Instructor: Hasan Faruq, PhD
Office: Smith 326
Office Hours: By appointment
Email: faruqh@xavier.edu
(Feel free to email me with any questions regarding the trip)
Phone: (513) 745-3054

COURSE OVERVIEW
Brazil and Argentina are not only among the largest economies in South America, they are quickly emerging as important trade partners for the USA in a wide range of industries, including the retail sector, information technology, entrepreneurship and sustainability. The course and its travel component will help us gain new perspectives on doing business in these two countries and additionally, allow us to compare and contrast the differences in political, economic, cultural and legal landscapes between these countries and the USA. During our trip, we will visit the cities of Buenos Aires (Argentina) and Sao Paolo (Brazil). These cities now host different multinationals and also attract many tourists thanks to their museums, architecture, culture and music. This brief and intense cultural immersion experience will allow us to reflect on our assumptions and the way we think of business, culture, and even ourselves as global citizens. The main deliverable for this course is an international business plan that builds on these reflections.

The course consists of: (1) two pre-trip lectures, (2) a nine-day study tour to Argentina and Brazil, and (3) one post-trip lecture. This course can be taken by undergraduates as BUAD 484 (and count as a business elective) and by MBA students as BUAD 684. The requirements are mostly similar for undergraduate and MBA students, except that the MBA students are expected to provide longer and more in-depth reports and presentations, as discussed later.

You can find out about the experiences and reflections of a student who participated in a Brazil/Argentina trip previously here https://www.xavier.edu/center-for-international-business/

TRAVEL AGENDA
During this trip, we will have the opportunity to visit companies/organizations/government institutions, talk to local people, and participate in cultural events and group dinners. There will be an Instagram competition and an award for the students with the best photo journals during the trip (more on this later).

COURSE MATERIAL AND RESOURCES
You are not required to buy any books or other material for this course. Selected readings will be available through Canvas. It may be beneficial for you to review some concepts related to culture, currencies, market entry strategies and political and economic systems from any standard textbook on international business before your trip (especially anything written by Charles Hill). In addition, you may find the following resources useful as you work on the class project (I will also discuss them briefly during the pre-trip lecture).

Gap minder: http://www.gapminder.org/
Global Edge: https://globaledge.msu.edu
COURSE COMPONENTS

Pre-Trip Assignments

1. **Pre-Trip Lecture and Group Presentation (10%)**: Prior to departure, we plan to meet for about two class sessions. The sessions typically meet at times so as not to conflict with other classes and exams (for example, Friday evenings). These class sessions are designed to prepare you for what to expect in an unfamiliar environment and the particular schedule of visits arranged. You will receive information on sightseeing resources to help you plan your free time. During the first pre-trip meeting, groups for the presentations, as well as room-mates for the trip will be assigned. During the second pre-trip meeting, each group will make about a 12-15-minute oral presentation on the business and cultural background of either Argentina or Brazil, followed by a 5-7 minute Q&A. Each group will take one of the following topics:

<table>
<thead>
<tr>
<th>Economics and Business</th>
<th>Culture</th>
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<tbody>
<tr>
<td>2. GDP and Income (growth, distribution, etc)</td>
<td>2. Religious/ Belief Systems</td>
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<tr>
<td>3. Natural Resources</td>
<td>3. Healthcare System</td>
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<td>4. Infrastructure (energy, services, etc.)</td>
<td>4. Aesthetics (arts, traditions, symbols, etc)</td>
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<td>5. Principal Industries</td>
<td>5. Geography and Major Cities</td>
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<td>6. Foreign Investments (inflow and outflow)</td>
<td>Relationship with the US</td>
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<td>7. International Trade Data</td>
<td>1. History</td>
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<tr>
<td>8. Currencies and Exchange Rates</td>
<td>2. Political and Economic Influences</td>
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<tr>
<td>9. Employment and Inflation Data</td>
<td>3. Recent Changes</td>
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The PowerPoint slides for the presentation are due three days prior to our second class meeting.

1. **Individual Summary of other group presentation (5%)**: Each of you will also be expected to provide a 1-2 page (double-spaced, 1 inch margin, 12 font size) summary of the presentations made by the other groups during the second pre-trip lecture. It is quite likely that the information shared by the other groups on the backgrounds of these countries will be useful for your final project and it will potentially reduce the time you may have to otherwise spend on doing background research on these countries. In your summary, please include any questions or suggestions you may have for the other presenters. These summaries will be due at the post-trip lecture.

Trip to Argentina and Brazil

2. **Individual Professionalism/Conduct during Study Tour (25%)**: During this tour, we have the following visits planned:

   a. **Meetings with Government Officials**: these meetings will allow us to gain an insight on the economic, legal and political background of Argentina/Brazil and how government policies may influence business activities.

   b. **Meetings with Private Sector Organizations**: these direct meetings with business leaders and managers in various industries in Brazil and Argentina will help us envision the challenges and opportunities they face in a more concrete manner.

   c. **Cultural Events**: Throughout the immersion experience, we will have opportunities to learn about the culture and society of Brazil and Argentina. In addition to participating in planned group events, you are also encouraged to expose yourself to the local cultures on
your own, to break out of your comfort zone and challenge any pre-conceived notions that we all have from time to time.

Each of us will be representing Xavier during our visit, so it is important that we remain professional and courteous throughout this visit. As you can understand, the success of this international trip will depend on how well we work as a team and how well we treat others. At the same time, I want the group atmosphere to be relaxed and informal; so, there is a delicate balance we will need to strike. To incentivize professionalism, each student will be individually evaluated on attendance, participation and conduct during this study tour (worth 25% of the grade).

Post-trip classes and assignments

3. **Individual Instagram Photo Journal and Reflections (15%)**: The photo journal will provide an opportunity for us to reflect on our experiences during the trip, from the way people live in a different society, to the way business and government works in those places. I am especially interested in observations that are unique and go beyond the surface. Kindly upload all photos on Instagram and send me the link to your photo journal by no later than twenty-four hours BEFORE the post-trip lecture. For all photos, please include a brief description (a few lines) of either what is happening or what you think is happening. All students will get a chance to vote on the best photo journals (except their own). The best two photo journals will also receive a prize. The maximum number of photos in each journal is limited to 20.

4. **Group International Business Plan Presentation (25%) and Report (20%)**: As mentioned earlier, the main deliverable for this course is an international business plan, which involves a company of your choice (either your current employer or another existing company) that attempts to introduce either (1) a product commonly sold in the USA to the Argentinian or Brazilian market, or (2) a product commonly sold in Argentina or Brazil to the US market (if you choose the second option, I suggest you buy the product during your trip if possible and display the product to class during presentation; however, you are not obligated to buy anything for this class and not doing so will NOT affect your grade).

Your plan may include a brief background of the country (including any unique observations you made during your visit, as well as information you collected from the pre-trip presentations), relevant cultural dimensions and employee/consumer habits, regulations, risks of doing business (e.g. economic crisis, legal issues political instability), background of the firm (such as its current operations, financing, business lines and especially areas that would be potentially affected by international expansion), entry strategy (e.g. export, franchising, FDI, outsourcing etc.), competition (both local and international), and product characteristics (e.g. how will you transport it?).

In addition, MBA students are expected to go a bit more in-depth in their presentations/report, especially by addressing the following questions when applicable:

- What are the long-term goals of the company?
- How does expansion fit within the company’s mission?
- What human capital needs are there for the expansion?
- What are the financial needs for the expansion?
- What will distribution and marketing look like?
- Who will control and run the operations?
- What will be the timeline for expansion?
MBA students will make a 20-25 minute presentation (approximately) on the business plan (followed by a Q&A) and submit a 12-15 page report, (double-spaced, 12 font size, 1 inch margin, including all tables, references, etc.), together with a 300 word written summary of the plan on the day of the post-trip lecture.

Undergraduate students will make a 15-20 minute presentation (approximately) followed by a Q&A and submit a 10-12 page report, (double-spaced, 1 inch margin, including all tables, references, etc.), together with a 300 word written summary of the plan.

Please remember that quality is more important than quantity, so instead of squeezing in a lot of information in your presentation/report, it may be better to include the most relevant information and go into them in more depth. One submission per group will be sufficient. Late submissions will be assessed 20 percent per day, unless an extension is pre-approved with me (for example, due to an emergency situation experienced by a student).

### TENTATIVE GRADING SCALE

<table>
<thead>
<tr>
<th>Grade</th>
<th>Percent Credit</th>
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<tbody>
<tr>
<td>A</td>
<td>90%+</td>
</tr>
<tr>
<td>B</td>
<td>89.9-80%</td>
</tr>
<tr>
<td>C</td>
<td>79.9-70%</td>
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<tr>
<td>D</td>
<td>69.9-60%</td>
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**Academic Dishonesty:** A grade of zero will be given on the assignment on which plagiarism is detected. In addition, the standard procedure is to report the incident to the Dean of Students.

**WCB Mission Statement:**
“We educate students of business, enabling them to improve organizations and society, consistent with the Jesuit tradition.”

**WCB Learning Goals for This Course:**

**Undergraduate**

**Critical Thinking**

*Learning Goal:* WCB graduates will be able to think logically, reason quantitatively, and utilize appropriate analytical techniques and technology when evaluating and making decisions.

*Corresponding Objective:* WCB students will collect, evaluate and synthesize information to offer solutions and support decision making.

**Effective Written and Oral Communication**

*Learning Goal:* WCB graduates will be able to organize, support and communicate ideas clearly and effectively, employ multiple mediums of communication (e.g., written, oral and visual), and adapt communication to audience, context or purpose.

*Corresponding Objectives:* WCB students will make effective presentations, accompanied by the appropriate technology, demonstrating their ability to organize and communicate ideas clearly and professionally, both individually and in teams.
Global Perspective and Cultural Diversity

Learning Goal: WCB graduates will appreciate the historical and cultural contexts of the world in which they live, demonstrate the competencies required for engaging in global business activities, and respect and value diverse peoples and perspectives.

Corresponding Objective: WCB students will identify and contrast key attributes of countries’ business environments.

MBA Strategic Thinking and Leadership

Learning Goal: WCB MBAs will be able to position organizations in chosen market areas, compete successfully, and satisfy stakeholders with the objective of achieving superior organizational performance.

Corresponding Objectives:
- MBA students will demonstrate the appropriate knowledge of accounting, finance, management, marketing, and strategic integration.
- MBA students will demonstrate the ability to articulate a vision and set and prioritize strategic objectives.
- MBA students will formulate business strategies utilizing their understanding of the key functional areas of business.
- MBA students will practice and assess their capacity to influence others, collaborate, and encourage cooperation toward organization goals.

Global Perspective and Cultural Diversity

Learning Goal: WCB MBAs will be able to work across cultural boundaries, whether these are geographical or societal, in that they possess a recognition and appreciation of the global environment of business and an understanding and appreciation of diversity.

Corresponding Objectives:
- MBA students will evaluate and integrate economic, political, technological, environmental and societal issues into their decision making and show competencies required to compete in the global environment in their analyses.
- MBA students will incorporate the concepts of global diversity and inclusiveness in their analyses and decision making.

Ethics and Social Responsibility

Learning Goal: WCB MBAs are able to foster an ethical climate in their roles and responsibilities in business and society.

Corresponding Objective: MBA students will recognize ethical issues and demonstrate the skills necessary to analyze information and make informed, ethical decisions in complex, conflicting or ambiguous environments or situations.

Critical Thinking

Learning Goal: WCB MBAs are able to clarify problems, generate and evaluate alternatives using appropriate analytical and quantitative techniques, and draw conclusions.
Corresponding Objective:

- MBA students will evaluate organizations and recommend optimal strategies and actions demonstrating their ability to understand context, frame problems and use appropriate analytical and quantitative techniques.

Effective Written and Oral Communication

Learning Goal: WCB MBAs are proficient in written and oral communication.

Corresponding Objectives:

- MBA students will demonstrate their ability to clearly summarize issues and support decisions in writing.
- MBA student deliver professional presentations accompanied by the appropriate technology.
- MBA students demonstrate effective interpersonal communications skills in a team setting.