2015

BUAD 550-01 International Business

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Instructor: Megan Battig  
Office: Smith 105  
Office Hours: TBA  
Email: battigm@xavier.edu

Course Overview: 
The International Business course you are taking will explore competing in a global marketplace driven by business need to create new profit via expanding reach to new consumers, new suppliers, and new manufacturers in foreign countries. This course will enrich your knowledge of the cultural, economic, and political differences that you could face when doing international business, and how to craft strategies for international business expansion.

Textbook: 
*International Business: Competing in the Global Marketplace 10E; Charles Hill*  
This textbook will supplement the course material but is not required to succeed in the class.

Supplementary readings and/or case studies will be provided in class

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

Academic Dishonesty: 
I and Xavier University will not tolerate cheating. If you are caught cheating, in any form, you will be given an “F” in the course and will be reported to the Dean of the College.

Assignments and Grading: 
Your final grade will be determined based on the following course components:

1. Two exams (100 points each)  
2. Project (100 points)  
3. Participation (50 points)

Final grades will be determined as per the following absolute scale expressed as a percentage out of 100 points:

<table>
<thead>
<tr>
<th>Grade</th>
<th>Percent Credit</th>
<th>Grade</th>
<th>Percent Credit</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>94%+</td>
<td>B-</td>
<td>80-82.99%</td>
</tr>
<tr>
<td>A-</td>
<td>90-93.99%</td>
<td>C</td>
<td>70-79.99%</td>
</tr>
<tr>
<td>B+</td>
<td>87-89.99%</td>
<td>D</td>
<td>60-69.99%</td>
</tr>
<tr>
<td>B</td>
<td>83-86.99%</td>
<td>F</td>
<td>Below 60%</td>
</tr>
</tbody>
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Tentative Course Schedule:

January 15, 2014: Introduction
- Syllabus
- Globalization (Chapter 1)

January 22, 2014: International Trade
- Trade Theory (Chapter 6)
- Political and Legal Systems (Chapters 2 & 3)

January 29, 2014: Foreign Direct Investment
- Culture (Chapter 4)
- International Ethics (Chapter 5)
- Economic Development

February 5, 2014: Foreign Direct Investment
- Foreign Direct Investment (Chapter 8)
- Economic Integration (Chapter 9)
- Review for Midterm Exam

February 12, 2014: Midterm Exam

February 19, 2014: International Financial Systems
- Review Midterm Exam
- Foreign Exchange Market (Chapter 10)

February 26, 2014: Business Management
- International Monetary System (Chapter 11)
- International Business Strategy (Chapter 13)

March 5, 2014: Spring Break (No Class)

March 12, 2014: Business Management
- Business Organization (Chapter 14)
- Entry Strategy (Chapter 15)

March 19, 2014: Exporting and Production
- Exporting and Importing (Chapter 16)
- Production and Outsourcing (Chapter 17)

March 26, 2014: Case Studies

April 2: Easter Holiday (No Class)

April 9, 2014: Global Business Design
- Marketing, R&D, Finance (Chapter 18, 19, 20)

April 16, 2014: TBD
- Review for final exam

April 23, 2014: Presentations
April 30, 2014: Presentations
May 7, 2014: Final Exam
Administrative Issues:

Please read these course policies carefully.

Attendance:
- Having a good set of lecture notes is essential for doing well in this class. Anything discussed in class will be considered fair game for the exams
- If you miss a class, please get the lecture notes from one of your classmates

Class Conduct:
- Your conduct in class – arriving on time, staying until class ends, positive participation, no use of cellular phones, etc - may factor in determining your final grade. This is a graduate level class and you are expected to behave accordingly.
- Ask questions, participate in discussion, and have fun!

Make-up Exams
Make-up exams will only be given in the case of documented emergencies and if you notify me in advance.

Disability Accommodations:
If you feel that you may have a disability, please contact Disability Services (513-745-3280) during the first week of class – I will rely on what they assess to determine accommodations related to your disability.