATERIALS

a. Required Materials

1. See the IFS website at www.huizenga.nova.edu/ifs for information on materials for each study abroad trip.

2. APA Manual

The APA Manual 6th Edition is a recommended textbook for all courses as APA style is ****required. ****

Note: APA has published an *APA Style Guide to Electronic References* (2007). It has (1) information on how to format new media including blogs, podcasts, wikis, and YouTube and (2) has changed the rules for citing scholarly articles retrieved electronically.

The Alvin Sherman Library has obtained an institutional subscription available to all faculty and students at <http://www.nova.edu/library/dils/teachinghandouts/APAchanges.htm>. The PDF file attached to the library link provides a revised and updated version of section 4.16 of the fifth edition of the *Publication Manual of the American Psychological Association* (2001, pp. 268–281).

Many of the changes require an understanding of the changing nature of electronic resources and methods of accessing scholarly resources. For example, Digital Object Identifiers (DOIs) are to be included in the citations when available.

NSU Bookstore: Textbooks and other materials may be purchased from the NSU Bookstore (located in the University Park Plaza) by calling 1-800-509-2665 or online at <http://www.nsubooks.bkstore.com>.

a. Recommended Materials

Students are recommended to follow current issues by reading one or two publications such as *The Wall Street Journal*, the *Financial Times*, *New York Times*, the *Economist*, *Business Week*, or *Fortune*.

The NSU libraries comprise the [Alvin Sherman Library, Research, and Information Technology Center](#), [East Campus Branch Library](#), [Health Professions Division Library](#), [Law Library and Technology Center](#), [North Miami Beach Branch Library](#), [University School Library Media Centers](#), and [William S. Richardson Ocean Sciences Library](#). Students are strongly encouraged to visit one of the physical locations and/or take advantage of the vast electronic library available for research. For more information, please visit www.nova.edu/library.

VI. GRADING SCALE

a. Grade Scale

High to Low		Letter Grade
100 - 94	=	A
93 - 89	=	A-
88 - 85	=	B+
84 - 82	=	B
81 - 78	=	B-
77 - 74	=	C+
73 - 70	=	C

69 - And below	=	F
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a. Grade Expectations

Not all students can expect an A grade for this course! Being awarded an A indicates that the student has an excellent grasp of business in the destination country. Being awarded a B indicates proficiency in understanding business in the destination country. Being awarded a C indicates that the student has a limited understanding of business in the destination country. An F indicates that the student has not understood business in the destination country.

VII. SCHEDULE OF ASSIGNMENTS

ASSIGNMENT OUTLINE:

Each destination should be thoroughly researched before travel. We suggest you do extensive internet searches, read guidebooks such as the Lonely Planet guidebook, and search for books and articles on the destination country. As available, watch videos and documentaries about your destination. Talk to anyone you know who travels or is from this country. Join networking sites such as groups for the destination country on Linked In.

The learning focus of the seminar is based on pre-trip preparation, student framework development and interactive on-site participation, followed by post-travel analysis. In-country we will have a series of seminars, site visits and informal talks. We will prepare a schedule covering a range of interests, including presentations by scholars, foreign investors and government representatives and including corporate site visits. Students with specific industry agendas should use the IFS week as a basis and then schedule visits and meetings outside the official agenda.

Pre-Travel Meetings

Meeting 1

TOPIC: Meeting 1 focuses on introduction to the IFS, expectations, requirements and group composition.
Introduction to destination country facts and figures.
Group formation and “finding a company to interview in-country.”

Meeting 2

TOPIC: Meeting 2 includes Lecture 1 on Globalization and Emerging Markets

Discussion of group progress in finding companies.
Further information on the destination country will be provided, including presentations by guest speakers.

Meeting 3

TOPIC: Meeting 3 includes Lecture 2 on Globalization and Emerging Markets

Presentations by student groups of industry analysis and company details
Submission of the Interview Protocol document and industry analysis.

Final details and the itinerary.

ASSIGNMENTS

IN-COUNTRY ACTIVITIES

Individual Performance

Travel can be stressful, especially when travelling for work and in a group setting. Students must actively work to be effectual and a credit to the group, university and country while engaged in the IFS. [Travel Tips, www.huizenga.nova.edu/ifs].

Grading Plan	
Student contributes as an individual	4
Student conducts themselves professionally	4
Student participates for time and attendance	4
Student participates in all sessions	4
Student values all perspectives	2
Student fulfills group member role	4
Student represents NSU etc	2
Student presents self professionally (business casual)	2
Total	26

Session attendance is mandatory, absence equals course failure. These are the ground rules for a fluid situation. Please try to make sure that the Professor knows who you are by participating fully in sessions. As always, quality questions and comments are preferable.

Please be advised that persistent tardiness and inappropriate behavior are treated with zero tolerance. This includes excessive extra-curricular activity detrimental to your daily performance.

Remember to record your interview and keep notes for the assignment write –up.

During the seminar week, keep a *daily journal of activities*, which you will use for your individual learning paper.

POST-TRAVEL

1. Interview Assignment [mainly group with individual learning section]

Submit final papers individually

- a. Prepare a group paper with your interview questions and the answers given by your contact in the destination country.
- b. Please read the following article from the Harvard Business Review, titled Strategies for Emerging Markets. Please ensure you click on the link to look at the questions that identify institutional voids in emerging markets. As you complete the following assignment, please use the checklist of institutional voids (political, labor, etc) to guide your analysis. <https://hbr.org/2005/06/strategies-that-fit-emerging-markets>
- c. Each group should complete a research paper using the following guidelines:-

Identify and analyze:

- i. Economic and political situation in the destination country
- ii. Cultural framework in the destination country

For your interview company:

- iii. Industry Growth and Scope
- iv. Industry Competition and Trends

Identify and analyze:

- v. Interview company strengths, weaknesses, threats and opportunities [SWOT]
- vi. Draw conclusions regarding business development potential for the interview company

Identify and apply

- vii. Ethical issues for doing business in the destination country
- viii. Apply ethical frameworks for US companies doing business in the destination country. Give a specific example of a potential situation.

ix. Each student should finish the paper with a section which analyzes your interview in terms of your perception of how informative it was and include a section on your **learning experience**. This reflects what you found out about the company that surprised or interested you.

This assignment should be no more than 30 pages, Times New Roman font, 12 pt, double spaced. Make sure you insert APA style references to support your arguments in the paper (Clarke, 2015).

Grading Plan	Points
Pre-travel	
Individual locating interview subjects summary	4
Group written paper & presentation: company information, industry, competition	12
Group written Interview Protocol	4
	20
Post-travel –Group work	
Identify and Analyze Economic and political situation in country Cultural framework in country	4
Industry Growth and Scope Industry Competition and Trends Industry Growth and Scope	4
Identify and Analyze company strengths, weaknesses, threats and opportunities [SWOT] and business development	4
Ethical section	4
Analysis of the Interview and Learning Individual section	4
Communicates effectively in writing	4
Total	24

2. Individual Journal Assignment:

Prepare individual papers based on your daily journal, summarizing your learning experience from the IFS, including learning from each visit or lecture. Include your thoughts on group dynamics, and what you learned spending time with the group from NOVA and from the hosts. See below.

This assignment should be no more than 15 pages, Times New Roman font, 12 pt, double spaced, APA style for all assignments

Grading Plan	Points
Summarize daily journal seminar sessions	4
Reflect on daily journal seminar sessions	4
Summarize daily journal company sessions	4
Reflect on daily journal company sessions	4
Reflect on overall personal learning experience	4
Reflect on group dynamics experience	4
Communicate effectively in writing	4
Follow course assignment instructions	2
Total	30

<i>Grading</i>	
Pre travel	20
Company Interview Work	24
Journal	30
Performance	26
Total	100