

## **International Study Trip. Destination: Ireland**

### **Winter Quarter 2020**

- Day/Time: Every other Sunday Starting Jan 5, 9 to 4pm
- Location: San Ramon/Davis
- NO classes:
  - Finals Week
  - We may not need all 5 classes
- Note: Travel dates are during Spring break. Arriving Sunday and leaving the following Saturday.
- Costs are likely to be \$600-\$1,100 airfare + \$1,500 to \$2,500 for all activities in Ireland, including shared room in 3 star hotel, all breakfasts, wifi/cell phone access, private transportation, private tour guide, various lectures/business events, all gratuities.

### **Course Description**

**The breathtaking scenery of the Irish coast with emerald green shores and windswept waves crashing on rugged rocks has inspired many world travelers to visit this nation of friendly people. The Irish are known for their warm welcome, gift of gab, and cheerful socializing in the ubiquitous pubs over a warm Guinness.**

**But what has drawn business-minded companies to Irish shores, is its young tech-literate English-speaking population. Also, the government has enacted favorable tax structures and foreign-investment friendly policy. The corruption-free safe environment, reliable and familiar legal system, and political stability has created a business-friendly ecosystem. Ireland is home to over 1,000 overseas companies. Ireland is the 2<sup>nd</sup> most attractive country globally for Foreign Direct Investment. Google, HP, Apple, IBM, Facebook, LinkedIn, Twitter, Pfizer, GSK, and Genzyme have all made Ireland the hub of their European operations.**

**With such a favorable economic setting, Irish economy grew at a healthy clip from 1995 to 2007. The Irish economy suffered a setback during the global financial crisis, and budget deficit reached 32% of GDP, the world's largest deficit as % of GDP. So Ireland was forced to accept an IMF loan in 2010. By 2013, the economy had recovered and Ireland exited the IMF bailout/loan program. In 2015, Ireland's GDP grew at an astonishing 26%.**

**Ireland continues to grow at a healthy pace today with 7.2% growth in 2017. The looming Brexit casts a large shadow on all of Europe and especially Ireland. So this is great timing to visit Ireland to understand it's economic growth and explore the potential impact of Brexit.**

**Also 40 million Americans consider themselves Irish-Americans and there is a strong cultural connection between US and Ireland. This common heritage creates a bond that fosters economic cooperation. It also means the Irish heritage influences our politics here in US as well. Of our 44 presidents, 22 claimed some Irish heritage. Most recently, John F Kennedy, Ronald Reagan, George Bush, Bill Clinton, and Barack Obama all had Irish backgrounds. The generations of Irish immigrants became influential leaders in US business and politics. There may be some interesting insights on future wave of immigrants and their potential impact on US. Learning about Ireland may give us some insights into the outlook for US as well.**

This class is designed to help develop knowledge, skills and desire to do business in the international marketplace. Each time, we study a new part of the world that reflects some special opportunity.

The course will begin with the question of why is it imperative to study international business. We'll discuss importance of international business and theory of Comparative Advantage and the continued trend towards globalization. Then we'll ask the question, Why Ireland now?

The class will build a framework to understand cultural differences and evaluate financial/economic parameters. We'll develop an appreciation of spectrum of key cultural parameters: individual independence or group conformity; hierarchical or flat societies; feeling or thinking decision-making; implicit or explicit communication styles; legal contracts or personal relationships; etc. We will discuss how these cultural tendencies shape business practices. Next we'll build an appreciation for international risk by discussing corporate governance, foreign exchange fluctuations, political/economic infrastructure, taxation policies, and sovereign credit ratings. We'll use case studies to enhance discussion of theories.

Ultimately, we want to use these tools to understand how Ireland's history, culture, government, and economy will impact its future relationship with US and other key global players and what that implies for future business opportunities.

To build upon the theories, will invite speakers to bring their perspective. The students will have opportunity to apply the general concepts on international business with the knowledge of Ireland to analyze a specific business opportunity.

Travel Dates:

Travel Dates: Official business dates in-Country are during Spring Break. Students must be there for the class dates.

We will work with local MBA travel agency to schedule meetings with companies and government organizations in Ireland. Students are encouraged to contact companies in US which are interested in conducting business in Ireland or which already have operations in Ireland. We can reach out to Irish expatriates living in US to gain insights on living and working in Ireland. We may identify NGOs in Ireland and set up meetings to understand their perspective. Meetings with University faculty in Ireland can also provide insights on economic/business outlook.

Class meetings in Ireland will be during the week so students may want to take advantage of the free weekend before or after the business meetings to plan a trip to the neighboring countries or other cities in Ireland. It's only a one hour flight to most major cities in Europe. The Euro is the common currency for most of Europe and the common visa makes it easy to travel between most European cities.

So students could arrange for their own personal visits to London, Paris, Munich, Vienna, Budapest, Geneva, Prague, Athens, Barcelona, Rome, or Istanbul or any other scenic destinations nearby.

#### Course Material

- Text book: Built for Global: Navigating International Business and Entering New Markets Paperback by Robert S. Pearlstein (Author) and Janet A. Gregory (Author)
- Investing in Ireland guide from Crowe Horwath
- Professor and guest speakers' presentations
- References to current events from Wall Street Journal, Economist, Financial Times and BBC online.
- Excerpts and case studies from International Finance edition 7 by Eun and Resnick; Appendix 1A, Page 25 and 26 – Gain from Trade: The Theory of Comparative Advantage
- Harvard Business Review - Sept 2104; Contextual intelligence. By Tarun Khanna; page 11 through 19
- CIA World Fact Book online on Ireland
- Student research on a company/opportunities
- Student research of travel

#### Recommended References on international business

- International business : The Lexus and The Olive Tree by Thomas Friedman
- Inside Coca-Cola: A CEO's Life Story of Building the World's Most Popular Brand by Neville Isdell.
- International marketing: Principles of Marketing Global Edition by Philip Kotler

#### Travel location:

Dublin, Ireland

Classes in US:

We'll set up speakers in US to speak about the country and business opportunities in Ireland.

I'll be sharing insights on doing business in Europe based on my experiences of working and traveling in Europe including Russia, UK, Germany, Switzerland, Spain, France, Italy, Czech Republic, and Greece. We'll discuss economic outlook, foreign exchange climate, political landscape, tools for research, and cultural differences. We'll explore the differences to consider in setting up international JVs or evaluating foreign direct investment opportunities. I'll provide some financial tools for investment decisions.

Class work: As this is a for-credit class, there are 2 written graded assignments: class presentation and post-trip reflections.

Students (in teams of 2 to 4) will do a 15-minute powerpoint presentation for the class on a potential business opportunity in Ireland. The business opportunity can be a foreign direct investment, acquisition, joint-venture, import, or export opportunity. The presentation should provide a short summary of current competitive landscape and forecasted growth given the economic/political outlook. A short financial analysis of the opportunity should be included. The presentation should also reflect insights on cultural differences with US and implications for go-to-market strategies. The grading will be based on depth of analysis and application of concepts presented in class. The presentation should reflect an understanding of the opportunity and the differences to consider in this international setting.

Each student will turn in a written look-back on the trip and share the insights they have gained. The write-up should be 1 to 2 pages long and include their observations of cultural norms and recommendations for successful business practices. The write-up should refer to theories discussed in class and validate or correct them based on empirical observations.

In addition to the written assignment, students will be graded on participation in class in US and in meetings in Ireland. Any students who miss a class can make up the participation grade for that class by doing a 5-minute presentation on some aspect of Ireland (overview of currency system, government structure, important historical events, update of important current events in Ireland, economic overview, major cultural themes etc.) Please contact me in advance to confirm topic and presentation date.

Students will each schedule one event for the class either in US or in Ireland to allow them to provide input to the class and also begin creating their own network/contacts for Ireland. I'll leverage my contacts to set up various speakers and events. I'd certainly welcome any suggestions from students.

Professionalism: We will represent UC Davis and the GSM so it is of utmost importance to have the highest level of professionalism. We are striving to build professional relationships in Ireland. Your grade will be reduced and there may be other consequences for lack of professionalism. This includes joining all meetings, being on time, acting professionally at all times of day and night, and contributing to the class. Please see the UC Davis Code of Academic Conduct for more details:  
<http://sja.ucdavis.edu/files/cac.pdf>

Costs: The costs are the course-related course plus travel costs. The travel costs are paid directly by the students and are around \$1,500 to \$2,500 + airfare.

Valid passport, Visas and immunizations: Each student is responsible for obtaining a valid passport and visa. It is the student's responsibility to ensure they are current on all immunizations and acquiring ones related to the county of travel. Our travel agency will provide some guidance on the visa application process.

Grading:

- 20% business opportunity presentation (team project)
- 20% setting up one meeting or event or speaker in Ireland or in US; or a short presentation on relevant topic to the class (team or individual effort)
- 20% class participation (individual verbal contribution)
- 20% trip professionalism (individual performance)
- 20% post-trip write-up on observations and insights (individual written submission)

Preliminary Agenda:

- Class 1:
  - Introductions
  - Why Ireland now?
  - Trip planning and logistics
  - Guest speaker ; to be confirmed
- Class 2
  - Country overview – history, economy, business outlook
  - Trip planning and logistics
  - Guest speaker; to be confirmed
- Class 3
  - Tools for international business development – soft skills (cultural empathy)
  - Trip planning and logistics
  - Guest speaker; to be confirmed
- Class 4
  - Tools for international business development – hard tools (legal, financial, research tools)
  - Trip planning and logistics
  - Guest speaker; to be confirmed
- Class 5:
  - Student team presentations
  - Trip planning and logistics
  - Guest speaker; to be confirmed

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