2012

BUAD 500-02B International Business

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Recommended Citation
Chatterjee, Suparna, "BUAD 500-02B International Business" (2012). Business Administration Syllabi Fall 2012. 2.
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Overview of the Course

Some theorists claim that we live in a world of “permanent change.” Under the sign of dot-com, we live in a world (virtual and real) marked by global flows, networks, and nodes leading to a steady contraction and simultaneous expansion of the known world. In this world of permanent change goods, services, and people are mobile, transient, and malleable. All of these attributes are part of the phenomenon known as globalization.

Commerce, trade, and investment are at the heart of the process of globalization. Clearly, commerce is no longer confined to national boundaries, and internationalization is viewed as central to success in commercial endeavors. Broadly, this course explores themes, processes, and practices needed to become a successful (active and engaged) participant in an arena that is a definitive feature of globalization – international business. On the one hand, globalization has created exciting new opportunities for companies as they are increasingly able to leverage resources worldwide. Companies are selling their goods and services in foreign countries or sourcing inputs from various regions of the world thereby increasing revenues and decreasing costs. On the other hand, “doing business” in multiple locations is fraught with enormous complexities because it requires a deep understanding of the diverse cultural, political, economic, and legal contexts or “environments” within which business takes place. How do we effectively reconcile global connectivity with global variability?

This course will speak to this concern by building a knowledge base that will allow us to interact, transact, and engage with people in diverse settings across the world. Always keeping the variability of culture and people in mind, this course will focus on globalization and its effects, the changing face of international trade and foreign direct investments, international monetary systems, and management issues like strategies for international operations, marketing, and human resource management.
**Required Text**

**Requirements**
In addition to lectures, I will assign several supplemental readings and assignments that will help you to explore and analyze concepts and themes discussed in class. We will also review visual materials like films and video clips based on which you are expected to lead off discussions and engage in critical thinking.

**Grading Policy**
The final grade will be determined via homework, one mid-term exam, a final exam, and class participation. Your final grade will be determined based on the following weights:

- Homework: 20%
- Exam I: 35%
- Final Exam: 35%
- Class Participation: 10%

Unexcused absences from exams will result in a grade of zero. Assigned homework will not be accepted past the due date. Make-up exams will be offered only if pre-arranged with me or under extraordinary circumstances where alternative arrangements could not have been made in advance. A tentative schedule for the exams appears in the ‘Course Outline’ section below.

The final grade will be based on the following scale:

- A ≥ 93%
- 93% > A- ≥ 90%
- 90% > B+ ≥ 87%
- 87% > B ≥ 83%
- 83% > B- ≥ 80%
- 80% > C+ ≥ 77%
- 77% > C ≥ 73%
- 73% > C- ≥ 70%
- 70% > F

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

Week 1 – October 18th
General Introduction
Chapter 1: Globalization

Week 2 – October 25th
Chapters 2, 3, 4: Cross-Cultural Business; Politics; Law; and Economic Systems
Readings: Wal-Mart in Germany; Chaos Theory in India

Week 3 – November 1st
Chapters 5-6: International Trade and Business-Government Trade Relations
Readings: Diamonds are not forever; Trade and Development Report, 2010, Overview Section, UNCTAD
Review for Exam 1

Week 4 – November 8th
Exam 1
Discussion: 1-800-India (Documentary)

Week 5 – November 15th
Chapters 7-13: Foreign Direct Investment
Chapters 9-10: International Monetary Systems

Week 6 – November 22nd
Thanksgiving Break – No Class

Week 7 – November 29th
Chapters 9-10: International Monetary Systems
Chapter 11: International Strategy
Concluding Comments
Review for Final Exam

Week 8 – December 6th
Final Exam

Note: I reserve the right to change the syllabus as necessitated by circumstances. However, any alterations to the syllabus will be made in as timely a fashion as possible.