

VERTICAL LEARNING CURVE

International Business

Course Description

2/5/2010



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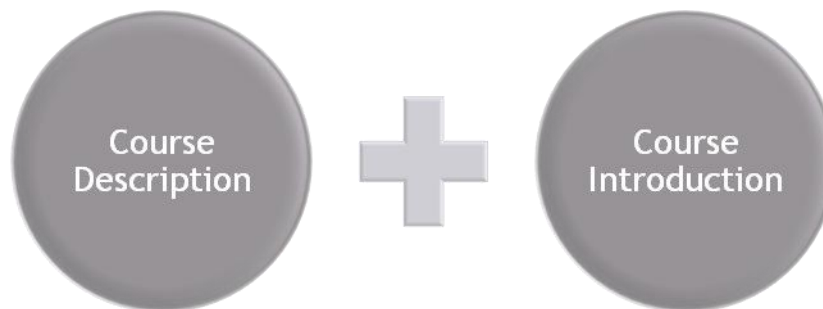
International Business

Overview

This course gives attention to the knowledge and skills needed to grow and sustain performance in an international business organization, whether a full company, a department, division or other strategic business unit within an existing organization. It addresses the common international business functions of market analysis, exporting, sourcing, direct foreign investment, and cross-cultural management.

This course has [12 modules](#), each focusing on a unique topic with unique objectives for your knowledge, skill, and values. Modules are given *different* priority, and so are not always equal in length, difficulty, or grading weight. Failing a module will result in immediate repetition of that module.

To enroll in this course, you must read this Course Description and the [Course Introduction](#).



Course Outline

Module	Issues + Resources
1	Introduction to International Business <ul style="list-style-type: none">▪ Learn How to Use the Course Materials▪ Learn the Course Contents▪ Learn the Resources Available▪ Pre-Test
2	GeoPolitical Context <ul style="list-style-type: none">▪ The Scope & Growth of International Business▪ Why International Business is Essential in American Companies▪ Building an IB Team▪ Organizations & Resources
3	Social & Cultural Context <ul style="list-style-type: none">▪ Culture and Society Differences▪ Asia & Latin America Comparisons▪ Resources
4	Assessing Markets <ul style="list-style-type: none">▪ Developed and Developing Markets▪ Evaluating Opportunities▪ Resources
5	East Asia <ul style="list-style-type: none">▪ International Business Travel Planning▪ Passports, Visas▪ Travel Mistakes and Cautions▪ Resources
6	Brazil <ul style="list-style-type: none">▪ Mercosur▪ Argentina▪ Brazil▪ HTS▪ Resources
7	Middle East/ Export Sales Development <ul style="list-style-type: none">▪ Oman▪ Iraq▪ Forms▪ Inco terms▪ Resources
8	The Sourcing Component <ul style="list-style-type: none">▪ Benefits of Sourcing Internationally▪ What to Outsource▪ Product Visas, Quotas▪ Country of Origin▪ Import Tariffs▪ Resources
9	Conference in Nigeria/ (Direct Foreign Investment) DFI <ul style="list-style-type: none">▪ Nigerian Trade Show

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- Incentives for International Business
 - Investing in China
 - Investing Criteria

10 Foreign Currencies

- Understanding the Problems of Foreign Currencies
- Types of Risks
- Ways to deal with FX Risks
- Resources

11 International Business Management

- Centralization & Structure
- Working with Nationals
- Language
- Infrastructure
- Delays & Cost Overruns
- Resources

12 Sustainability and the Details of DFI

- Sustainability Index
- Terrorism and Political Unrest

13 Final Exam

Recommended Readings and Resources

- **The Free Management Library - <http://www.managementhelp.org/>**
- **MBA Library- [http://www.businessbookmall.com/MBA%20Internet%20Library.htm#Free MBA Prerequisites Books](http://www.businessbookmall.com/MBA%20Internet%20Library.htm#Free_MBA_Prerequisites_Books) , University on-line library, or requiring student initiated research)**
- Selected Readings from Harvard University Center for International Development
- Selected Readings from the International Center for Trade & Sustainable Development
- Selected Readings from IMF Staff Papers
- Selected Readings from Journal of Economic Growth
- Selected Readings from The McKinsey Quarterly
- Selected Readings from The Harvard Business Review
- Selected Readings from The Wall Street Journal
- Selected Readings and Videos from Business Week
- Selected Readings and Videos from Fortune Magazine
- Selected Readings from Time On Line
- Selected Programs from Bizzier Professional Training
- Selected Readings from The Economist
- Selected Readings from The Economist Intelligence Unit
- Selected Readings from U.S. News & World Report
- Selected Readings from a variety of foreign newspapers and magazines
- Selected Readings from Review of International Economics
- Selected Readings from World Bank Economic Review
- A comprehensive International Business & Trade Glossary for students in this course
- <http://management.about.com/cs/begintomanage/1/blglossary.htm> AND
- <http://globaledge.msu.edu/ibrd/glossary.asp?Index=a>
- QuickMBA and MBA.net
- National Trade Data Base
- Securities Exchange Commission
- United Nations
- World Economic Forum
- World Bank
- U.S. Industrial Outlook
- CIA Factbook
- Bible
- Quran
- Fortune Magazine
- Business Week Online
- McKinsey Quarterly
- Global Edge
- Heritage Foundation
- Transparency International
- International Business Resource Connection
- Global Gateway
- Virtual International Business and Economic Sources

Credits - John P. Cragin, Ph.D.

International Business & Business Strategy Advisor

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Current Employment: Chief Executive Officer, Vertical Learning Curve, LLC of Oklahoma City, OK, 2006 – present

Personal

DOB: Dec. 6, 1947 in Los Angeles, California

Wife: Rebecca Cragin, CPA. Chief Accountant, Potawatomi Nation, certified municipal financial officer, certified in oil & gas royalty management

Daughter: Rebekah Kim Cragin, B.A., MA, Ph.D. (Cambridge) senior consultant with Rand Corporation in Washington DC, specializing in foreign affairs and counter terrorism

Daughter: Bethany Cragin-Day, B.A., MFA (Baylor), actress, director, playwright

Education

Yamato High School, Japan

B.A., 1969 (Magna Cum Laude) Oklahoma Baptist University

Ph. D., 1980 (Management, specialty in International Business and Sino-American relations) Oklahoma University

Academic Experience

Full professor, taught 15 years at graduate and undergraduate levels in USA and abroad.

- Oklahoma Baptist University
- University of Oklahoma
- Chinese University of Hong Kong
- Northeastern State University, Oklahoma
- Southwest Missouri Baptist University

Subjects: Business Strategy, Management, International Business, International Finance, Advertising, Sales & Marketing, Organizational Behavior, Research Methods, Small Business Management, Personnel Administration, Ethics, Introduction to Business

Management / Administrative Experience

- 2006-present CEO, Vertical Learning Curve, LLC
- 2000-2005 Director and Partner in Dunatos Inc., a learning technology company producing and distributing technology-based education and training tools.
- 1998-1999 Director of International Operations, Central Plastics Company. As an upper level manager, worked closely with Board, President, Vice President to manage international operations including extensive travel in Asia and South America.
- 1990-1998 President of Global Options International, a consulting firm with office in Russia and Brazil, specializing in emerging market development.
- 1990-1998 Developer of Moscow Economic School system in Moscow, Russia (two schools)
- 1980-1990 President, Management Technologies International Inc. a business consulting specializing in China.
- 1985-1990 Developer of MTI private corporate school system in China (seven schools)

Research and Writing

Over his career as a business teacher and consultant, Dr. Cragin has found a ready readership for his academic and professional research and writing. His works have been published in Asia, Australia, Canada, and Europe, as well as the United States. While a more complete list of the articles published by Dr. Cragin is available, here are representative titles and descriptions:

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| <ul style="list-style-type: none"> ▪ Downsizing and Performance in Public Funded Organizations. ▪ The Nature of Importance Perceptions. This seminal study was published by the prestigious journal Organization Behavior and Human Performance. It reviews theories and research in human values, then proceeds to test a complex cognitive model of importance perceptions. Much of the model is supported by the research, cultivating new ground for research in such areas as human motivation and decision making. ▪ Productivity and Competitiveness in Stable and Turbulent Economic Environments. This work was published in the International Journal of Management. ▪ Contemporary Advertising Attitudes and Practices in China. The first study of its kind, published in the | <ul style="list-style-type: none"> European Marketing Research Journal. ▪ Unsatisfactory Satisfaction Theories is a comprehensive review of the theories of worker satisfaction and its impact on performance. Published in the Hong Kong Journal of Business. ▪ Administrative Investment and Organization Performance. ▪ Social Ethics and the Emergence of Advertising in China. Published in Journal of Business Ethics. ▪ Management Technology Absorption in China. ▪ International Dimensions of experiential teaching, 2000 (contributing chapter) ▪ Management for a New Generation, Zondervan book published in 2002, 2006, 2007 |
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- Strategy for a New Generation, released in 2003, new edition in 2005, 2006, 2007
- On Kingdom Business, Crossway Publishing, 2003 (contributing chapter)
- Team Based Learning, Praeger Publishing, 2003 (contributing chapter)
- Team Based Learning, Stylus Publishing, 2004
- Great Commission Companies, Article for Christianity Today, 2004
- International Business for a New Generation, digital text and course materials, 2007
- Pillars, a real-time business simulator for training and education
- Public and Private Sector Managers' Attitudes toward Compensation.
- Motivation and Productivity in China.
- Straight Talk about Doing Business in China.
- Performance Appraisal in Multi-Cultural Organizations.
- Organization Size, Work Context, and Employee Satisfaction.
- Work: Pain, Pleasure, and Purpose.
- Teaching Organization Behavior in China.
- The Progressive Professional.
- Service Portfolio Analysis for Social Welfare.
- Performance and the Worker-Work Interface.

Professional Consultation

Dr. Cragin has served as a consultant to industry and government around the world. Here are a few of the consultations in some cases accompanied by brief descriptions. Cragin's consulting work has taken him to 40 countries on behalf of companies in a wide variety of industries.

- Kerr-McGee Corporation. Competitive marketing which established a significant competitive advantage for KM in a vital \$20m business.
- Hong Kong Trade Association.
- Tianjin City Investment Development Program. This city of 9 million called upon Dr. to help develop a program to attract foreign investment. The project called for work with top city leaders to analyze and evaluate various strategies for attracting foreign investment.
- Triangle Flatware Company. Consultation an immediate tripling of sales revenues. The project involved extensive research of producers, distributors, and buyers in Hong Kong, Taiwan, Korea, Japan, and the United States.
- Sheraton Hotels (several projects)
- Detroit Edison (human resource management)
- Hong Kong Government (several projects for several departments)
- United States Department of Commerce, Trade Development Program. Directed three separate consulting project for the US government, resulting in widely used publications in the areas of telecommunications, industrial process controls, and others. The consultation required an analysis of the competitive opportunities which existed for American firms and direction for penetration strategies.

- Ely Lilly. This large chemical - drug firm employed Cragin to analyze market potential for in China.
- APC Inc. This billion dollar firm resource management and manufacturing firm hired Cragin to evaluate the feasibility and market potential for a \$30 million investment in Indonesia.
- Pittsburg Plate Glass. Fortune 500 firm was preparing to make a \$100 million investment. Dr. Cragin evaluated the potential sites for this investment. The responsibility for the project was especially heavy given the size of the planned investment. The work involved travel in Thailand, the Philippines, Singapore, Japan, and many locations in China.
- Exxon Chemicals. Fortune 500 firm, employed Cragin to assist with development of a 20 year strategic plan.
- Arrow Forklift Parts. The largest distributor of forklift parts in North America, AFP employed Cragin to develop low-costs sources for a major line of parts, ultimately purchasing over \$2 million of parts from the sources developed. This consulting involved a great deal of time on factory floors in numerous locations. Much of this effort was given to quality control issues (a highly specialized and technical part of the management field). Negotiations, trouble shooting, international shipping, and communications were also involved.
- Hong Kong Telephone, Cable & Wireless (several projects)
- Central Plastics Company. This local international firm hired Cragin to evaluate the potential of a joint venture in China. Ten years later, Cragin was hired to help plan and set up a Central Plastics manufacturing and sales operation in China.
- Peavey Corporation.
- W.H. Stewart Company. Large sheet metal fabricator providing precision cabinets for Lucent Technologies, project involved finding and qualifying joint venture partner in Brazil.
- Express Personnel Services. Billion dollar company sought opportunity to franchise its operations in Brazil. End product was all groundwork to establish the franchise.
- Plasma Environmental Technologies. High-tech environmental firm provides advanced solutions to hazardous, medical, industrial wastes. Sought opportunity in South America. End product was three opportunities to sell/build plants.
- Elkins Telecom. Company provides build-out solutions for major cell phone providers in major cities. Sought competitive advantage in Venezuela markets. End product was complete report on all relevant costs, requirements, and connections for \$50M build out contract with Nokia.
- Wilspec Technologies. Company manufactures valves for heating and air conditioning industries. Project involved evaluation of alternatives for setting up manufacturing in China.
- George Washington Academy, Casablanca, Morocco
- This is a partial listing. Others include projects for the governments of Britain, Australia, New Zealand, Canada, and China.

Presentations, Meetings, and Miscellaneous

Speaking engagements at major professional conferences around the world:

- World Productivity Congress, Norway
- World Trade Conference, US
- China-USA Trade Development Congress, US
- East Asia Business Development Conference, Hong Kong
- Academy of Management, University of Southern California
- International Investment Strategy Conference, China
- Business Development Conference, China
- Action Management Conference, Indonesia
- Management Training Conference, Malaysia
- Executive Development Meetings, Russia
- China Trade Conference, Brazil
- International Business Development Seminars, China
- Entrepreneur of the Year, US, 1993, 1996
- Kingdom Business Forum, Virginia Beach
- Christian Business Faculty Association Meetings

References (More References Available Upon Request)

- Sam Hammons, JDD (President, Hammons Investment)
- Robert Pourchot (President, Central Plastics Company)
- C.K. Thong (President, Leadership Development International)
- Richard Rodgers (Legal Counsel, IBM)
- Stephen R. Ferrell (VP, New York Life)
- Kevin Garrett, (Coldstone Creamery)
- Dwight Nordstrom (Pacific Resources International)
- David Gillogly, Kent Humphreys, and Jeremie Kubicek (Oklahoma City)