

Course Title: International Business
Course Number: International Studies 112A
Instructor: Seymour Schlosser

Overview of Course:

This course has been built over many years as a combination of basic principles and tools of business, such as formation and form of organization; fundamentals of sales and marketing; human resources and more. These principles and concepts are managed in business via what are called “functional areas” of the international enterprise. These principles and more are applied within a world which is in the process of moving from “globalized” the past 30+ years into now something less global and more “polar.”

A primary focus of the course continues to be “how to grow the business successfully and profitably”, in an ethical manner, whether during periods of economic growth or, more recently, economic turmoil, the latter being exemplified by:

- Russian invasion of Ukraine and continuing world-wide uncertainty;
- Middle East crisis with spreading problems in the region;
- “Return to Office” uncertainty with impact on commercial real estate downturn in the U.S., China, and elsewhere;
- Recent crises such as the March 2023 severe and unexpected banking confidence failure;
- Other macro uncertainties such as climate warming, electric vehicle switch-over, A.I. and more.

Instructor’s Expectation of Students:

The students are expected to become current in international business developments by reading on a regular basis either the Wall Street Journal; the weekly Economist Journal; the Financial Times; or the New York Times and be ready to discuss during the class lecture development of interest to the student.

Other Aspects of the Course:

A panel of former students of this course discuss their career experience during one evening during the middle weeks. Course grade is based primarily on a Writing Assignment due Week 2; written Take-Home Midterm exam Week 5; and in lieu of a final exam, a Team Project presentation to the class Week 10 and Finals week. The students are divided into teams of 6, and each team is assigned a “scenario”, based on current international business problems, and the team presents to the other students in the class their method of solving the problem applying what was learned, in and out of the course, during the quarter.