



Broad College of Business MICHIGAN STATE UNIVERSITY

IBUS393 – Introduction to International Business (Tokyo, Japan)

3 Credit Hours

Tuesdays 5:00 pm – 8:00 pm

We will meet in person for the first class. The rest of the sessions will be a synchronized class via Zoom.

Zoom ID: 987 3797 4120

Passcode: 070556

Instructors

Dr. Iskandar “Alex” Arifin (He, his, his)	
Personal Zoom meeting room Zoom ID: 980 9271 4259 Passcode: 355740	
Virtual office hours: TBA	
arifinis@msu.edu	

Course Information

Course Description

Introduction to the context of international business delivered in foreign settings (Tokyo, Japan). Fundamental concepts and principles of globalization such as multinational corporations, foreign markets and economies, internal and external market transactions, cultural influences, and/or multinational business strategies.

Course Overview

IBUS393 is an introductory course in international business with specific attention to Japan. The class includes a week-long study tour to Japan.

The course is divided into several modules.

Module 1 is an introduction to the program. In addition, we will do an introduction to Japanese culture and etiquette. We will also introduce a short history of Japan and Tokyo.

Module 2 is an introduction to international business. These may include corporate governance system, financial system, political structure, and/or monetary policies. We will also introduce business environment specific to Japan.

Module 3 and Module 4 are hands-on case-based group work and discussions. We will introduce several simple management-planning/decision-making tools in Module 3. These tools are applicable to a wide variety of business environments, including international business.

In Module 4, each group of students will utilize these decision-making tools to propose solutions to business cases. Each group will have to present their solutions to the class during class periods. These will be two business cases based on Japanese companies in Module 4.

Module 5 is a week-long site visit to Tokyo, Japan. We will visit selected multinational as well as medium/small companies. In addition, we will visit selected cultural sites in Tokyo and the surrounding areas in Module 5. There will be opportunities to explore the city for independent cultural visits.

Please refer to the course schedules for more information.

Prerequisite:

No prerequisite classes. However, you must be accepted to join the program. The application process includes an in-person interview.

Required Textbook & Course Materials:

The following are required materials for the class:

- Cultural Analysis Toolkit
 - Available on D2L. Permission for this class generously given by Dr. Deirdre Mendez (McCombs School of Business at University of Texas-Austin). Please do not distribute outside of class without permission.
- Harvard Business Case studies
 - Case 1: Offshoring: Where Should KindyBis Make Its Socks?
 - Product #: HEC215-PDF-ENG
 - Case 2: TBA
 - Case 3: TBA
- A travel guide:
 - “Tokyo”, 2023, DK Eyewitness

I also recommend the following:

- “The Japanese Mind: Understanding Contemporary Japanese Culture” by Roger J. Davies and Osamu Ikeno, 2002, Tuttle Publishing
- “Etiquette Guide to Japan” by Boye Lafayette De Mente, 2015, 3rd edition, Tuttle Publishing

Required Technologies:

- **Microsoft Excel 16** or higher. All class materials use **Microsoft Windows** products.
- **Microsoft PowerPoint and Word**. For reports and following lectures.
- **Zoom (msu.zoom.us)**. For online, synchronous class: during synchronous group activities (Zoom breakout rooms), **students are required to turn on a webcam** as a courtesy to their collaborators. Anonymous backgrounds are highly recommended. We will also use Zoom for office hours.
- **D2L (d2l.msu.edu)**. Main course management system used for content delivery, submission of assignments, and scores dissemination.
- **MSU Email**. For course announcements and contacts with instructor.

If you need technical assistance at any time during the course or to report a problem, you can:

- Visit the MSU Help site at <https://tech.msu.edu/support/>
- Call the MSU IT Service Desk at (517)432-6200, (844)678-6200, or e-mail at ithelp@msu.edu
- Request navigation assistance at <https://tech.msu.edu/service-catalog/teaching/instructional-design-development/>

Learning Continuity Statement:

If a student cannot attend synchronous sessions for an extended period for medical reasons, please communicate with the instructor and provide a doctor's note highlighting the expected date when class-related activities can resume. Arrangement to make up missed assignments will be made on a one-to-one.

Course Continuity Statement:

The Education Abroad program at Broad School of Business will reach out to students regarding course continuity should the instructor be required to be absent for an extended period.

Course platforms/Structure:

The first class will be in person. The rest of the sessions will be delivered online synchronously via Zoom.

Instructional Objectives

Course Objectives:

By the end of the semester, you will be able to:

- Understand concepts and principles of international business such as multinational corporations, foreign markets and economies, internal and external market transactions, cultural influences, and/or multinational business strategies.
- Understand business environment specific to Japan. These include corporate governance system, financial system, political structure, and/or monetary policies.
- Apply simple decision-making tools to business cases with focus on international business and/or Japanese firms.
- Develop an appreciation of business environment and culture of Japan.

Students will meet the course objectives through the following actions:

- Attend all synchronous sessions.
- Actively participate in group activities including presentations, during synchronous sessions.
- Successfully completed a series of quizzes.
- Successfully write a series of short papers.

A typical class preparation/group exercise/review sequence will require:

- Review materials outside of class including quizzes (1 hours)
- Collaborative, active, group work per synchronous sessions (3 hours).

Course Outline/Schedule

Please refer to the course schedule page.

Grading Policy

Grade Determination

Raw scores will be posted on D2L. The maximum total points available in the class is shown below.

	Maximum points
Module 1: Individual summary of personal cultural toolkit	10 points
Module 1: Individual online D2L quiz	10 points
Module 2: Individual online D2L quiz	10 points
Module 4: Group case 1 presentation	10 points
Module 4: Group case 2 presentation	10 points
Report 1: Individual summary of corporate visits	10 points
Report 2: Individual report on independent cultural visit	10 points
Individual attendance and participation	200 points
Total	270 points

PLEASE NOTE THE FOLLOWING:

- **Note that students will have to complete Office of Education Abroad online orientation.** Please refer to the schedule and Office of Education Abroad – Orientation (<https://educationabroad.isp.msu.edu/plan/preparing-travel/orientations/>).
 - Failure to do so by the deadline set in the schedule will result in a half-point grade reduction in the final grade. For example: 4.0 to 3.5, 3.5 to 3.0, 3.0 to 2.5, etc.

- Depending on your citizenship, entry visa to Japan may be required. Please ensure that your travel documents (passports, visas) are in order prior to departure.
 - Please refer to U.S. Embassy & Consulates in Japan (<https://jp.usembassy.gov/>) for more information.
 - Please refer to Office of Education Abroad for more information (<https://educationabroad.isp.msu.edu/plan/preparing-travel/>)
- We will have confirmed all the necessary program details (hotel, site visits, etc.) once the program starts. **You may not drop the class once the program starts.**
- Please be punctual on all program events as we may have a tight schedule. Attendance is required at all program events.
 - Missing one event lowers your maximum grade to 3.5.
 - Missing a second event lowers your maximum grade to 2.0.
 - Missing a third event means dismissal from the program with a grade of 0.0.
- Drinking is not allowed during official program events. Drinking is allowed after events and during free time.
- Students are considered ambassadors of both MSU (and their home countries) and are expected to be always respectful to all things. Participants are encouraged to have fun and explore within reason.
 - Getting into trouble with police or other local authorities will result in immediate dismissal from the program with a grade of 0.0.
 - Japan has a strict policy on drug use. Penalties for possessing, using, or trafficking in illegal drugs, including marijuana and synthetic drugs, are severe, and convicted offenders can expect long jail sentences and fines.
 - Japanese law prohibits individuals under the age of 20 from drinking alcohol or smokes. Penalties include fines, imprisonment, and deportation. Students of legal age are advised to drink in moderation.
 - Possession of a gun or ammunition is a crime in Japan. Possession of a knife with a locking blade, or a folding blade is illegal in Japan. U.S. citizens and U.S. military personnel have been arrested and detained for more than 10 days for carrying pocketknives that are legal in the United States but illegal in Japan. The possession of lock-picking tools is illegal in Japan.
 - Please refer to U.S. Embassy & Consulates in Japan (<https://jp.usembassy.gov/>) for more information.
- **Please turn off all cell phones during corporate visits and cultural visits.** You are encouraged to take notes during corporate visits and cultural visits.
- Please note **the GOLDEN RULE: Stay Together**. During the program, if venturing out during free time, the rule is to travel in groups of 2 or more, stick together, and never leave anyone behind. This rule is to be honored throughout the program. **Never wander off on your own!**

A grading scale based on the percentage of total points above will be used to determine the final grade.

Grade Dissemination:

Raw scores for each grade component will be disseminated via D2L.

If you have a concern regarding grading, please email the instructor within one week of the assignment date.

No make-up work will be done without documented evidence. No “incomplete” will be given without documented evidence.

Graded Course Activities:

Graded course activities to be completed by students are:

Module 1: Individual summary of personal cultural toolkit

Please individually complete all dimensions of Dr. Deirdre Mendez’s Cultural Analysis Toolkit. Based on your result, please submit via D2L a maximum 1-page double-spaced summary of your personal cultural self-assessment. The fonts should be no larger than 12 pt with 1-inch margins.

The report should address the following questions:

- What are your personal cultural self-assessment results across the various dimensions as described by Dr. Deirdre Mendez’s Cultural Analysis Toolkit? Please explain.
- How might your self-assessment results be different from (the reductive) Japanese culture we discussed in class?

Each student must submit his/her own report. Brevity is highly valued. The use of bullet points is encouraged. Please refer to the course schedule for deadlines.

Module 1: Individual online D2L quiz & Module 2: Individual online D2L quiz

A series of online D2L quizzes completes Module 1 and Module 2 of the course. Please refer to the course schedule for deadlines.

Module 4: Group case presentation 1 & Module 4: Group case presentation 2

For each Module 4 class period, students will be divided into groups and be given 2 hours to propose a solution to business cases facing Japanese companies. Each group will have to present their solutions to the class in the last hour of the Module 4 sessions.

Note that there are multiple solutions to these cases. Students are encouraged to be creative and utilize simple management-planning/decision-making tools introduced in class.

Please limit each presentation to 10 minutes. Each student in the group must be part of the presentation. There will be an opportunity for a 5-minute Q&A following each presentation.

Please refer to the course schedule for dates of the presentations.

Report 1: Individual summary of corporate visits

Please submit via D2L a maximum 1-page double-spaced summary of corporate visits. The fonts should be no larger than 12 pt with 1-inch margins. The report should address the following questions:

- What are some of the major themes discussed by the companies during our visits?
- What did you learn from these visits?

Each student must submit his/her own report. Brevity is highly valued. The use of bullet points is encouraged. Please refer to the course schedule for deadlines.

Report 2: Individual report on independent cultural visit

You are encouraged to explore the city during your independent cultural visit. You are strongly encouraged to figure out the subway system of Tokyo.

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Please submit via D2L a maximum 1-page double-spaced summary of one of the independent cultural visits. The fonts should be no larger than 12 pt with 1-inch margins. The report should address the following questions:

- Where did you go? Why did you go there?
- What did you learn from these visits?

Each student must submit his/her own report. Brevity is highly valued. The use of bullet points is encouraged. Please refer to the course schedule for deadlines.

Individual attendance & participation

There will be discussions during class periods.

In addition, please be punctual and attend all organized events. **Please turn off all cell phones during corporate visits and cultural visits.** You are encouraged to take notes during corporate visits and cultural visits.

Attendance is required at all program events.

- Missing one event lowers your maximum grade to 3.5.
- Missing a second event lowers your maximum grade to 2.0.
- Missing a third event means dismissal from the program with a grade of 0.0.

We will have confirmed all the necessary program details (booking of hotel, transportation, meals, site visits, etc.) once the program starts. **You may not drop the class once the program starts.**

Students are considered ambassadors of both MSU (and their home countries) and are expected to be always respectful to all things. Participants are encouraged to have fun and explore within reason.

Getting into trouble with police or other local authorities will result in immediate dismissal from the program with a grade of 0.0.

Please note **the GOLDEN RULE: Stay Together**. During the program, if venturing out during free time, the rule is to travel in groups of 2 or more, stick together, and never leave anyone behind. This rule is to be honored throughout the program. Never wander off on your own!

Grade Assignment (Grading Scale):

The final grade is determined by the percentage of total points accumulated over the semester using the fixed curve below:

Grade	Percentage
4.0	Above 90%
3.5	85% to 89.99%
3.0	80% to 84.99%
2.5	75% to 79.99%
2.0	70% to 74.99%
1.5	60% to 69.99%
1.0	55% to 59.99%
0.0	Below 54.99%

Please feel free to email me if you need help calculating your final grade.

Academic Honesty

The All-University Policy on Integrity of Scholarship and Grades:

All participants in this class are held to the standard set by MSU's Policy on Integrity of Scholarship and Grades. The policy can be read in full at the [MSU Ombudsperson's website](#)

Eli Broad College of Business Honor Code:

In addition to MSU policies, all students are expected to comply with the [Broad College Undergraduate Honor Code](#) or the FT MBA Honor Code.

Students who violate the Broad Honor Code may receive a grade penalty determined by the instructor and guided by the Dean of Students Academic Dishonesty Report (ADR) process.

If a student receives a second ADR, in addition to any associated penalty grade, a Broad student (defined as Business Preference, Broad Admit, or any student admitted to a Broad College of Business major) could face an additional sanction (in accordance with Article 7.6 of MSU's Student Rights and Responsibilities document) including but not limited to:

- University Probationary status.
- Denial of admission to the Broad College of Business if currently a Business Preference student.
- Dismissal from the Broad College of Business if currently a Broad Admit or are coded in any of the Broad majors.

Spartan Code of Honor:

On March 22, 2016, The Associated Students of Michigan State University (ASMSU) adopted the following Spartan Code of Honor:

“As a Spartan, I will strive to uphold values of the highest ethical standard. I will practice honesty in my work, foster honesty in my peers, and take pride in knowing that honor is worth more than grades. I will carry these values beyond my time as a student at Michigan State University, continuing the endeavor to build personal integrity in all that I do.”

Other Policies

Couse Recordings, Intellectual Property, and Social Media Use:

Course Recordings: If available, course recordings may be used only by students registered for this class. Students are expected to follow appropriate University policies and maintain the security of passwords used to access recorded lectures. Recordings may not be reproduced, shared with those not in the class, or uploaded to other online environments. Doing so may result in disciplinary action.

Related Policies:

Institutional Data Policy:

<https://tech.msu.edu/about/guidelines-policies/msu-institutional-data-policy/>

Student Privacy Guidelines and Notification of Rights under FERPA

<https://reg.msu.edu/ROInfo/Notices/PrivacyGuidelines.aspx>

As members of a learning community, students are expected to respect the intellectual property of course instructors. All course materials presented to students are the copyrighted property of the course instructor and are subject to the following conditions of use:

- 1. Students may not record lectures or any other classroom activities. Students may use the recordings only for their own course-related purposes.*
- 2. Students may not share the recordings with other students. Sharing is limited to using the recordings only for their own course-related purposes.*
- 3. Video and audio recordings made of online lectures may contain inaudible or invisible watermarks to identify shared media.*
- 4. Students **may not** post the recordings or other course materials online or distribute them to anyone not enrolled in the class without the advance written permission of the course instructor and, if applicable, any students whose voice or image is included in the recordings.*
- 5. Any student violating the conditions described above may face academic disciplinary sanctions.*

Please note that course materials or recordings include all lectures, solutions, homework assignments, exams, and others. Commercialization of lecture notes and university-provided course materials is *not permitted* on this course.

Generative A.I. Statement:

The use of generative AI tools (e.g., ChatGPT, Dall-e, etc.) is permitted in this course for the following activities: all graded activities.

You are responsible for the information you submit based on an AI query (for instance, that it does not violate intellectual property laws, or contains misinformation or unethical content). Your use of AI tools must be properly documented and cited in order to stay within university policies on [academic integrity](#) and the [Spartan Code of Honor Academic Pledge](#). Any assignment that is found to have used generative AI tools in unauthorized ways will receive 0 points. If in doubt about permitted usage, please ask for clarification.

Please note that the instructor will not help with generative A.I. tools. In addition, you are responsible for all results given by generative A.I. tools.