ECON 300-05 International Trade & Business Environment

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Course Overview:
The International Trade & Business Environment course you are taking will explore competing in a global marketplace driven by a business’s need to create 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 one could face when doing international business, and how a business might craft its strategy 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. Attendance and 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>
</table>
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.
- 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

It is my goal that this class be an accessible and welcoming experience for all students. If you are a student with a disability who may have trouble participating or effectively demonstrating learning in this course, please meet with me to share your Accommodation Letters from Disability Services and to discuss your needs. Disability related information is confidential. If you have not contacted Disability Services to arrange accommodations, I encourage you to do so by contacting Cassandra Jones, by phone at 513-745-3280, in person on the Fifth Floor of the Conaton Learning Commons, Room 514, or via e-mail at jonesc20@xavier.edu as soon as possible as accommodations are not retroactive.

Office of Student Success

Location: 514 Conaton Learning Commons
Phone: 513-745-3036
Email: studentretention@xavier.edu

The Staff in the Office of Student Success is available to assist students to make the most of their Xavier experience. Personal staff consultations, success coaching, referrals to on-campus Solution Centers, and guiding students to effectively navigate their college experience are central to our work. Please visit www.xavier.edu/student-success to learn more or visit us in the Conaton Learning Commons.
Tentative Course Schedule:

August 26, 2015: Introduction
- Syllabus
- Globalization (Chapter 1)

September 2, 2015: Culture & Ethics
- Culture (Chapter 4)
- Cultural Fluency
- International Ethics (Chapter 5)

September 9, 2015: International Trade
- Political and Legal Systems (Chapters 2 & 3)
- Trade Theory (Chapter 6)

September 16, 2015: Foreign Direct Investment
- Economic Development
- Foreign Direct Investment (Chapter 8)
- Economic Integration (Chapter 9)
- Review for Midterm Exam

September 23, 2015: No Class

September 30, 2015: Midterm Exam

October 7, 2015: International Financial Systems
- Review Midterm Exam
- Foreign Exchange Market (Chapter 10)

October 14, 2015: Business Management
- International Monetary System (Chapter 11)
- International Business Strategy (Chapter 13)

October 28, 2015: Business Management
- Business Organization (Chapter 14)
- Entry Strategy (Chapter 15)

November 4, 2015: Case Studies/Global Perspectives

November 11, 2015: Exporting and Production
- Exporting and Importing (Chapter 16)
- Production and Outsourcing (Chapter 17)

November 18, 2015: Global Business Design
- Marketing, R&D, Finance (Chapter 18, 19, 20)
- Review for final exam

November 25, 2015: Thanksgiving Holiday

December 2, 2015: Presentations
December 9, 2015: Presentations
December 16, 2015: Final
Learning Goals – Williams College of Business
Undergraduate Program

• 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 Objectives:

• (1) WCB students will collect, evaluate and synthesize information to offer solutions and support decision making.

• (2) WCB students will evaluate and articulate implications of business decisions and their impact on organizational stakeholders, both individually and in teams.

• Ethics and Social Responsibility

Learning Goal: WCB graduates will be able to recognize ethical issues, discern moral implications of decision making, and be prepared, and willing, to serve as responsible and professional members of society.

Corresponding Objectives:

• (1) WCB students will recognize ethical issues and their implications on personal and business decisions.

• (2) WCB students will demonstrate the skills necessary to analyze information and make informed, ethical decisions in complex, conflicting or ambiguous environments or situations.

• 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:

• (1) WCB students will produce business documents and reports demonstrating their ability to organize and communicate ideas clearly and professionally.

• (2) 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 Objectives:

• (1) WCB students will identify and contrast key attributes of countries’ business environments.

• (2) WCB students will evaluate and integrate global economic, political, technological, environmental and societal issues into their decision making.

• (3) WCB students will integrate the concepts of respect, inclusiveness and valuing all persons into their decision making.
• **Understanding and Application of Knowledge Across Business Disciplines**

*Learning Goal:* WCB graduates will be able to evaluate business from an integrative and holistic point of view, leverage the synergies between functional business areas, and demonstrate college-level mastery of their chosen discipline.

*Corresponding Objectives:*

- (1) WCB students will demonstrate the appropriate knowledge of accounting, economics, finance, management, management information systems, marketing, quantitative business analytics, international issues, and the legal and social environment of business.

- (2) WCB students will evaluate business problems from an integrative point of view, including diverse business functions, competition and external environment (social, political, economic, and environmental.)

- (3) WCB students will demonstrate college-level mastery of the body of knowledge and skills relative to their major. (To be determined at the departmental level.)

• **Personal and Professional Development**

*Learning Goal:* WCB graduates will be well-prepared for their future careers and appreciate the importance of continuous professional development and life-long learning.

*Corresponding Objective:*

- WCB students will articulate career goals, prepare a professional resume, demonstrate behavior-based interviewing techniques and develop a professional network.